



BWCA accepts Calomax as a new member



The British Water Cooler Association (BWCA) has accepted Leeds-based Calomax as a new supplier member. Despite successfully manufacturing quality water boilers in its Leeds factory for over 70 years, Calomax is little known by the sector as a whole and yet it has a number of major customers.

Calomax's traditional range of boilers includes bespoke systems for the rail networks or larger capacity boilers for the public sector. Paul Bowers, Sales & Marketing Director of Calomax, says: "If you have had a cup of tea on a Eurostar or EastCoast train or a hot drink in a hospital, the chances are it was made with water from a Calomax boiler".

With the launch of a smaller counter-top boiler two years ago, Calomax has developed a product that is perfect for the companies supplying cold-water machines: any end-user with a bottled water or POU machine could benefit from the new 3C5 model (pictured).

Although small in comparison to the other Calomax offerings, its 5-litre capacity provides an immediate draw-off of 30 cups, and up to 155 cups per hour – enough for the vast majority of companies. The 3C5 model is only 17" high and designed to fit under standard height kitchen cupboards. It is easy to install and maintain, and its integral scale-inhibitor enables a chemical-free descale in hard-water areas.

Paul Bowers says: "Calomax sees membership of the BWCA as an essential step in our aim to become a key supplier in this important and thriving sector. We are thrilled to have become a member." Phillipa Atkinson-Clow, General Manager of BWCA, added: "This is an exciting time for the water cooler industry and we are pleased to welcome a new supplier member whose offering will be of interest to our existing members".

Calomax will be one of the exhibitors at the BWCA 'Winners' Trade Show on 19 March 2015 at the Nottingham Belfry, Nottingham NG8 6PY. The show follows the BWCA annual conference on the morning of the same day where the keynote speaker will be Alastair Campbell.

Links:

www.calomax.co.uk

www.bwca.org.uk

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Notes to editors

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