



PRESS RELEASE

ECOBOILER **MARCO'S NEW ENERGY EFFICIENT WATER BOILER RANGE AT CAFFÈ CULTURE** **Caffè Culture 2008 – Stand E40**

Marco Beverage Systems, one of Europe's leading designers and manufacturers of beverage making equipment, is demonstrating the savings that caterers can make by using its latest range of energy efficient water boilers. The **Ecoboiler** range can be seen on Marco's stand **[E40] at Caffè Culture 2008**.



LIFETIME COSTS

Marco believes that with the era of cheap energy now behind us and global environmental issues to be addressed, caterers should pay far more attention to the lifetime costs of a water boiler rather than simply buying on price. "In fact", says Marco's UK Sales Director, Chris York, "although marginally more expensive to purchase than a standard water boiler, the projected savings over the lifetime of the Ecoboiler are so substantial that they may far exceed the cost of purchasing a competitor's model. That can be the equivalent of having a free new boiler every four years. So, it really doesn't make any sense to buy on price alone. Rather, caterers should compare the energy efficiency of the different brands and make their purchase decision based on the overall costs over the life of the boiler."

ENERGY COST INCREASES

Under the Kyoto protocol, the UK is required to reduce its carbon emissions by 20% from 1990 levels by 2010 and by up to 30% by 2020. This will inevitably lead to carbon taxes to drive energy efficiency. Add to this the rising cost of crude oil and the inescapable conclusion is that we can all expect to be paying far more for our energy in future.

Therefore, with the rising price of energy, the operating costs of a water boiler are becoming more important than the capital outlay and it is now essential for caterers to consider the whole life cost when they purchase a water boiler.

MARCO'S ECOBOILER RANGE

The Ecoboiler range is designed to deliver 'best in class' energy efficiency at a price in line with standard boilers on the market. Over its lifetime, caterers stand to make large savings whilst, at the same time, being environmentally friendly by using less energy to maintain the water at the desired temperature. In comparative tests against competitors' equipment, caterers could make energy savings of up to 45% over the course of a year on the standby costs of the boiler.

These savings are achieved by improved insulation, a redesigned boiler configuration, a half fill "Eco mode", for use in quieter periods and an engineer adjustable temperature setting. The new range is available in 5 and 10-litre immediate draw-off push button dispense models and 5, 10, 20 and 30-litre draw-off tap models.

WEEE

The Ecoboiler is also designed very much with the new Waste Electrical and Electronic Equipment Directive in mind, since there is now a cost attached to recycling electrical equipment. Marco equipment is renowned for its reliability and it may be many years before your Ecoboiler will require recycling, by which time the WEEE costs will have increased considerably. Bearing this in mind, Marco has designed the Ecoboiler making it easy to disassemble and maximising the recyclable parts. Marco is also introducing a disassembly manual, which is thought to be a "first" for the catering industry.

Built to be aesthetically pleasing, the new range is available in 5 and 10-litre push button models and 5, 10, 20 and 30-litre tap models – so there is a capacity to match the hot water requirements in most commercial kitchens. The Ecoboiler range is backward compatible with all Marco parts and benefits

from Marco design features **Aquaisolate**, a reliability feature that positively separates the water from the electrics and **Ezdscale**, which simplifies the process of descaling the machine. There is also the option to personalise the boiler shape to meet clients' individual design requirements.

Delighted with the reception the new Ecoboiler range has already received since its UK launch a few months ago, Chris York concludes: "It's not always the case that the money-saving choice is also the most environmentally friendly, but that is very definitely true of our new Ecoboiler range."

MORE INFORMATION

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