

Mention electric heating to someone and chances are the first thing they will think of is either the budget hotel they stayed in where the panel heaters burnt the air and removed all the moisture from the room while they slept, or their grandmother's aged storage heaters that give out heat all day – regardless of whether she needs it or not! – leaving her with no form of warmth in the evening.

Electric heating has come a long way since then but sadly these stereotypes still remain. Despite the evolution of products that offer the most efficient and most effective form of heating on the market, there is still a widespread reluctance to embrace this new technology because of past experience.

However, this trend is beginning to change.

Forward thinking developers are installing electric heating systems in their properties as they recognise that a seismic shift in energy is about to take place. Our reliance on fossil fuels is affecting our economy, our environment and, with gas and oil supplies increasingly concentrated in unstable parts of the world, the security of our energy supply.

From an environmental point of view, we already know how to produce zero and low carbon electricity through established techniques and the Government has already stated its plans to significantly increase the Renewables Obligation – where electricity suppliers must obtain a specified and increasing proportion of their electricity from renewable sources – in order to achieve its overall goal of 20% of the UK's power coming from renewable energy sources by 2020. The message is therefore clear: clean, green electricity is the key to our economic and environmental future while fossil fuels will soon be confined to the past.

Against this backdrop electrical products have a vital role to play, offering a smooth transition between energy sources. Home owners can install a system confident that they will be able to take full advantage of suppliers moving to low and zero carbon electricity over the coming years, while in the meantime limiting energy usage through enhanced controllability.

However, environmental issues are not the only reason that developers are keen to install the very latest in electric heating systems. Electric systems offer a number of other benefits compared to gas or oil fired central heating:

- Lower purchase and installation costs.
- Ability to run on the low cost Economy 10 tariff.
- Maintenance free – electric radiators do not need to be bled, topped up or serviced.
- Speed of installation.

- Greater choice in terms of the design and layout of a room as no pipework is required.
- Consistency – while in a plumbed central heating system heat loss through pipework means the first radiator fed by the boiler is always warmer than the last, each electric radiator operates independently, reaching its optimum temperature every time.
- Reliability – if a boiler fails in a plumbed central heating system the entire system goes down, leaving a home without heating or hot water and potentially costing hundreds to repair or thousands to replace. In contrast, if an individual electric radiator fails, the others will continue to operate as normal.

Crucial to the success of any new heating technology is the consumer. Heat is a basic human necessity and consumers want a system that is not only proven, but with which they are comfortable.

Heat Electric's unique range of electric water filled radiators overcomes this issue by offering



Why we're all warming to electric heating

Managing director of Heat Electric, David Garrity, explains why the future is looking bright for the electric heating industry...

consumers an innovative new system in a familiar guise. While each unit might look like a conventional radiator, a built in boiler, pump and thermostat transforms each into a self contained central heating system. Wall mounted on brackets and plugged into any 13 amp socket, the system requires no pipework – immediately eliminating this form of energy wastage – while its superior controllability ensures heat is only delivered when and where it is needed.

While a conventional plumbed heating system will take a temperature reading in one set location, each Heat Electric radiator is fitted with its own built in air thermostat. This constantly monitors the room's temperature against the one it has been programmed to achieve. If a room is too cold the radiator will activate until the desired temperature has been reached at which point it will immediately stop drawing electricity, thereby avoiding overheating and cold spots.

As we look to the future and the Government's aim of achieving zero carbon new homes by 2016, the role



of electric heating has never been clearer. Tighter building regulations mean, amongst other things, reducing air leakage, installing higher levels of insulation and fitting heat recovery systems, all of which reduces the overall demand for heat. Thanks to their highly sophisticated controls, electric heating systems can be programmed to produce a tailor made heating schedule, delivering heat in highly focused

areas of a property at specific times of day. It is this quality above all others that makes them the ultimate heating solution both now, and in the future.

For more information about Heat Electric use our online enquiry service at www.abc-d.co.uk/info quoting number 384

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