

More Than Work

Our Promise to You

CUSTOM HEAT COOL



Our Family to Yours

Our vision is simple: to become the go-to name across the Midlands and South West for Plumbing and Heating. To achieve this, we need an exceptional team.

Plumbing and Heating runs in our blood. From my grandfather Raymond starting his business in the 1960s, to my great uncle and father following the same path, Custom Heat was officially founded in 1980 by my father, Robin Smith. Our business is built on strong foundations: Quality, Craftsmanship, Integrity, Trust and Reliability.

Today, we deliver Heating, Plumbing, Renewables, Air Conditioning, Electrical and Bathroom services across private homes throughout the Midlands and South West — combining traditional standards with modern customer care.

We're an old-fashioned business with modern values. Join us and you won't just be part of a team — you'll be part of the family, with real support, benefits, and opportunities to build a career for life.



Lincoln Smith

Managing Director



The Company

What really sets Custom Heat apart is our people. We believe that great work comes from skilled teams who take pride in what they do, support one another, and share responsibility for the end result. Every role plays an important part in our success.

Custom Heat is a specialist heating company delivering high-quality solutions across residential and commercial projects. We're known for our practical approach, strong technical knowledge, and commitment to doing things properly. From design through to installation, quality and reliability are at the heart of everything we do.

- **Strong Values & Quality**
  We believe great work starts with strong values, skilled people, and pride in what we deliver.
- **Supportive Team Culture**
  We create an environment where people feel trusted, supported, and proud of their work.
- **Growing Together**
  By investing in development and recognising commitment, we grow our people alongside the business.

Meet our Team

Meet some of our Team who joined the family - and built a career with us



Darren Pimlott

Senior Engineer & Quality Mentor

Darren joined Custom Heat in 1996 and is highly respected for his expertise and problem-solving skills, supporting complex installations and repairs. To mark 25 years of service, he received a voucher for a family holiday and two extra weeks' paid leave.



Tynan Jones

Installation & Service Engineer

Ty joined Custom Heat in 2015 and celebrated his 10-year milestone in 2025. A valued installation, service and repair engineer, he's well loved by both the team and customers, and now mentors one of our apprentices, passing on the learning he once received.



Chris Knowles

Operations Director

Chris joined Custom Heat in April 2007 as an installer, service and repair engineer. He was promoted to Service and Install Manager in 2013, and later to Operations Director in 2019. He now supports the team across all areas of the business.



Tom Horne

Service & Repair Manager

Tom joined Custom Heat in 2013 as a Year 1 apprentice while retraining at evening college. He has since gained multiple industry qualifications, with experience across installation, service and maintenance.





Our Benefits Package

We believe looking after our people matters. Our benefits support your wellbeing, recognise your hard work, and help you grow with the business.

That's why we've created a package that reflects the commitment and professionalism our team brings every day.

From health and flexibility to financial and personal support, our benefits are designed to give you confidence, security and the freedom to thrive — at work and beyond.

- Private Healthcare
- Gym Membership Discounts
- Holiday Buy Back Scheme
- Apprenticeships
- Employee Assistance Programme
- Salary Sacrifice Pension
- Flexible Working
- EV Car Scheme
- Mobile Allowance
- Birthday Leave
- Tools Down Day
- Competitive Salary

Your Career Path

At Custom Heat we believe that excellence isn't born, it's crafted. Blending traditional standards with modern care and technology, we prioritise ongoing training and on-site support.

Annual Development Reviews allow us to discover your goals, values and set objectives, allowing us to work together to achieve what matters most to you.

With our wide services, you can gain additional qualifications alongside your Gas Safe registration:

- OFTEC Registration
- F Gas Certification
- Electrical Wiring For Heating Systems
- LPG Registration
- Solar PV
- Commercial Servicing & Installation
- Air Source Heat Pump / Ground Source Heat Pump
- Level 3 Management & Leadership Apprenticeship



Life at Custom Heat



Jo Jupp
Office Manager

"Being in the office puts you at the centre of it all — I love the teamwork and the buzz of helping customers every day."



Kris Butlin
Installation Engineer

"Working at Custom Heat means being part of a team that cares about quality installations and supporting each other on every job."



Ruby Rayat
Service Engineer

"I love working at Custom Heat because every day brings a new challenge, and it's rewarding knowing customers trust us to fix things properly."













Bringing the Team Together

We believe time together matters. Our team days bring people together and recognise hard work.













Our head office, located in Rugby, provides an excellent environment for our team to flourish and offers our customers a welcoming place to visit us in person.

Our Values

Our values guide how we work every day. Teamwork, professionalism, and responsibility shape how we treat each other, how we serve our customers, and the standards we set for ourselves.

These values are simply how we do things — supporting each other and taking pride in every job.

Teamwork

We work best when we work together. Teamwork at Custom Heat means supporting one another, sharing knowledge, and working as one team to get the job done properly.

Professionalism

We act professionally in everything we do. This means being reliable, working safely, communicating clearly, and taking pride in representing Custom Heat to our customers and colleagues.

Responsibility

We take ownership of our work and actions. We follow things through, deal with issues as they arise, and build trust by doing what we say we will do.





Apprenticeships

At Custom Heat, apprentices are part of the team from day one. They work alongside experienced engineers in real environments, contributing on site while building the skills and confidence needed for a long-term career.

For our engineers, apprentices provide valuable on-site support that helps jobs run efficiently and maintains high standards. In return, engineers develop leadership experience while shaping the next generation of Custom Heat professionals.



Cameron Lea

"I love being an apprentice at Custom Heat because I'm constantly learning and gaining real hands-on experience."



Bethany Jenkins

"What I love about Custom Heat is how supportive the team is — everyone is willing to share their knowledge and help me develop my skills."



Issac Clerc

"Being an apprentice at Custom Heat means I'm building real skills for the future while working alongside a great team."



Our Achievements

We're proud to be recognised across the industry for the standards we set, the service we deliver, and the team we've built.

As we've grown — with offices in Rugby, Coventry and Cornwall — we've remained committed to quality, consistency and investing in our people, ensuring the same high standards are delivered wherever we work.

Winner 2025 HPM Heating & Plumbing MONTHLY AWARDS

WEST MIDLANDS ENERGY EFFICIENCY AWARDS 2025
WINNER
BOILER & HEATING INSTALLER AND CONTRACTOR

See our work in action

Follow our journey on social media to see our work in action, meet the team, and keep up with the latest projects, milestones and company updates.

facebook.com/customheatltd instagram.com/custom_heat_ltd



Our Clients

Trusted by Leading Brands

What this means for you

- Varied, high-quality projects across different sectors
- Clear standards and expectations on every job
- Pride in representing a trusted, well-known company
- The satisfaction of delivering work that meets high standards
- Working with respected organisations across the UK



James Haskell
English former rugby union player

"Custom Heat were fantastic from start to finish. They guided me through choosing the right boiler, installed it professionally, and it's worked brilliantly ever since. The aftercare has been outstanding — always helpful, responsive and quick to sort anything out. I'd highly recommend them to anyone."

Built by Great People, Recognised by Customers

Reputation Earned Daily

Our customers consistently rate us highly because of the people behind every installation, service and interaction. Our strong reputation has been built on pride in workmanship, technical expertise and a commitment to doing the job right, every single time.

At Custom Heat, we know that great results start with great people. That's why we invest in our teams, provide the right tools and training, and create an environment where high standards are encouraged and recognised. Join us and you'll be part of a trusted, growing company where your work genuinely matters.

Trusted by Thousands

Scan the QR code to read what our customers say on Trustpilot.

Trustpilot

"Great company that employs great staff. Job was done to a very high spec by a very competent fitter. Very happy with speed, quality and professionalism of Custom Heat. Will definitely use again."

Recommended by Ranjit Singh

Google

"Easy to book a service. Sent a reminder and rang to let me know just before they arrived. Lovely engineer. Great experience."

Recommended by Nicola Oliver

CUSTOM HEAT COOL

Join the Family: Your Future Starts Here

Scan this QR Code to watch our careers video, see current vacancies and apply online.