



ONE VOICE,  
ONE VISION.  
JOIN TODAY!

## YOUR INDUSTRY NEEDS YOU!

### Find out how you can benefit from joining the SIA Retail Group

#### What is the Stove Industry Alliance?

The Stove Industry Alliance (SIA) is a trade association of stove and fireplace manufacturers, distributors, retailers, fuel suppliers and chimney system and component manufacturers.

In the 12 years since its launch in 2008 the SIA has built strong relationships with Defra, BEIS, the London Mayor's Office, Scottish Parliament and the Welsh Assembly and has regular meetings with all these government bodies. This ensures the industry's viewpoints are taken into consideration in future regulations and legislation, helping to protect and grow the businesses of the 25,000+ people employed by our industry.

As a direct result of these relationships the SIA has had an input into the Clean Air Strategy and the Clean Growth Strategy, ensuring there is a much better understanding in government of wood burning stoves and their potential as part of a low carbon, renewable fuel strategy for heating domestic properties.

The SIA also represents the industry in Europe as part of the European Trade Association and as a member of Bioenergy Europe. This work continues post-Brexit as Defra has confirmed that Ecodesign requirements for wood burning stoves will continue in UK law.

In the current climate of negative press and misinformation surrounding wood burning stoves, the SIA works to present positive and pro-active PR on behalf of its members and the wider industry, as well as challenging misleading headlines. This is achieved in a number of ways including the delivery of content across the SIA's social media channels, regular press releases issued to the media and authored articles in leading trade and consumer publications.

#### Why joining the SIA Retail Group helps

- Enables the SIA to communicate with retailers more effectively
- By better understanding the needs & challenges of independent retailers & listening to their feedback, the SIA's credibility with government and regulatory bodies is enhanced
- Revenue raised through membership helps fund:
  - Scientific research on wood burning stoves & their benefits
  - User surveys to better understand the market
  - The development of marketing tools & infographics to explain these benefits to the press and public
  - Positive PR to local, national & trade publications & the ability to challenge negative & inaccurate reporting
- By having one voice and one vision, the SIA can continue to represent the industry at all levels.

#### Benefits of membership

- Showroom listing on the SIA website
- Regular promotion to consumers of the SIA Retail Group in SIA PR & marketing & across social media to help drive showroom footfall
- Representation, through the SIA, on TV & radio & in local, national & trade press of the industry's point of view
- Influence on government decisions & policy making through the SIA's contacts with Defra, BEIS, LMO, Scottish Parliament & Welsh Assembly
- Access to the latest scientific research on woodburning stoves & air quality
- Regular member newsletters to help guide & inform
- Representation at SIA General Meetings and on the SIA Technical Committee and Marketing Committee
- Up to date information direct from the SIA on regulatory and legislative changes, highlighting the impact on retailers of any proposed changes
- Access to marketing materials such as infographics and press release templates.

## How is the SIA Retail Group administered?

The SIA Retail Group has its own executive committee made up of members of the Group. There is an elected Chair and a Vice-Chair.

SIA Retail Group executive meetings are held three times a year and the SIA Chair, Morley Sage, and SIA Secretary-General, Erica Malkin, also attend these meetings. Erica looks after the Retail Group day-to-day administration and is the main point of contact for membership enquiries and support.

The SIA Retail Group also has an Annual General Meeting for all members. The first of these was planned for May 2020 but, in light of the necessary COVID-19 measures, will now be held later in the year.

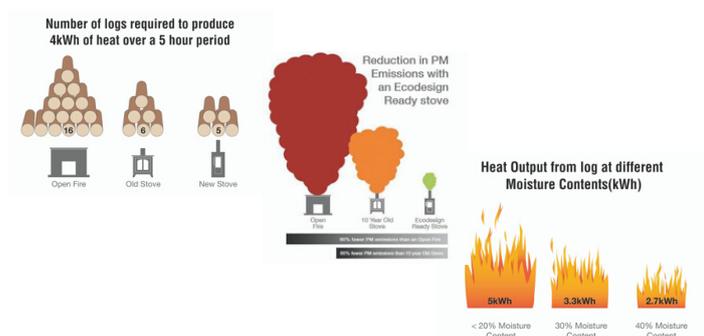


## Requirements for joining

Applications to join the SIA Retail Group are welcome from independent retailers of stoves and fireplaces with showroom displays in the UK.

Members who organise installation must do so via an appropriately qualified installer, registered under a recognised competent persons scheme.

Members agree to comply with the Terms & Conditions of membership set out in the application form and which ensure a good professional code of conduct, the provision of after-sales support to customers and a commitment to only selling appliances and fuel that meet the relevant standards.



SIA Retail Group members can take advantage of a range of infographics & materials.

## Cost of membership

The SIA Retail Group membership year runs from the 1st September to 31st August. Retailers can join at any time throughout the year and in the first year are charged a pro-rata amount based on the number of months left until the end of the membership year. Memberships renew on 1st September.

Membership fees for Retail Group associate membership of the SIA are as follows:

### Retailer with one shop

Single annual payment = **£600 inc. VAT** (£500 exc. VAT)

Monthly direct debit = **£55 inc. VAT**

### Retailer with more than one shop

Single annual payment = **£1,020 inc. VAT** (£850 exc. VAT)

Monthly direct debit = **£90 inc. VAT**

## SIA Retail Group Pledge

"Members of the SIA Retail Group pledge to help improve UK air quality and reduce the UK's carbon footprint by advising their customers on the very latest environmentally friendly and low emission wood burning stoves.

Members will explain the benefits of replacing open fires and older stove models with advanced Ecodesign Ready appliances.

By offering expert advice on choosing, installing, using the right fuel and maintaining a wood burning stove, members of the SIA Retail Group are committed to helping the public realise the benefits of low carbon wood burning stoves, which provide renewable and sustainable heating for the future."

## Sign-up today

To request an application form with terms and conditions of membership please email [erica@stoveindustryalliance.com](mailto:erica@stoveindustryalliance.com) or call 01325 720775.

For further information on the SIA and its members visit [www.stoveindustryalliance.com](http://www.stoveindustryalliance.com)

We look forward to welcoming you as a member of the SIA Retail Group.