



Beat the cold, wrap up this winter

Scottish Water's Warm Pipes campaign has been a great success in the last few years and you will see this being re-launched for winter 2009 in early December.

The key message of our campaign is to ensure that all householders are aware of how they can take steps to **heat, insulate and protect** their homes in this colder weather. Our Warm Pipes campaign offers a number of easy steps to help people beat the cold and wrap up their homes this winter.

Scottish Water's Customer Service Delivery Director, Peter Farrer (*pictured below with Bill*) is calling on customers to protect their home this winter in order to avoid the misery caused by burst pipes:

"With Christmas around the corner, we are encouraging householders to wrap up their pipes as well as their presents. Winters have been milder of late, but there's no telling when temperatures could suddenly plummet.

"The real problems start when temperatures begin to rise again after a cold snap. This can lead to pipes expanding and bursting. That's why we want customers to get prepared now

so that they can enjoy the festive season.

“There can be nothing more chilling than coming home to find your home ankle deep in freezing water and your furniture, carpets and beds all ruined because of a burst pipe. If people follow our simple steps now to **heat, insulate and protect** their homes, then they can enjoy peace of mind that their home is wrapped up for winter, which in turn will help to reduce the risk of any repair bills for burst pipes.”

For copies of our **Warm Pipes leaflet, poster and contact card**, which each provide advice and tips on how to protect your home visit www.scottishwater.co.uk/warmpipes.

We are keen that you are aware that this information is being made available to customers online or on request in hard copy. If you would like further information on this seasonal campaign visit the website or if you would like hard copies of any of the materials so that you could make these available to householders within your community please feel free to email customermarketing@scottishwater.co.uk details of your request.

Members of your community will also have the chance to receive a free fridge thermometer magnet, if they are one of the first to request warm pipes information from Scottish Water direct.

I'd also like to take this opportunity to wish you and your community a safe and happy festive season.



*Bill Elliot, Regional Community Manager and
Peter Farrer, Customer Service Delivery Director*

Kind Regards,