



This campaign has the potential to change our industry and benefit everyone, it needs to. The initial feedback has been excellent, in fact it's unprecedented as it is already uniting sweeps and others from all parts of the solid fuel industry.

The government have fully backed the BurnRight campaign and it now forms a central part of their "Clean Air Strategy" on domestic combustion. Many sweeps already provide their customers with excellent advice on efficient burning but with BurnRight we now have a consistent source of excellent consumer information. There are also simple but powerful tools and materials for us to use to spread the messages to our customers.

This is your opportunity to demonstrate just how valuable a professional sweep really is and change the whole sweeping industry for the better.



What is BurnRight?

"BurnRight is a national consumer awareness campaign which seeks to address the issue of domestic combustion and unnecessary air pollution. It is particularly concerned with the issues concerning woodburning stoves.

Chimney sweeps have unique insight into the causes and solutions regarding this problem. They understand the relationships between the appliance, the fuel and the way the consumer operates their stove and can observe the results. They have the greatest access to consumers and are widely trusted to give good advice. BurnRight supplies the tools to help deliver the right messages.

Professional sweeps are all too aware of how incorrect appliance operation and wet wood can not only tar up the chimney / birdguard etc. but also causes unnecessary air pollution. For every gram of tar in the chimney there have been lots more going out the top!! In addition it's a waste of our customer's money, cause fires or blockages and it reduces the lifespan of chimneys and stoves. Wet wood can be an issue but is easily dealt with during a sweeps visit. Much more of a "hidden" problem is the way the stove is controlled by the user.

It is true that most customers will not have problems like those pictured but it is equally true that few are perfect and most could do with advice and guidance on "getting it right".

This job of increasing consumer awareness can only be done one customer at a time. If you don't work with your customer to improve their burning habits then no-one else will.

The campaign is deliberately independent of any trade associations or companies. Poor stove operation and the effect on air quality is an industry wide problem and BurnRight is an industry wide solution.



**Good stove, dry wood, good chimney but
the air was closed off too much**



We all breathe the same air

What is on the BurnRight site?

There are two sets of information on the BurnRight site – Trade Information and consumer information.

The password for the Trade Information page is **burnright**. It gives you a background to the whole issue, why it is important that you know what is happening, what you can do etc.

There is a video presentation explaining the background to the problem, why we should be concerned. It tells us what we can do and how to do it. There are articles and documents to help you understand the problem as well as download press release templates to make it easy for you to generate local publicity for your company. You can download the BurnRight logos from this section.

The consumer information pages take your customer straight to the issues that matter.

There is simple guidance for correct operation of their stove. There is also lots of excellent information on “Getting it right” video, wood as fuel, tools, top tips, FAQ’s etc.

Why get involved?

Getting it right means your customer will:

- Save money
- Have a safer cleaner chimney
- Prolong the life of their chimney and stove
- Have a more enjoyable burning experience
- Create significantly less air pollution

If your customer gets it right then you will:

- Look more professional and be more appreciated
- Gain more repeat business
- Gain more referral business
- Have an easier job next year
- Save time explaining all the information again
- Add value to your service – charge more? Sell more?
- Have a direct effect on air quality where you live

What to do now

All stove users need the BurnRight information. Even if they are burning well there will be something for them so we need to get them to the site.

Go to the **Trade Information page** and see the video, it explains what you need to know.
The password is **burnright** - <https://burnright.co.uk/>

- See the video presentation on the Trade Information page.
- BurnRight 8 page brochure – “We all breathe the same air” [Order brochures](#) or link to the digital live version.
- BurnRight A5 flyer – [order brochures](#) or download and print yourself.
- Download the press release templates Check out the handy Press release Guide to ensure your business gets the best from any coverage.
- Download the simple “Card Sheet” – cut it up and hand them out.
- Download the business card to print on the reverse of your own.
- Link to pages on the BurnRight website from your own site e.g. Want them to know the benefits of a stove fan or moisture meter? Send them to the “Save Money” page
- Signpost your customers to the site in your emails / leaflets
- Download the BurnRight logos for your own use.
- Send your local stove installers and log dealers to the BurnRight Trade Information page (yes, it’s ok to give them the password)



We want your BurnRight stories

Send us your experience of poor burning and what then happens when the customer gets it right. info@burnright.co.uk

The site is evolving and improving all the time, what you see now is just the beginning.
Please let us know if you think anything could be improved.

Twitter - <https://twitter.com/BurnRightUK>

Facebook - <https://www.facebook.com/burnrightcampaign>