



Five Reasons You Should Get Involved

Hundreds of sweeps and solid fuel professionals have already signed up to the campaign. If you haven't, here's five reasons why you should:

1) Customers are already thinking about it

With all the recent headlines about pollution from home fires, customers are now perhaps more aware than ever about the potential issues. Unfortunately, some are misinformed, or will make decisions or assumptions based on inaccurate media reports. Help them Get it Right with accurate professional information

2) It'll give your business a competitive edge

Being able to answer customers' questions or concerns will put you in a position of authority. You will be the local expert on your chosen field, whether it's sweeping, installation or selling fuels. It's not even a hard sell - just simply lay out the facts and let the customer decide.

3) It's quick and easy

We've made the process of ordering Burnright promotion materials very easy. The brochures etc. are at cost + P&P. You can order 24/7 with just a few clicks on a computer, tablet or mobile phone. See <https://burnright.co.uk/trade-information/order-online/> for details. Link to the website or to parts of it from your own site, link to the digital version of the 8 page brochure.

4) It saves time and money

If customers are educated on how to burn fuels and use their appliances correctly, they will save money year after year. And also, because they are clued up, there's less likelihood of you being called out in an emergency. How many times have you commissioned an appliance or swept one, only to be called back afterwards because of a perceived fault? By educating customers, that likelihood is significantly reduced. The sweeping job may well take less time next year. If your customer has a problem then sending them to the website *before* your visit makes it more likely your advice will be understood and followed.

5) It's good for the environment AND the future of our industry

The current emissions levels from home fires impacts on all of us, both from the air we breathe to the image of 'real' fires being dirty and not desirable. By getting involved with BurnRight, you will be helping to reduce the levels of pollution in your community as well as ensuring that there is an ongoing need for good, local solid fuel professionals. Our influence with authorities will increase which helps us to help you.