

AGA™ RAYBURN NEWS

Issue 1: Autumn 2022

Hello autumn...

Following the record-breaking temperatures of the summer, thoughts are now turning to the cooler autumn months and purchasing efficient, controllable and future-ready appliances.

With so much happening at AGA Rayburn over the last few months, we thought we would update you on the latest product launches and promotions as we head into autumn and winter.

Please contact me directly with any queries.

Best wishes,

Carl Moon

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Rayburn National Sales Manager

Launch of Stylish new Stoves

We are pleased to launch three exciting new electric fires and a new multi-fuel model to the AGA stoves range. All are available to order now.

LITTLE WENLOCK

The much-loved Little Wenlock has been one of the best-selling stoves within the AGA range for over 40 years, due to its traditional styling and highly efficient heat output. Designed for longevity, the latest Wenlock EC4 multi-fuel stove meets both current and future energy demands with 4.5kW output, A+ efficiency rating and 2022 Eco Compliant status.



WESTBURY

The Westbury electric fire is ideal focal point in any contemporary home. The fire provides a stunning flame picture perfectly framed in its large glass door. Heat output, ambient lighting, flame effects and timings are all easily operated using a simple remote control.

LUDLOW & ELLESMERE

The contemporary Ludlow and Ellesmere electric fires are the perfect choice for those who want the warmth and atmosphere a wood burning stove supplies, with the added flexibility of an electric fire to customise timings, heat and flame pattern and accent lighting. It can also be operated manually or by using a mobile app.



Stratus Sales Support

Don't forget there are numerous social media assets, features video and 'how to' video available to promote the Tru View, Extra Slim and Extra Tall range of Rayburn Stratus® fires and suites.

Easy to install with no flue and just a 13 amp supply required, every fire in this range comes complete with a remote control to allow you to control the flame picture and heat output. Available in 100cm or 125cm width options and additional 75cm available with the Extra Slim model.

All assets are available on the AGA Rangemaster Digital Asset Library (DAM). To request access to the DAM, email marketing@agarangemaster.co.uk



FREE Rayburn Ranger® Cookware Set

The new generation, all-electric Rayburn Ranger® is a fully-electric Rayburn cooker providing flexible, energy-efficient cooking and stunning retro styling.

To get the very best from the cooker, we have created a boxed set of essential and exclusive AGA Rayburn Cookshop products.

To assist with converting leads this autumn, we are delighted to provide a free Rayburn Ranger® cookware set when purchasing a Rayburn Ranger® effective **20th September – 22nd October 2022**.

Social media assets are available to support this promotion. See separate briefing document for full promotion details.

£1,000 Saving on Oil Rayburn Appliances

AGA Rayburn 308, 400 series, 600 series and Heatranger 60, 80, 100 models are a range of multi-functional oil and HVO-compatible appliances which provide cast-iron cooking, heating and hot water, with the flexibility and controllability you would expect for modern living.

An exclusive autumn discount of £1,000 is now available when purchasing any Rayburn oil appliance until **10th November 2022**.

Digital assets are available to support this promotion. See separate briefing document for full details.



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AGA & AGA Cookshop



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