Staycations spawns new holiday home providers

A boom in UK leisure breaks and staycations over the last few years has coincided with an appetite to stay in more quirky boltholes.

As a result a plethora of novel and innovative overnight resting places, such as yurts, wigwams and luxury bell tents for glamping have sprung up. And for those who prefer somewhere more substantial and less canvassy to enjoy their time off, the trend has spawned a whole new industry in shepherd huts, pods and mobile homes.

Today customers want novelty but they're also often looking for home from home comforts and the majority of providers are spec'ing up their products to suit.

Saniflo and Kinedo feature in novel accommodation

The English Shepherd Hut Co, based in Norfolk, manufactures a range of high quality shepherds huts including the top of the range, Poachers Hut, which features all mod cons including bathrooms, bedrooms, kitchens and seating space thanks to ingenious interior design that maximises every inch of available space.

Unlike a lot of portable accommodation the flushing toilet is not a chemical loo. The company specified the Sanicompact with integrated macerator from Saniflo which has an automatic push-button flush connected directly to a water supply and needs no cistern. With ideal compact proportions to maximise space it also takes grey water wash basin waste via its second inlet and discharges it via 32mm pipework either to a storage tank or to the nearest mains; depending on the site. The company's new Aquarius range is an ultra-posh bathroom block. Aimed at the wedding, events and festivals market it features Saniflo's Saniwall so that modern, wall hung sanitaryware can be installed. The versatile unit takes waste from the WC, shower and basin.

The Log Pod is a manufacturer of high quality, unique seasoned spruce holiday pods that are finding their way into holiday parks throughout the UK. Whilst moving to new, larger manufacturing premises in Swansea the company reviewed their processes and suppliers. For their bathroom requirements the Kinedo Kineprime Glass integrated cubicle was specified for the new, top of the range Grande Max Log Pod with built in bed, bathroom and kitchenette. The Kinedo showers offer a swift solution that look great and save on installation time because they can be installed in under half a day with no silicone or grout. The interior glass panels eliminate the need for tiling and the shower valve and shower head are all supplied as part of the package.

MRC Modular is, as the name says, a manufacturer of modular buildings for a range of sectors including education, sport and nurseries. Recently the company diversified to take advantage of the burgeoning leisure and holiday sectors. Their new traditional log cabins are making a real impact on holiday parks and cater for couples, families and larger groups with models from the 1 and 2 bed Sparrow, to the rustic Skua which has up to 3 bedrooms or the larger Nordic which can be configured for up to 4 bedrooms. Each option features 1 or more bathrooms with the Kineprime Glass cubicle. The client is very happy with the shower solution because they are exceptionally practical and can be installed quickly with no follow-on trades required.



TOP TIPS FROM JOHN L'ERARIO



John L'Erario is the newest member of our technical support team, but he's already covered many miles helping customers with installations and is well placed to share some of his tips to help make life easier for you and your clients.

TOP TIP On the new Saniflo products insert the lid seal around the lip of the interior lid rather than attempting to try and put the lid seal around the body of the unit case. If the customer is finding the lid seal less malleable, then they can use warm soapy water to aid in the installation of the lid seal.

TOP TIP When fitting the bracket to the wall for a Kinemagic cubicle, it is normal to measure the wall and then mark the height for the bracket. However, why not fit the bracket to the glass panel first and then line it up on the wall, mark it, drill it and then fix it; this saves a bit of time and is a bit easier to do.

TOP TIP When installing our products that require an air vent pipe (Sanicubic range), the air vent pipe should not be fitted with an anti-syphon or air admittance valve. This could inhibit the performance of the pump. If venting into an enclosed space, we recommend using the Saniflo carbon filter.

Counterpoint Challenge



Thanks to you all for entering our last competition. **Twenty lucky winners received a £20.00 cinema gift card** to catch up with the latest film releases.

Chris Henderson
William Wilson, Kinning Park

Martin Christie
Plumbstore, Glasgow

David Sowerby
Crossling Ltd, Stockton

Betty Jones
Plumb Center, Doncaster

Ross Jones
Crossling, Doncaster

Paul Ross
Preston Plumbing Supplies, Preston

Paul Mitchell
Atlas, Manchester

Jay Nevitt
Plumb Center, Rainhill, Surrey

John Paul Loftus
Unique Plumbing Supplies, Eastleigh

Mark Turner
Blanchford & Co, Oxford

Terri Spencer
Tucker French, Watford

Fran Hudspeth
Williams, Romford

Marc Barton
MKM Building Supplies, Kings Lynn

Julia Pratt
Plumbase, Ely

Tariq Hussain
Buildbase, Bordesley Green

Anthony Scott
Castillo Ceramics Ltd, Stoke on Trent

Georgina Greaves
Bell Plumbing, Aston, Birmingham

Ian German
Plumb Center, Bridgwater

Joshua Ruddock
City Plumbing, Taunton

Rob Smart
Graham, Bath

Here's a reminder of the scenario:

Q One of your regular plumbing customers has been asked to re-fit a bathroom in his client's 8-berth sailing boat. The toilet that he is replacing is an old hand pump version that has seen better days. As the space is restricted he needs something that can sit in a similar footprint but he does not want a like for like as he wants something more modern.

What Saniflo product would you recommend?

A The correct answer to our question was the Maxilite from the Sanimarin range which is the ideal replacement for a hand pump toilet on board smaller boats and cruisers. Congratulations to all the winners and please do enter this issue of Counterpoint Challenge for your chance to **win a pair of stylish Bluetooth headphones.**

SANIFLO®
PLUMBING THE POSSIBILITIES

Saniflo Ltd · Howard House · The Runway · South Ruislip · Middx HA4 6SE
t: 020 8842 0033 · f: 020 8842 1671 · e: sales@saniflo.co.uk · www.saniflo.co.uk
@kinedobysaniflo @saniflosupport

Counterpoint

SPRING 2017

THE NEWSLETTER FOR COUNTER STAFF IN MERCHANTS AND SHOWROOMS – FROM SANIFLO®

WE'VE **UP**PED OUR GAME

We're delighted to introduce an exciting new range of products to you in this edition of Counterpoint.

Launched in the UK in April we have developed a new and improved range of macerators and pumps designed to keep Saniflo products right at the forefront of technology. Evolved from over 50 years of experience and innovation our new models have been designed to provide an even better experience for customers and installers alike and feature a range of improvements. These are receiving great feedback and there is now a real buzz about these innovative macerators.

NEW! Domestic Portfolio. The UP Range.

All your old favourites revamped.

New models include the **Saniflo Up**, the **Sanitop Up**, **Saniplus Up**, **Saniwall Pro Up**, **Sanipack Pro Up**, **Sanipro Up**, plus the **Sanivite +** and the **Sanishower +** and feature a whole host of features and benefits:

- Easy to maintain thanks to new, easy access lid
- Quieter thanks to stronger shock absorbers reducing vibration and noise
- Sleeker design for a more discreet fit behind WC's
- More efficient motors (400W)
- Positioning, inlet and discharge pipework remain the same for easy of replacement


SANIFLO® UP


SANITOP® UP


SANIPRO® UP


SANIPLUS® UP


SANIVITE® +


SANISHOWER® +


SANIPACK® Pro UP



SANIWALL® Pro UP

5 YEAR WARRANTY

What's more, we are offering an industry leading extended warranty on these new domestic products. Our standard two year warranty PLUS a 3 year extension once the product is officially registered at www.saniflo.co.uk

Back to wall or wall hung installations

The new **Sanipack Pro Up** and **Saniwall Pro Up** feature DOUBLE access to the product for better than ever maintenance. Direct access to the tank, in case of blockages and direct access to the electrical compartment to change any used part.

Please note there are no changes to the Sanislim, Sanicompact, Sanishower Flat, Sanifloor, Traymatic Exterior, Saniaccess 1, 2 and 3 or the Saniaccess Pump.

WIN

A PAIR OF STYLISH BLUETOOTH HEADPHONES!

Listen to your music, films or favourite TV shows on the move with your own pair of stylish Bluetooth headphones.

Enter our **FREE** prize draw today for your chance to win.



Dates for your diary

PHEX The Plumbing & Heating Exhibition

PHEX+, ALEXANDRA PALACE
17 & 18 May 2017

PHEX, MANCHESTER 2017
4 & 5 October

PHEX, CHELSEA 2017
15 & 16 November

If you know a really interesting application for a Saniflo unit that you have sold please let your Saniflo Area Sales Manager know and we'd be happy to credit you with the story.

SANIFLO®
PLUMBING THE POSSIBILITIES

NEW!

The (R)evolution continues with the Saniflo Commercial Range.

Even more innovative for ease of use.

Our range of tough and durable products for commercial applications has also been transformed with removable motors and water level indicators for easy servicing and maintenance.

The **Sanispeed +** and the full **Sanicubic** range all also retain existing pipework infrastructure for ease of replacement.

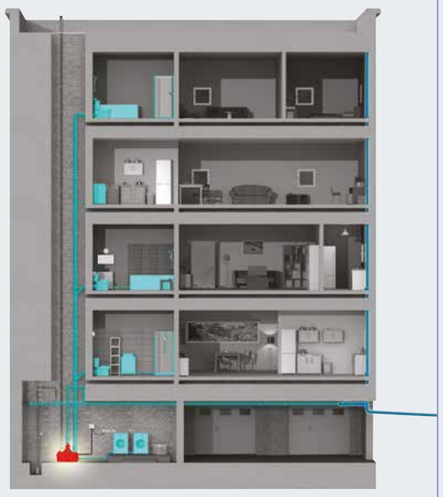
SANICUBIC® 2 XL
THREE PHASE

NEW

Following requests from commercial customers we are delighted to introduce the three phase version of our popular, Sanicubic 2 XL, which will be available in the third quarter of 2017.

The largest lifting station in the Sanicubic range, it features a large bore vortex pump which can pump away waste without the need to macerate. It has two powerful powerful 3200W motors and can handle a massive 55m³/hour of black water. IP68 rated and easy to install, this unit benefits from volt free contact for connection to a building management system.





SANISPEED® +

5 YEAR WARRANTY

A grey water pumping station ideal for light commercial environments the **Sanispeed +** is the update to the very popular Sanispeed, which is widely used in cafes, bars, shops, offices – in fact any environment where efficient grey waste removal is required. The new model boasts a new, lower activation level of 95mm, increased vertical discharge performance of 7.5m and an integrated carbon filter.

This model also benefits from 5 years warranty. 2 years as standard and a further 3 years once the product is registered via the card in the packaging or online at **www.saniflo.co.uk**



SANICUBIC® 1

The sleek new design of our tough and reliable **Sanicubic 1** is combined with an easily removable motor and water level indicator to provide a lifting station that can be easily maintained and serviced.

Integrated non-return valves are included as standard and the unit is rated to IP67 to give protection against temporary submersion in water.



SANICUBIC® 2 Pro

Slightly larger than its counterpart this model has undergone the same design revamp but also features two separate, load balanced pumps with high performance macerating systems which operate alternately for even wear.

Ideal for busy commercial environments – or large domestic situations – the motors can run at the same time in the unlikely event of inflow overload, or if one motor fails, the other can take over to ensure failsafe operation. This unit can be connected to a building management system and has IP68 rating for protection against continuous submersion in water.



SANICUBIC® 2 Classic

Benefiting from all the improvements made to its stablemates, the **Sanicubic 2 Classic** differs from the Pro only in the alarm system, supplied as standard, which features two hard-wired, externally mounted alarms.



Please note there are no changes to the Sanicom range or the Sanibest Pro.

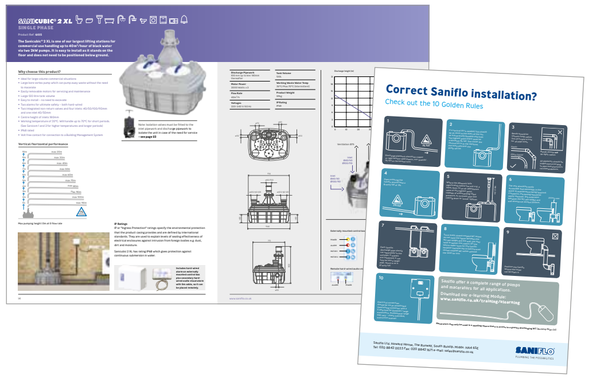
New combined brochure

As you would expect from the leading macerator brand on the market we have been working hard in the background to ensure our new product launch is supported by the finest marketing campaign.

You should already have received copies of our new brochure which showcases both domestic and commercial macerators in one book. We've added some useful information in our new brochure too. Our simple illustrations demonstrate vertical and horizontal performance of each macerator via a simple chart, whilst flow rate and discharge height is demonstrated by a useful line chart on each page.



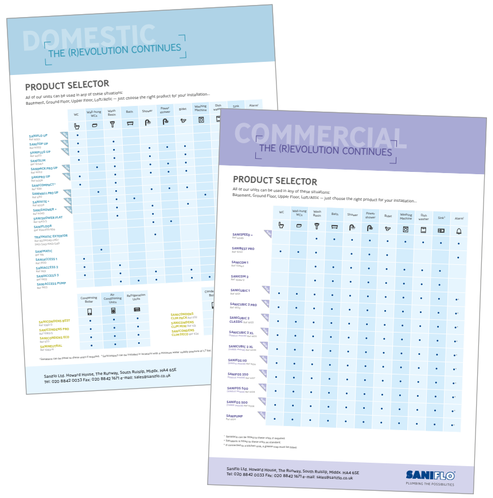




Product Selectors

To help you and your customers specify absolutely the right products for the job we have produced these handy product selectors.

Check, at a glance, which product is suitable based on the number of appliances it needs to service.



Trade Ads

We have embarked on an extensive programme of trade advertising this year to promote our new and upgraded range of products and to reinforce Saniflo's position as a leader in the sector.

The adverts are designed to drive traffic into your merchant outlet. Here are some examples.





