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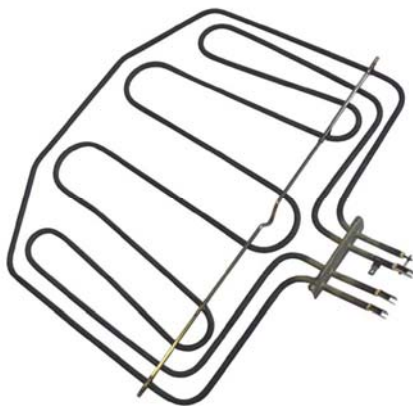
Replacement Elements for European Appliances



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Introduction

With the globalization of whitegoods manufacture, and the declining market share of local manufacturers, there is a growing demand for new types of replacement parts, particularly elements for imported whitegoods in the Australian market.

Problem Statement

In Australia the supply voltage is a nominal 240V, but in many parts of the country it is not uncommon for higher voltages to be experienced.

Many imported appliances come from Europe where the domestic electricity supply has a very well developed infrastructure. Typically the supply voltage is either 220 or 230V. The size of the Australian market does not represent sufficient volume for global manufacturers to re-engineer the product to accommodate the peculiarities of our situation. Product destined for Australia may have cosmetic changes for the local market, but the components are often the same as those engineered for the much greater European market.

The effect of the higher Australian voltages is that the European elements designed for 220/230V run hotter and subsequently experience a shorter life.

Previous Options

Until now the only option has been to replace the failed element with an identical one from the appliance manufacturer with a potentially similar result.

The Grimwood Heating Pty Ltd Solution

Now, Grimwood Heating is able to supply Australian made replacement elements for imported whitegoods specifically engineered for Australian conditions.

Benefit 1

A longer life element results in less customer complaints, reducing the need to

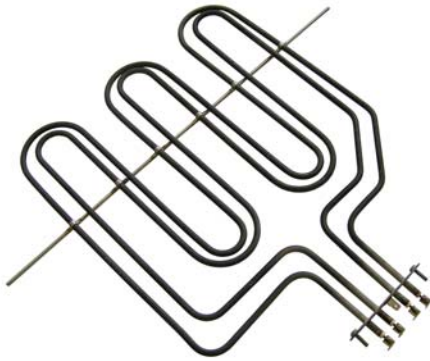
go back and replace the element once again, and happier customers.

Benefit 2

The Grimwood range is available nationally from most electrical wholesalers and appliance spare parts stockists.

Benefit 3

Australian designed and made for Australian conditions.



Implementation

The Grimwood Heating *On-Line Catalogue* lists the range of replacement elements currently available.

See www.grimwoodheating.com.au

The web site is maintained in real time to update the catalogue as soon as a new product is developed and proven.

The products are listed by the brand they suit, and by the type of element. Often the same design will suit multiple brands. Browsing through the [catalogue](#) will assist in identifying a specific need and raise awareness of the huge range of product available from your local Grimwood stockist.

Grimwood elements are available all over the country from most electrical

wholesalers and appliance parts resellers.

The [on-line catalogue](#) is in printable format so that appliance repairers can print out the pages they need and take them on the job with them.



Hard copy versions of the full catalogue or particular sections of interest are also available from your Grimwood Stockist.

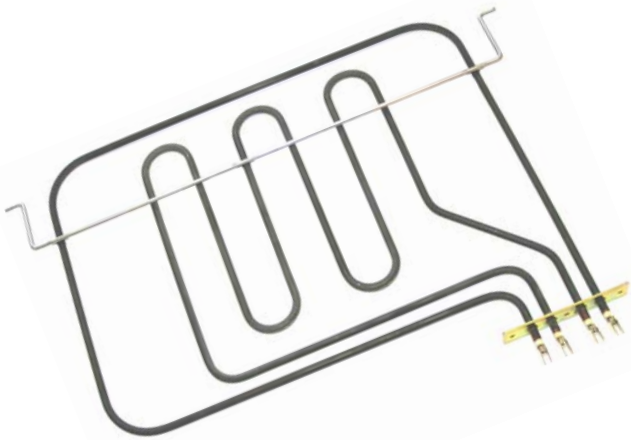
If the model you are looking for is not listed, ask your Grimwood stockist to send through a request for it to be added to the range.



Regularly check out the web site for updates to the [on-line catalogue](#) for new listings of European and other replacement elements.

Summary

Specifying and buying quality Australian designed and manufactured Grimwood brand replacement elements for imported whitegoods will result in improved customer service and product life.



Grimwood Heating Pty Ltd purchased the former Email-Grimwood Element and Tube business from Electrolux Home Products in 2001. The business is a locally owned independent operation continuing the long history of the Grimwood brand. It is located at Villawood in Sydney's western suburbs.

