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**News Release**

**December 2017**

**Ideal’s two millionth Logic donated to homeless charity**

The vital work of a charity improving the lives of homeless people across the UK has been boosted by the donation of Ideal’s two millionth Logic boiler.

Emmaus, which has just opened a shop in Hull, supports more than 750 formerly homeless people, by providing them with a home for as long as they need it and work in social enterprises. The charity hopes to help 1,000 people by 2020.

“We are extremely touched and grateful to receive the two millionth Logic from Ideal,” said Emmaus Enterprise Manager, Simon Collinge.

“We value all our relationships with local businesses, particularly those with such strong ties to the City of Hull. This donation will help tremendously in raising the profile of homelessness and important funds for our community. The boiler will provide one lucky household with the warmth our formerly homeless companions have themselves, in the past, gone without.

“Every pound spent in one of our enterprises, which include cafés, house clearance businesses, gardening projects and clothing shops, supports our wider approach to reducing homelessness and helping people get back on their feet,” he added.

The boiler was presented by Ideal’s Area Sales Manager Luke King, at a special reception to promote the new shop’s work.

“This is a fantastic charity doing vital work for homeless people in our hometown of Hull. So we’re delighted as a business our two millionth Logic boiler is helping such a worthy cause,” said Luke.

The impressive milestone of producing the two millionth Logic was celebrated with a visit to Ideal’s HQ and Centre of Excellence in Hull by the city’s Deputy Lord Mayor Pete Allen.

For more information about the work of Emmaus go to [emmaus.org.uk](http://www.emmaus.org.uk)



***PICTURE CAPTION: Ideal’s Luke King (second right) hands over Ideal’s two millionth Logic to Simon Collinge (far left) also pictured are Emmaus formerly homeless companions Raul Caizvalho, (left) and Nico Jordan (right).***

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**Notes to editors**

* Thanks to its focus on manufacturing quality products, Ideal Boilers has won a range of leading accolades.
* In April 2013, the Logic and Logic+ boilers received the Queen’s Award for Enterprise Innovation, which is the UK’s highest accolade for business success.
* The Logic, Logic+ and Vogue boilers are also listed as *Good Housekeeping* magazine’s reader recommended products for both 2013 and 2017, and have passed Consumer Quality Assessment tests carried out by the Good Housekeeping Institute.
* The Logic+ won a Product of the Year Award in 2014, for the Household Boiler category.
* As part of the process, 11,941 members of the public filled out an online questionnaire - conducted by leading market information group TNS – and the Logic+ was voted the best household boiler.
* The Product of the Year Award is the world’s largest consumer-voted award for innovation, and helps to guide people to the best products on the market.
* Ideal Boilers has been keeping British homes warm for over 100 years. Over this time, it has built up a range of comprehensive and reliable products, designed with the installer and homeowner in mind.
* Today the company remains at the forefront of the domestic and commercial heating markets. With over a century of manufacturing experience, its products are easy to specify, simple to install and maintain and, most importantly, are reliable.
* Please visit [www.idealboilers.com](http://www.idealboilers.com) for more information on the company and its products.



