

## ■ It's business as usual at Heatrae Sadia

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Water heating manufacturer Heatrae Sadia is reassuring its customers that it's business as usual at its Norwich based factory, despite a recent fire in a self-contained annex.

On the evening of September 10 2009, a fire broke out in an annex of Heatrae Sadia's factory, but, with the company having a solid contingency plan in place, the main factory was closed for just one working day and there were no significant effects on manufacturing, service or deliveries.

Paul Rivett, Heatrae Sadia's managing director, said: "As a leading, responsible manufacturer, we have a strong and effective contingency plan in place, so are well-equipped to cope with any incidents that could potentially affect our business. Following the recent fire – which was isolated to just one self-contained area – production was back up and running in record time.

"Our customers can rest assured that the quality of our products, service levels, delivery times, dedication and commitment are the same as they have always been – as should be expected from the UK's leading water heating manufacturer.

"We would like to thank Norfolk Fire and Rescue Service for their excellent work in controlling the fire and restricting it to the annexe."

The fire brigade has praised the company's evacuation procedures and response to the fire. David Ashworth, area manager at Norfolk Fire and Rescue Service, said, "Heatrae Sadia alerted the fire brigade immediately and evacuated nightshift employees swiftly and safely. Not only that, but the business was able to keep operating immediately after the incident, as it had a comprehensive, well-thought-out crisis response strategy in place."

Heatrae Sadia would like to thank its customers and business partners for their support and kind words, and apologises to anyone who felt they were inconvenienced by the incident.

Heatrae Sadia is a long-established, market-leading business. The company employs 250 people at its Norwich site, where it manufactures a range of water heating solutions, including the Megaflo HE unvented cylinder.

