



There's no mystery about why some companies appear in the media more than others - it's simply a matter of effective marketing, determination and hard work.

Over these pages you'll find a small example of the major national magazine coverage that I achieved on ESSE's behalf during my time as PR and Copywriting Manager for The Image Works Ltd.

ESSE



Clockwise from top left: Electric 13Amp stove with 42ltr and 30ltr ovens in Teal Green. £5.995; Plus2 electric stove with 37ltr and 25ltr ovens in Claret, from £4.166; some cake. Epriceless. Ironheart wood-burning stove with 48ltr oven, from £3.795; Plus1 wood-burning stove with 32ltr oven in White. £2.590, all ESSE

ESSE also sent me this beautiful advert dating from 1929...



I love that the same sentiment still applies. In fact, ESSE has been hand building their cast-iron cookers here in the UK since 1854. Its Mrs Sam cooker was even relied upon by Ernest Shackleton during his Antarctic Expeditions, feeding 30 or so mouths in -45°C conditions without ever letting him down. That's some customer recommendation!

Nowadays, ESSE's stoves come in more than 20 colours and can be fuelled by wood, gas, oil or electricity. There are even models with induction hobs. My favourite is the stunning Teal Green Electric two-oven stove above, which I would call Steve (Steve the Stove), as I think a stove is part of the family and should therefore have a name. NOT because I'm a bit barmy. OK, maybe that, too. HomeShoppingSpy prefers the compact Plus 1 wood burner, who she thinks looks like an 'Eric'. Obviously.

For ESSE consumer PR, I have secured national coverage in a large number of well-known magazine titles.

Pictured left: two sections of the lengthy blog post written by Ideal Home magazine's Amy Cutmore, focused entirely around ESSE's range cooker brochure.

RANGE COOKERS

TRULY CLASSIC

BRING WARMTH INTO YOUR HOME AND BUILD YOUR KITCHEN AROUND A TRADITIONAL RANGE COOKER THAT IS PACKED FULL OF CHARACTER

BY LUCY MACDONALD

This electric dual-control ESSE offers all the benefits of a traditional range cooker but with modern clever up-to-date technology. Made from cast iron, the EL-13Amp features the total amount of energy efficiency across the whole cooker to do the most efficient way possible. This means temperatures are easily maintained and cooking performance is more powerful. So, it only costs a few pence to run on all the energy will automatically direct so it has super fast heat up speeds. **AGA TRADITION** 42-litre top oven capacity, 50-litre bottom oven capacity, Grill, Cast-iron induction hotplate, Plate-warming cupboard. **EL-13Amp** 1899x495x760mm **PRICE** £5,999

Range cookers are more than just an appliance – they can instantly make a feast for your home, as an array of a traditional range and you'll be surprised to a warm, cosy kitchen with the aroma of wood-burned food cooking in the air. If this is what you're after, a classic range there are many options available than ever before. From a hotplate and a large, some of which will cook your meals and offer a different style of cooking to the AGA, Rayburn, Everhot or hotplate. Many of these old classics have been reimagined with new technology, offering a multiple of a traditional range then have the look of a long-range cooker who can give you with a classically styled model with a modern twist.

WARMTH AT HEART The first thing to consider is what your needs are and how a range cooker will fit into your lifestyle. The cast iron models are a classic, which helps to lock in the moisture and flavour of food. They typically have a large oven for use to keep the food warm and steady. Considering that, the AGA would be a great or solid fuel this could be an upgrade to a gas or electric version, which is more comfortable and thus electricity. The AGA Dual Control models have a warming setting as well as the option of switching off ovens and hotplates to help reduce running costs, which means that having the range cooker in your dreams doesn't have to look like a back.

THE MATTERS Size is also an important consideration. Everhot offers models from 60cm to 150cm, and Sales Director Richard Frost says, "The key to selecting the right size of range cooker is normally dictated by either the size of your family or available space in your kitchen. Look at the space you have and then choose the range that best suits your needs." AGA also offer a variety of sizes, from two-oven cookers up to five-oven models to ensure that there is something for everyone. You can even choose an AGA that comes with a freestanding or integrated module for a seamless look. Whichever size and brand you decide to opt for, range cookers are perfect for any household or if you do a lot of cooking. They can conveniently cook more than one dish at different temperatures at the same time, and there is enough space to keep food warm while other dishes are still being prepared. With prices typically well above £5,000, buying one of these statement appliances is a long-term investment. Your new range cooker will be part of your home for years to come, so before you make a decision, consider all the options, including the available and the best fuel type, and choose the model and style that you will be proud to have in your kitchen for years to come. (1/1/20)

AGA Dual-Control Dual Control range cooker The electric heat storage Dual Control AGA model offers the most modern element of the traditional range cooker but with new technology and added functionality. The two long ovens can be turned on and off independently, meaning that you can cook the usual best range into the oven whilst the hotplate, which is used for cooking, is on. **AGA TRADITION** 42-litre top oven capacity, 50-litre bottom oven capacity, Grill, Cast-iron induction hotplate, Plate-warming cupboard. **EL-13Amp** 1899x495x760mm **PRICE** £5,999

The EL-13Amp follows the ESSE tradition of being at the forefront of electric range cooker technology. When the whole cooker is being used it efficiently 'share the energy between all the elements'.

Mark Elliott, Sales Director

Everhot 520 range Made from cast iron, Everhot 520 range is a choice of traditional hotplate and ovens, perfect for a traditional kitchen. It can be used as a gas or electric version while the hotplate is on. **Everhot 520** 1899x495x760mm **PRICE** £5,999

perhaps the image of the adorable bunnies... about the... and I've... year, by wearing a rather jazzy festive knit (I even... and Helen, to follow suit!). They are super cosy as well... I've already had a few enquiries as to where I got... you all a very merry Christmas and a wonderful New Year!

My wish list

Rachel
Rachel Watson, Editor

8& Christmas sign, £32, Interior Tides, 01625 578105, www.interior-tides.co.uk, Santa and Elf jumpers, £39 each, Christmas Jumpers, 01925 761305, www.christmasjumper.co.uk, Slipper socks, £5.95, I Like Chickens, 0845 505 3222, www.ilikechickens.co.uk, Dancing cats, £5, Gartering Museum, 01893, www.geffrye-museum.org.uk, Esse ironheart wood burning stove, £3,525, www.esse.com, Mince pies, £11, Betty's, 01423 814008, www.betty's.co.uk

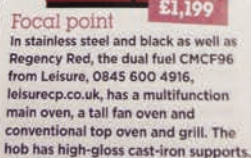
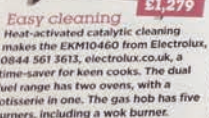
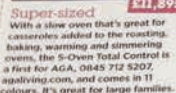
Period Homes & Interiors (1/1)

In some cases, I managed to secure full-page photography and quotes from the ESSE team (see above) in titles that would have been beyond the advertising budget.

Thanks to my work at The Image Works, ESSE products have even appeared in coveted editorial positions such as on the opening page, alongside the Editor's welcome letter. (Left).



Choose your favourite from the latest and greatest ranges



EDITED BY SARAH BALDWIN

If you're taken by the timeless elegance of a traditional range cooker, you don't require 21st-century performance when Esse's latest model might be of interest. It's electric, so can be placed anywhere there's a 13-amp power socket (that means there's no need to worry about chimneys, flues or gas pipes), and with an oven and hot plate can be operated independently or adjusted to the temperature required. It can be used in a 'summer' setting (proofing fast-bread time) or simply as an off-appliance. And, like all of its products, it comes in 20 cool colourways. **EL 13amp in full Green, £5,995 (esse.co.uk)**



Marry old and new to great effect with this Avia tap from Villeroy & Boch. The country-style design has been given a modern makeover with a bold metallic finish, making it ideal for an eclectic space. Team with a butler's sink for a classically elegant scheme. **Avia stainless-steel tap in Aura, from £365** (villeroy-boch.co.uk)

Summer dining's sorted with this design advice for built-in garden kitchens and stylish freestanding barbecues – plus much more interior ideas just in case the British weather –

One of the great things about summer is being able to cook and dine outdoors. It's the perfect season for inviting family and friends round for a get-together and the ideal opportunity to experiment with new flavours and recipes, whether you're cooking indoors or out.

TIPS FOR BUILT-IN SCHEMES

If you are keen to do some serious cooking in the garden, consider fitting an outdoor oven or even a fully operational outdoor kitchen. Don't underestimate the amount of planning this will require; you need to think carefully about which services you'll need, and give it just as much consideration as you would any indoor space.

To get more ideas...

To get maximum use from a built-in cooking space, at least one is built in, it is as much less weather dependent than a traditional barbecue. Enclosed designs, such as the Fire King outdoor line (01282 97 235; www.cem.com), can offer more. My wife is to make me a cast-iron, cast, braise, roast, broil oven at a good temperature before attempting to grill. Aaron Gail, owner of Altranco Fires (01403 279000; www.altranco.co.uk), a well-constructed and insulated oven to heat it up to temperature well in advance, close the door and forget about it. You'll then find the temperature to be able to open the door and

start cooking when your guests arrive." Turn to p.16 for GDM's pick of the latest outdoor ovens.

If you choose a brick-built oven that's fired with wood, it's possible to create an outdoor kitchen with very few amenities, says garden designer Karen Rogers, who specializes in open-to-609; kengardensdesign.com). Rogers advises that the opening must be at least 90 in high to avoid children burning themselves as temperatures can go up to around 400°C. If you want to install a sink, you need around 400°C, too, from an outdoor tan.

...an outdoor tap," continues Rogers. "You can even make a water feature of the sink with a simple pump and reservoir powered by an electricity feed installed under the sink." For outside of the house, you'd need an electrician to run the electric...

When it comes to workspaces and storage units, choose materials like hardwoods, stone or pre-treated timber. It also needs to line any cabinets with sturdy waterproofing. Another secret to outdoor-kitchen design is to make sure there's plenty of working space around the oven and cooking area and try to position any herbs and vegetables that you've grown within easy reach of the working area. Finally do remember there are plenty of nifty designs on the market. For the practicality of your outdoor space, on the market. Cellar from Spiral Cellars.



WOOD-BURNING STOVES

our pick from our selection of contemporary heating options. Compiled by Ellie Tennant

oint Superior Marella wood-burning
ast iron and majolica in Bordeaux
5xW53.5xD46cm), £1,825, also
in blu antico (blue), sale pepe (white)
d'oriente (yellow), Robeys
20 940; robeys.co.uk)

Integrated log storage View 5 stove in steel with cast-iron door (H75.4xV43.5xD30.3cm), from £1,295, Stovax (01392 474 000, stovax.com)

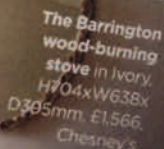
Wall-mounted design Scan 66 wood-burning stove in cast steel in black (H94xV48.2xD33.7cm), £1,899.98, Jotul (jotul.com)

Stand-out base Esse 125 Podium stove in steel (H100xV58xD26cm), £1,999.98, Esse (esse.co.uk)

the atmosphere when the trees are burned. The new models, such as Jantrol's F320 High-Speed Burner, boost efficiency further by using a vacuum storage system that pumps out the smoke in 10 to 15 hours after you pop in the last log. "So clean burnings are today's norm," says Jantrol's Control area. Find out more from www.jantrol.com. government; you will also find a list of exempt appliances at smokecontrol.org/appliances.php. Check the manufacturers' literature, also, for a particular stove's

BOILER STOVES

Some stoves can heat water and power central-heating radiators, while others also have a hot plate on which to cook. These multi-taskers are known as boiler stoves and they are designed to work alongside an existing boiler and radiator system. They resemble a wood-burning stove, a back boiler in the chimney, as the Ironheart (right), £3,695 from Esse, or they look more like a wood-burner. When the stove is on, it takes heat from the main system boiler, and pumps it back as needed. Choose your priority: radiators or a hot plate, and plumb accordingly. The price and number of radiators to be factored in to buy the right output.



2388 wood-burning
stove, white-painted
base, 23174 Nona -

The perfectly designed space for family time and entertainment is a gift that keeps giving all year. **Elizabeth Bailey** explains how to create a kitchen fit for cooking up a festive feast!

ABOVE LEFT Dress a love-worn table with greenery, flowers, and an abundance of candles for a sparkling display; all from Dobbies, incl Stag cushion, £38, and tea light holders, £3.50 each

ABOVE RIGHT The stunning Esse 990

The kitchen is the heart and engine room of the home: it is the practical, multi-functional, comforting and bustling area to which everyone gravitates, especially at Christmas. In the season of family gatherings, parties and visits from well wishers, the kitchen becomes even more crowded and hectic than usual.

As long as you are happy with the way the existing space looks and functions, there are plenty of ways you can add festive charm, from candy canes to vintage-inspired decorations.

able to cope with the onslaught of social entertaining, that there is room for a trooping in and out, and that at the same time provides all the cooking, preparation facilities to enable the 'cooks' to bring off the festive chores and tasks.

Do bear in mind that, unless you off the shelf design, it takes several months to purchase and install a new kitchen. So be more realistic to plan ahead for it, rather than focusing your thoughts now and then, and the logistics of the space, you can be put through its paces several times over the season of drinks parties and merriment.

hundreds on this winter your celebrities at

...of us tend to reach for
out the cold, but, before
what you can do at
out burning money

...y Saving
home escapes
windows, doors and
s. They're cheap
able from all

extremely
(they cost
pliers)
nd



top 10
Choose 1 from

...they may cr
more, bu

Heat your home with wood

...your
home with wood

It's no bigger than an Aga, but this gorgeous Esse range cooker is powered entirely with logs, making it an eco-friendly, carbon-neutral option. As well as providing heat for cooking, the W35, available from £3,940, can be used to heat radiators and/or the hot water supply.

Thanks to clean-burning technology, the Esse range cooker's fuel chamber can keep the fire burning for up to 12 hours. To keep the fire burning, you'll need a local wood

...it burning throughout the winter, you'll
...supply of seasoned timber or a sheltered
...space in the garden for a wood shed.



Take your
Greetings

...a Christmas
eco-friendly

...dly pick

APRIL

RENTS • WHAT'S NEW • MUST-HAVE BUYS



FRENCH RUSTIC

Painted furniture and layered textures create a cosy, lived-in look

- 1 COOL BURNING**
French wall light with carved wood plaque and hessian shade. £64. Dibor.
- 3 CLEARLY SPECIAL**
Glass storage jar, 28, Martell.
- 4 SITTING PRETTY**
Kitchen chair with cane seat, Etag, Susie Watson Designs.
- 6 FUTURE HEIRLOOM**
Haversham rug, 180 x 76cm, £1,295. Oia.
- 7 HEARTH WARMING**
Ironheart multifuel woodburning stove. £1,295. Fox.
- 9 BOUDOIR BEAUTY**
Trescote sofa bedside cabinet, £30. Oia.
- 10** The Chameleon & Miro Co.