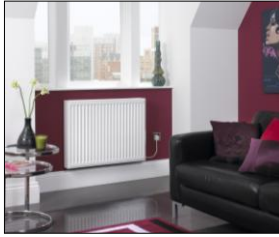


Easy-Heat Radiators or Storage Heaters?



A large proportion of our customers purchase our energy efficient electric water filled radiators due to frustration with their existing storage heater system.

Storage heater systems are different in the way they operate when compared to other forms of heating as they draw electricity overnight in order to be charged up to provide heat the next day. This means that storage heaters use the Economy 7 tariff which, in theory, should mean that this is a cost efficient system to run.

However, the reality of living with storage heaters can be very different. Common reasons we are told for swapping to our system include:

- *“We have minimal control over our heat output and are often left in the cold”* – by their very nature, storage heaters release heat over the course of the day regardless of whether it is required or not or if you are in or out. This means that there is regularly not enough heat left to keep occupants warm in the evening. As a result, many users find they have to top up their heating with other sources of expensive immediate heat such as electric fires and portable heaters. Sudden cold snaps, as we experienced this winter, only makes matters worse.
- *“The units look ugly”* – many of our customers dislike the appearance of storage heaters as they feel they make their home look dated while many models can be very bulky compared to modern electric heating systems.
- *“Our electricity bills are huge”* – storage heater users often complain of either overcharging their storage heaters, as the day turns out to be warmer than expected, or undercharging them, if the temperature falls. Overcharging means that heat has been purchased unnecessarily – a waste of both energy and money – while undercharging will require additional heat sources to be used, using overly expensive electricity. While Economy 7 users get cheaper overnight electricity for their heating, use during the rest of the day and evening is charged at a rate that is almost 30% higher¹ than a normal standard tariff. In fact, everything in the house that uses electricity outside of the off peak period will be charged at a rate almost 30% higher than a normal standard tariff. It is this combination of factors – driven by a lack of controllability – that leads to higher fuel bills, higher carbon emissions and wasted money.
- *“The system is too complex”* – storage heaters can simply prove too complicated when compared to direct acting systems that will provide heat at the flick of a switch. Trying to manage heating requirements is challenging enough against a budget without having to continually alter the input and output controls on each unit.



Customers choose to install our energy efficient electric water filled radiators instead of storage heaters because:

- Our system is direct acting which means heat is available on demand 24 hours a day at the flick of a switch.
- Each radiator can be controlled to switch on and off at various times of the day providing a tailored heating schedule for the property and your lifestyle.
- Being water-filled they heat up in around eight minutes meaning you can quickly heat any room.
- When the room or property reaches the temperature you have set, the radiators switch themselves off. They then cycle on and off to maintain the required temperature thereby saving you money.
- These features allow you to have exceptional controllability which is the best way to keep you warm and reduce your heating bills.
- Finally, our radiators look exactly like those found in a conventional gas central heating system but without the need for any plumbing, pipework or expensive installation.



Direct price comparison²:

Example of Storage Heater running costs

The maximum heat output of a standard 2.55kW storage heater at the end of its 7 hour storage period is only 1kW per hour.

The storage heater's electricity consumption and cost can be calculated as follows:

Storage heater: 2.55kWh for 7 hours at 4.733p per kWh² (overnight charge) = £0.85

Assuming you need some extra heat when the storage heater has 'run out', you will be paying 12.828p per kWh for every hour needed. If it's only four hours it will cost you a total of 12.828p per kWh x 4 hours = £0.51

Total daily running cost = £0.85 (storage heater) + £0.51 (additional heat) = £1.36

Example of Easy-Heat radiator running costs

Easy-Heat radiators have an inbuilt intelligent heat sensing thermostat. When your room has reached the desired temperature, the thermostat will stop the radiator drawing any more power. This saves both energy and money but, if the temperature drops slightly, energy is drawn to maintain the desired heating level. On average an Easy-Heat radiator will draw power for only 40 minutes of every hour³.

To provide the same 1kW of heat compared to the storage heater per hour from 7am to 10pm using an Easy-Heat radiator the costs can be calculated as follows:

15 hours x 6.6pence per hour = £0.99

This is assuming that you want heat for 15 hours. If you work or are out during the day and only need heat for, say, 2 hours in the morning, and, say, 4 hours at night, your heating bill for the room could be as little as only £0.40 per day.

With Easy-Heat radiators you can see just how much money you can save compared to storage heaters but, just as importantly, you reduce carbon emissions too.

Easy-Heat puts you in control of your heating... and of your bills.

For more information on Easy-Heat's electric water filled radiators or to place an order call us on

01422 231943

Notes:

¹ The average Tier 2 day-rate electricity tariff for British Gas Economy 7 customers across the UK is 12.828pence per kilowatt hour. This is 29.6% higher than the average Tier 2 standard electricity tariff for British Gas customers of 9.898 pence per kilowatt hour. Correct as at 17th February 2011.

² The average Economy 7 overnight electricity tariff for British Gas Economy 7 customers is 4.733 pence per kilowatt hour.

³ Based on a property with double glazing and cavity insulated walls. This means that energy consumption per hour will be 6.6pence (9.898p per kWh x 40 minutes out of 60 minutes).