

MAXIMISE YOUR BUSINESS PROFITS INSIDE AND OUT



Is your business maximising profit-making opportunities inside and out?

Indoors, your business may be flourishing but can the same be said for your outside space? Whether you're a rural pub or city centre restaurant, Calor has the ideal alfresco solution.

By ensuring customers are kept warm and comfortable outdoors you can maximise your profit potential by: increasing seating capacity, reducing crowding in bar areas, attracting more customers and keeping existing customers for longer, helping to increase their spend.

In addition to the business benefits of making the most of your outdoor space, you can also create a solution to the smoking ban by providing a dedicated outdoor area for smokers.

Calor has a heating solution for every business and budget including flexible, free standing patio heaters that can be repositioned easily, secured fixed radiant heaters and complete terrace solutions.

Patio Heaters

Patio heaters are priced from £85 excl. VAT

Stainless steel patio heaters offer complete flexibility as they can be easily repositioned and a single patio heater powered by Calor can heat an area up to 20m².

Benefits of the Mirage 15kW Commercial Patio Heater include:

- Double wall insulated burner with large deep canopy for maximum efficiency heat radiation
- Variable heat control
- Hinged door for access to the Calor cylinder
- Supplied with hose and regulator, wheel and assembly tools
- Safety anti-tilt switch for automatic gas shut off

The Mirage 15kW Commercial Patio Heater (left) is priced at £255 excl. VAT. For details of the latest special offers call 0800 216 659.



Calor Patio Gas®

Gas Trac® is an innovative feature of all Calor Patio Gas® cylinders allowing users to monitor the amount of gas remaining, ensuring outlets can plan ahead and organise replacement cylinders in good time.



For cylinder deliveries call 0800 662 663

Are you making the most of every aspect of your outlet including outdoor spaces?

Benefits of LPG

There are numerous benefits of using LPG rather than electric to power outdoor heaters including:

- LPG heaters generally have a greater heat output than electric heaters, which means that more people are kept warm in a larger area. For example, a single standard commercial 15kW patio heater will keep people warm within an area of 20m² whereas a standard electric patio heater of 1.8kW output covers an area of no more than 5m²
- LPG heaters usually heat up quicker than their electric equivalents meaning heat is more readily available, more responsive and easily controlled
- LPG is free from the peak time penalty rates of electricity
- LPG supply is not liable to the unplanned interruptions of power cuts as electricity is
- Reduced carbon emissions overall means that LPG heaters have a smaller carbon footprint than electric heaters when heating the same size area

Smokin' Joe

Priced at £1,250 excl. VAT

Ideal for outlets with limited outdoor space available, the Smokin' Joe provides all the features required for a comfortable and easily operated smoking ban solution. Features include:



- Patented reflector-roof and large side walls provide maximum shelter
- A highly efficient 13kW patio heater with double walled insulated burner
- Optional gas mantle light integrated into lantern
- Integral ashtray and butt disposal tubes built into support poles which are easy to empty and clean
- Wrap around seating built into frame and drinks table fitted to patio heater
- Space that can be utilised for branding or advertising

To order any of the appliances detailed above call 0800 216 659
or visit www.lpg-catering.co.uk/alfresco

Is your outlet utilising outdoor areas effectively and realising its true profit potential?

Radiant Plaque Heaters

Radiant plaque heaters provide high intensity localised heat concentrated on a specific area and:

- Can be secured to the roof or the wall
- Can be controlled from inside the premises by switch, timeclock or customer sensor
- Feature varying heat outputs to suit your needs
- Operate from either cylinders or a bulk tank

Prices start from £675 excl. VAT (13.5kW)



Radiant Tube Heaters

Radiant tube heaters provide low intensity heat over a wide area keeping customers warm without circulating air. Benefits include:

- Flexible positioning options
- Complete operational control through a remote switch inside the premises, timeclock or customer sensor
- Varying heat outputs

Prices start from £644 excl. VAT (13kW)

Ferado

An innovative alfresco solution for outlets looking to make the most of their outdoor space, the Ferado terrace can be dismantled, stored and re-assembled and therefore used as a temporary or permanent fixture.

- Unique roof-mounted heating system with no visible flame
- Visual appeal through innovative design
- Roof fabric and design helps to reduce wind noise
- Fabric used is easy to clean
- Meets Disability Access legislation
- High visual impact at night
- Can be used to cater for the smoking ban, as a dining area or for functions
- Versatile – warm and comfortable when temperatures drop and stylish and shaded during hot weather
- Optional branding opportunities on roof and side panels
- Optional wind breaks



Prices from £8,500 excl. VAT
For details of the latest special offers call 0800 216 659

Special discounts are available, call 0800 216 659 for further information

ORMOND HOTEL NENAGH, IRELAND

Although the Irish hospitality industry was initially preparing for devastating effects on trade when the smoking ban was introduced in March 2004, many outlets have found the opposite to be true.

Peter Ryan, co-owner at the ten-bedroom Ormond Hotel, Nenagh, County Tipperary, says he was wary about the effects of the ban: "I was against it from the start and didn't want to enforce a ban - I thought it would put people off."

But fortunately, with careful planning, Peter has not only retained custom, but increased turnover. "We created a dedicated outdoor area capable of seating up to 150 people that meets the requirements of the smoking ban and improved the hotel's facilities."

In order to ensure customers outside were offered the same level of comfort as those inside, Peter installed a radiant tube heater providing adequate heat for the entire area.

The heater is powered by Calor LPG cylinders which are easily replaced when necessary. Peter adds: "The LPG is not a huge cost at all and in fact is worth the investment as it has brought even more business in to the hotel and entertainment area."

Peter concludes: "People sit outside longer because they are warm and comfortable which can only be good for business, and customers inside the hotel are happier in their smoke-free environment too."



THE CRABTREE HAMMERSMITH, LONDON

Hammersmith-based pub, the Crabtree, has created an attractive outdoor area that has not only increased capacity, but also provided opportunities to increase food sales and cater for the smoking ban.

Last summer, retail manager Graham Reed oversaw the improvement of the outdoor area overlooking the River Thames which he says has been successful in attracting trade.

"We initially took steps to improve the outdoor facilities to give the pub a more modern feel but quickly learnt that there were further benefits such as offering alfresco dining."

Graham installed four LPG patio heaters which he says are convenient and easy to use, keeping customers comfortable even when the external temperature starts to drop.

The heaters are fuelled by Calor Patio Gas® cylinders which Graham says are competitively priced and allow him to easily monitor his LPG usage. The integral Gas Trac® device highlights the amount of gas remaining ensuring he can plan ahead and organise replacement cylinders in good time.

Graham has also found that the outdoor area has allowed the pub to create a dedicated area that meets the requirements of the smoking ban. He says: "The outdoor seating area means we have somewhere suitable to direct smokers, making sure they can still enjoy everything the pub has to offer."

Calor's distribution network offers a fast and friendly service across the country, from the furthest points in Scotland to the tips of Cornwall. All Calor delivery drivers are trained to do a visual inspection of LPG cylinders and connections when they reach outlets to help ensure that the LPG supply should be safe. It just takes one call to Calor Gas Direct on 0800 662 663 to book a delivery slot.

Alfresco Dining

BBQs are a great way to further enhance your outdoor space and offer alternative alfresco menus. Calor offers a range of BBQ products suitable for every outlet and recommends Cinders BBQs as they are:

- Lightweight and super-durable
- Easily folded and stored
- Easy to clean and virtually maintenance free
- Easy to use with high grade flame carriers to spread the heat out evenly
- The perfect solution for commercial catering

To order BBQ appliances call 0800 216 659 or visit www.lpg-catering.co.uk/alfresco



Calor recommends that outdoor heating products are used in an environmentally responsible and safe manner. For more information or a free leaflet please call 0800 216 659.

To find out how Calor can help your business maximise the profit making potential of your outdoor space contact us today on 0800 216 659, e-mail commercial@calor.co.uk or visit www.lpg-catering.co.uk/alfresco Ref: Alfresco 002 03/07

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