

One , One Team

individually *diverse*, collectively **stronger**.

In this issue of Newsflow, we share an exciting update about our business. STH Westco are working towards a fully centralised organisation that can leverage the strength of STH Group, joining forces with our sister companies in Spain, Greece and South Africa. Find out why this change has happened and what it means to you.

One united STH

In 2019, we changed our name to STH Westco. STH (Standard Hidráulica) is one of the most well-known and respected manufacturers of plumbing and heating products in the world, and it has been operating in the sector since 1975.

Since becoming part of STH, we have focused on our brand here in the UK, and particularly on our core strengths which includes taps, showers, and Westco heritage products. We have also brought some new and exciting ranges to the market and updated some existing ones.

Capitalising on our success, the time is right to further consolidate our position within Standard Hidráulica, and deliver even more benefits to our plumbing and heating customers.

Global insights. Local focus

This strategic consolidation marks a significant milestone in our journey, reinforcing our commitment to providing you with the best products and services in the plumbing and heating sector. Together, as one STH, we are individually diverse and collectively stronger, ready to meet and exceed your expectations.

While we are now part of a larger global entity, our commitment to the UK market remains unwavering. We combine global insights with a deep understanding of local market dynamics, ensuring that our products and services are tailored to meet the specific needs of our UK customers.

Our commitment to you remains at the heart of all we do. We continue to support our merchant customers through the provision of sought-after, reliable and eco-friendly products, working as a partner that provides quality solutions and creates added value.

With the backing of the Global Standard Hidraulica Group, we're on a sustainable path of growth and excellence. The latest development will help us further grow the business, support our clients, and keep our brand at the forefront of the industry as the sector continues to evolve.

What's not changing

- Superior quality and reliability. STH Westco's reputation for high-quality, reliable products remains, ensuring our valued customers receive products that not only meet but exceed industry standards.
- Support and expertise. We will continue to provide comprehensive support and technical expertise. Whether you need advice on product selection, installation techniques, or troubleshooting, our team is equipped to offer you unparalleled assistance.
- The ordering process. You can still order the same great products, from the same people, in the same way.

What this means for you

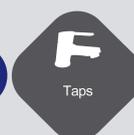
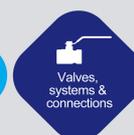
- Enhanced product range. By consolidating with STH Group, we can offer a broader and more diverse range of products. This means you will have access to a wider selection of plumbing and heating solutions.
- Streamlined operations. With consolidated operations, we can better manage inventory, reduce lead times, and ensure timely delivery of products.
- Innovation and sustainability. With a larger pool of resources dedicated to research and development, STH is poised to bring more innovative and sustainable solutions to the market.
- Competitive pricing. The consolidation allows us to leverage economies of scale, resulting in cost savings that we can pass on to you.

ORDER TODAY:

Tel: 01942 603 351

Email: contactcentre@westco.co.uk

Web: www.westco.co.uk





THE CLEVER CHOICE

FOR TAPS, SHOWERS & ACCESSORIES

Why Clever is the best choice for independent plumbing & heating merchants.

As an independent plumbing and heating merchant, selecting the right products to stock is critical to your business's success. Your customers, professional installers and end-users expect nothing short of excellence, and you need a supplier that delivers high-quality products, reliable support, and exceptional value. That's why stocking Clever taps, showers, and accessories is a savvy move.

Let's explore the many advantages of incorporating Clever into your inventory.

A legacy of quality and innovation

Since 1975, Clever Taps has been a trusted name across Europe, known for producing premium-quality taps, showers, and accessories. The Clever reputation is built on a foundation of innovation, durability, and exquisite design.

By choosing Clever, you are aligning your business with a brand that stands for superior craftsmanship and advanced technology, ensuring that your customers receive products that exceed their expectations.

Extensive range and availability

Clever offers an expansive range of over 200 products tailored to the UK market, with access to more through a global catalogue. This comprehensive selection ensures that you can meet diverse customer needs and preferences. Additionally, with nationwide distribution and guaranteed next-day delivery options, you can keep your stock replenished and ready for any demand.

Exceptional value and customer support

Clever comes with a clear hierarchy across price points. And, when you stock Clever products, you benefit from STH Westco's impressive buying power, which translates to competitive pricing and increased availability.

Advanced marketing and sales support

STH Westco supports your marketing efforts with promotional materials and visual merchandising assistance, helping you to effectively promote Clever products and boost your sales.

ECOCLEVER.

Advanced technology for modern needs

Clever products are designed with cutting-edge technology that meets the evolving needs of today's market.

These features not only enhance the user experience but also appeal to environmentally conscious end users who are looking to reduce their utility bills.

SAVING
50%
OF WATER

Eco Nature Cartridges



These open at 50% flow to prevent unnecessary water usage, promoting sustainability.

SAVING
41%
OF ENERGY

Cold Open Technology



This innovation saves energy by opening in the cold position and only firing the boiler when hot water is needed.

SAVING
30%
OF WATER

TechAIR



The advanced TechAir system mixes air with incoming water to reduce water consumption by at least 30%.

SAVING
OF WATER
AERATOR WITH
FLOW LIMITER
1-9 L/MIN

Aerators with Flow Limiters



These ensure water consumption is reduced without compromising performance.



Exquisite designs

Functionality meets style in every Clever product. Crafted in Barcelona by a skilled European design team, Clever taps and showers boast:

- Ergonomic design principles for ease of use.
 - Beautiful shapes and contemporary styling that appeal to modern tastes.
 - On-trend finishes that complement any kitchen or bathroom decor.
- By offering Clever, you provide your customers with products that not only perform flawlessly but also elevate the aesthetics of their installations.

Unmatched quality and durability

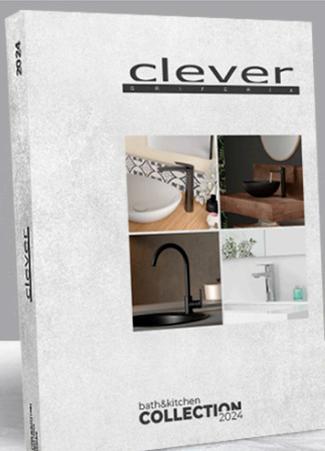
Clever products are engineered to last. They undergo rigorous testing to ensure they meet the highest standards:

- Cartridges are endurance tested for up to 175,000 cycles, ensuring smooth operation over the years.
- Pressure testing up to 16 bar guarantees durability under high-pressure conditions.
- Finishes meet the BS EN248 standard and are resistant to salt spray and corrosion, maintaining their aesthetic appeal over time.

With warranties of up to 10 years, your customers can trust in the longevity and reliability of Clever products, reinforcing your reputation as a supplier of high-quality goods.

Ease of installation

Clever products are designed with installers in mind. Features like Easy Fix functionality streamline the installation process, saving valuable time and reducing hassle. This ease of installation translates to faster job completion and increased customer satisfaction, making Clever an attractive choice for professional installers.



CATALOGUE
CLEVER TAPS 2024
Bath & Kitchen Collection



SCAN ME  

InstallerSHOW Highlights

We are thrilled to share the highlights from InstallerSHOW where we proudly launched our new brand, Clever—the clever choice for taps, showers, and accessories. Our booth was buzzing with excitement as we showcased our innovative new ranges, including:

POLYSTH: Durable and versatile piping solutions.

STH Multilayer: Advanced multilayer pipes for various applications.

4in1 Instant Hot Water Tap: Convenience and efficiency at your fingertips.

We are pleased to announce that due to the overwhelming response, we have already booked our spot for next year's show!

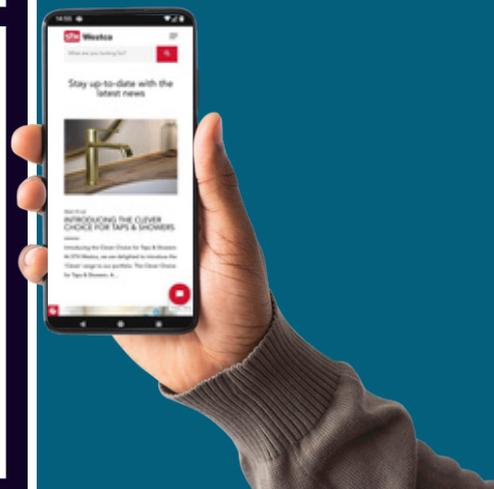
Didn't make it to the show? Discover our products on our website today!



Join Our Mailing List

Stay up-to-date with the latest news, product launches, and exclusive offers from us. Subscribe to our mailing list and never miss out on important updates and promotions.

Scan the below QR to subscribe to our mailing list and join our community of savvy customers!



NEW CATALOGUES OUT NOW!

We are excited to announce that our new catalogues are now available! Explore the latest in Clever taps, showers, and accessories, as well as our 4in1 instant hot water taps and shower collections.

You can view them as flipbooks online or download them for easy reference. Prefer a physical copy? No problem! Simply contact your regional sales manager.

Visit our website westco.co.uk to view or download our latest catalogues, or get in touch with your regional sales manager to request a copy today!

