

WHY MIRA



WHY WE'RE BRITAIN'S NO.1 CHOICE
FOR THE PROFESSIONAL
SHOWER INSTALLER

**GREAT AVAILABILITY,
EASY TO INSTALL,
UNBEATABLE PERFORMANCE,
PROVEN RELIABILITY,
AFTER-SALES SUPPORT...**

With a Mira, you always know that you can fit it and then forget it.

Of course, with the huge range of stockists who stock our products, they're easy to get your hands on. But, it's what happens next that's the really impressive bit.

From the moment you open the packaging of a Mira shower, through to installing, testing and leaving your customer's home – a Mira product makes the job simple. Why? Well, as a professional, you'll already know just how reliable our showers are, plus, how well they perform – keeping both our reputation and yours squeaky clean. But, they're also easy to install (what installer wouldn't love that!), as well as stylish, innovative, clever, unique and,

best of all, they're cracking value for money. It's no wonder we're the installers' favourite!

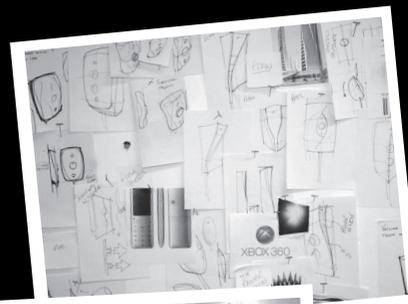
Perfection all round, then? We think so, but how about you?



Use your phone to scan this code and watch our "10 Reasons" video.

RESEARCH, DEVELOP, INVEST, SUCCEED

WHAT REALLY SETS US APART IS THAT WE DESIGN, MAKE AND ASSEMBLE MOST OF OUR PRODUCTS HERE IN BRITAIN. IN FACT WE'RE THE FIFTH LARGEST INVESTOR IN RESEARCH AND DEVELOPMENT IN THE CONSUMER DURABLE SECTOR. WE WORK WITH THE FINEST DESIGN AND ENGINEERING TALENT AND LATEST TECHNOLOGY TO MAKE SURE OUR PRODUCTS ARE WORTHY OF THE MIRA NAME



RESEARCH & DEVELOPMENT

We really put our research and development team through their paces over here at Mira. In fact, our commitment to understanding what your customers want, keeps them busy morning, noon and night. Whether that's through creating cutting-edge designs, researching the latest technologies and then developing them or, simply moulding the future of showering through ground-breaking innovation – they're always working tirelessly in their quest for the perfect shower.

INNOVATION

Along the way, we've also notched up hundreds of trademarks and patents. And our great new range of mixer showers are the perfect example of innovation at its best. Take Mira Agile (pages 32-39), which are perfect for brand new installations. Their unibody design provides a superb finish plus, the unique and innovative installation system creates a completely hassle and spanner-free fitting process.

It's this dedication to developing exclusive technologies, which has made Mira the biggest contributor to the British showering industry in the last 90 years.

TESTING

However, all the technology in the world won't help if the people who fit it or use it every day don't love it. So, that's why we trial every Mira product with the people who matter – installers and consumers. And, as long as it not only meets but also exceeds our, yours and your customers' expectations, it gets a big thumbs up from us.

APPROVALS

Don't just take our word for it, though. Check out the independent approvals for each of our products – it's pretty impressive reading.

Our search for the perfect shower is never-ending.

DID YOU KNOW?

- We were the first shower manufacturer to use thermostatic technology way back in 1936
- We 100% test every product before it leaves the factory
- We test our electric showers to 7,500 on/off cycles. This is the same as a family of two taking a shower once a day, every day for 10 years!
- We test our mixer showers to a whopping 250,000 on/off cycles – far exceeding Water Regulations which require 50,000 cycles!
- We test our mixers to prove that they can withstand pressures up to a massive 35 bar!

NOW YOU CAN FIT & FORGET FOREVER

THE PERFECT SHOWER DEMANDS PERFECT CUSTOMER SERVICE

The last thing you want is to be going back to a customer should anything go wrong – not that it usually does, of course. So, that's why we say 'fit it, forget it and, if there is an unlikely hiccup with one of our showers, we'll sort it'. In fact, we currently boast a 95% first time fix rate and, because we charge a fixed price and not an hourly rate, you can be sure you're getting great value for money.

If the shower has been installed correctly and your customer still experiences a problem, you just need to call our customer services team. They're the only team in the shower industry to belong to the Institute of Customer Services, whose task it is to lead performance and professionalism. On top of that, we put our team

through over 150 hours of extra training every year, so they always know their stuff.

Once you've given us a call, we aim to send an engineer to your customer's home within 3 days or, if it's just spares you need, send the parts within two working days – as long as we have them in stock.

What's more, it doesn't matter if the shower is 10 days old or 10 years old. We carry parts for all our showers for up to a decade and even after we've stopped making the product. While we're on the subject of parts, you can find a quick reference guide at the back of this book that lists some of our most popular spares and a web address to order genuine parts, directly.



If you live in the UK or Northern Ireland and need help or advice, or you want to report a fault with a Mira product, please call us on 0844 571 5000.

If you live in the Republic of Ireland, please contact us on 0044 844 571 5000.