ATAG
HEATING TECHNOLOGY



Why your installer is recommending an ATAG

You might not have heard of ATAG

ATAG boilers are not sold through builders' merchants, the way most boilers are. They go straight from our factory to Gas Safe registered installers. Most people first hear our name the way you might have: from their installer.

Which is also why the price is fair

A boiler that reaches you through a merchant carries the merchant's markup, something you'd normally have to pay. ATAG skips that step and passes the saving on to you. That's how a boiler built to this standard comes at a fair price.



A premium boiler, without the merchant's markup. That's why your installer is recommending an ATAG.

A Dutch heating brand since 1948.

A heat exchanger guaranteed for life

Every boiler has a heat exchanger. It is the heart of the boiler and decides how efficient it is. It takes heat from the flame and passes it into the water that goes round your radiators. The heat exchanger is hot and wet for its whole working life, and when it fails the boiler is usually finished.

ATAG is one of only two boiler makers that design and build their own stainless steel heat exchanger, which stands up to a lifetime of heat and water. Many boilers use aluminium instead, which is more vulnerable to corrosion over time. Ours carries a lifetime replacement guarantee: if it ever fails while the boiler is in your home, ATAG replaces it.



If you want proof, scan the code to watch us drive a Land Rover over one of our heat exchangers.



- Stainless steel heat exchanger, guaranteed for life
- So quiet that owners keep mentioning it in their reviews
- Brass and stainless steel construction

ATAG is the most efficient boiler range in Europe, which saves you money on your gas bill.

An industry-leading warranty of up to 18 years

12 years
standard warranty

18 years
your installer can extend it

A separate breakdown cover plan for a boiler runs to around £12 a month. Over 18 years that's £2,592. With ATAG you're already covered, and there's nothing more to pay.

£0
your warranty cost with ATAG

~~£2,592~~
what a separate breakdown cover plan might cost over 18 years

Just two steps keep your warranty valid: register the boiler within 30 days of it being fitted, and get it serviced annually by a Gas Safe engineer, who checks the water in your heating system as part of the service.

Run into a problem? We'll be there the same day or the next

ATAG's own team here in the UK answers the phone every day of the year except Christmas Day, and when an engineer is needed, one comes the same day or the next.

You don't have to take our word for it. ATAG's reviews are public on Trustpilot.

"The 12 year guarantee as standard is proof of the company's confidence in their product."
Malcom Wenman, on Trustpilot

4.9 out of 5

Rated **'Excellent'** on Trustpilot

from more than 5,000 homeowners

ECONOMISER RANGE

The iC Economiser Plus, chosen for this house

Your installer picked this one out of the ATAG range for your home, going on the number of bathrooms, the way your household uses hot water, and the space the boiler had to fit into. Here is what they chose and why it suits you.

Sized for your home

Mornings are the real test: a shower, then another one, with the kitchen tap running underneath. Your installer sized this boiler to cope, and matched its hot-water output to the water supply coming into your home.

Quiet enough to sit next to a bedroom

The Economiser is certified by Quiet Mark, an independent scheme that measures how much noise a product actually makes.

"It looks sleek and runs very quietly and works efficiently. ***Our energy bills have reduced too!"***

Alison Mathew, ATAG owner



Heating you can run from your phone

The ATAG ONE Zone controller runs your heating and hot water from your phone, with a free app and no subscription, and lifts the boiler's heating rating to A+. Your installer can quote it with the boiler, and it then carries the same warranty.

With built-in Passive Flue Gas Heat Recovery, the ATAG Economiser uses heat that would otherwise escape through the flue to preheat your hot water, helping you save up to £68 a year on hot-water bills.*



*Based on a household using 325 litres of hot water a day and gas at 7.97p per kWh, the Ofgem price cap from 1 October 2026.

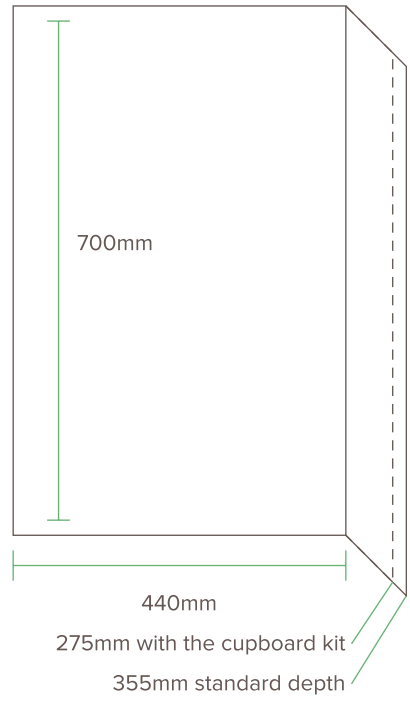
A heat exchanger guaranteed for life

A boiler's life is usually decided by one part, the heat exchanger. ATAG makes this boiler's heat exchanger, the iCon, from stainless steel, and carries a lifetime replacement guarantee on it: if it ever fails while the boiler is in your home, ATAG replaces it. The brochure with this sheet has the full story, including the film of a Land Rover driving over one.

The warranty

12 years as standard, and your installer can extend it to 18. It covers parts and labour, so a repair doesn't arrive with a separate bill for the engineer's time.

Just two steps keep the warranty valid: register the boiler within 30 days of it being fitted, and get it serviced annually by a Gas Safe engineer, who checks the water in your heating system as part of the service. That is the whole list, and it is printed here rather than left on a website.



The numbers, in plain English

Model	27, 35 or 39	Three models of Economiser. Bigger is not better: your installer picks the one that matches your house.
Hot water	12.6, 16.1 or 17.0 litres a minute at 35°C rise	How much hot water is available at your taps, depending on the size fitted.
Size	700mm tall, 440mm wide, 355mm deep, or 275mm with the kitchen cupboard kit	Sized to sit in a small cupboard, behind a door and out of the way. The kit is for kitchen cupboards.
Warranty	12 years, extendable to 18	Parts and labour. The two steps that keep it valid are printed above.
Efficiency	The most efficient boiler range in Europe	This boiler uses up to 10% less gas for hot water: up to £68 a year, and up to £1,200 over an 18-year warranty.*

*Based on a household using 325 litres of hot water a day and gas at 7.97p per kWh, the Ofgem price cap from 1 October 2026.

Take the next step

Your installer can answer anything on this sheet, and anything in the brochure that comes with it. They recommended this boiler for your home, and they are the one who will be back to service it.

Your ATAG installer

Name _____ Company _____ Gas Safe registration number _____

Telephone _____ Email _____

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