

# Time to warm to electric heating

Managing director of Heat Electric, David Garrity, examines how the latest generation of electric heating radiators could help spark an energy revolution...

Most people talk about their heating system in absolute terms. The heating is either 'on' or 'off'. As a result, provided the system continues to function, heat provision goes unquestioned in most homes. However, as the energy crisis deepens, it's clear that consumers need to adopt a new mindset when considering one of life's necessities - when and where do I need heat.

For many years, energy efficiency has been touted as the benchmark by which the performance of different types of heating systems can be compared, with consumers urged to invest in the latest high efficiency condensing boilers. However, is the conversion of fuel to heat really the best indicator of energy efficiency and customer value if the same system can't actually distribute the output effectively?

## ZERO CARBON NEW HOMES

As we look to the future and the government's aim of achieving zero carbon new homes by 2016 it is clear that many dwellings, due to their construction, will no longer need space heating for much of the year. As such dwellings will require heat only in specific areas of the property and at certain times of day, controllability becomes as important as efficiency in a system, both to prevent energy wastage and to ensure the homeowner achieves maximum thermal comfort.

The latest generation of electric heating offers fingertip time and temperature control on a whole house, predefined zone and individual room basis enabling the creation of a bespoke heating schedule for that property. As a result, systems such as ours are not only 100% efficient,

turning every £1 spent on fuel into actual heat, but also 100% effective - ensuring heat is only delivered when and where it is needed.

Our range of electric water filled radiators has been designed to give consumers maximum control over the output of their heating system. We took the most popular form of heating on the market - the conventional double panel radiator - and evolved it by integrating a boiler, pump and thermostat, transforming each unit into a self contained central heating system.

Wall mounted and plugged into any 13 amp socket, the system needs no pipework - immediately eliminating this form of energy wastage - and comes with control options to enable the consumer to create a heating schedule that accurately reflects the needs of their family.

Because a Heat Electric radiator operates without a central boiler, each one reaches its optimum operating temperature every time and there is no risk of total system failure. This independence also means that each and every radiator can be switched on and off as required, without causing any damage to the system.

Meanwhile, the built in thermostat allows each radiator to be programmed to achieve a specific room temperature and, once the desired temperature for that particular room has been achieved, the radiator will immediately stop drawing electricity. Running costs can also be further lowered by using the system in conjunction with the Economy 10 tariff which provides reduced rate electricity between 12am and 5am, 1pm and 4pm and 8pm and 10pm.

As the government unveils possible routes to a low carbon economy, it's clear that a substantial

level of electrification of heating, transport and industry will be required as we harness a decarbonised grid to fuel our nation.

Against this backdrop, electric heating systems have a vital role to play, offering a smooth transition between energy sources as we cease to be a nation dependent on fossil fuels. Through them, homeowners will be able to take full advantage of suppliers moving to low and zero carbon electricity while limiting their overall energy usage through their superior controllability.

Moreover, heat remains a basic human necessity and consumers want a system that is not only proven but comfortable with it.

Electric heating systems, therefore, have the added advantage of being an established heating method with a track record of delivering heat on demand. And, while consumers may not yet be as familiar with new developments such as heat pumps and electric water filled radiators, they are likely to have first hand experience of storage, panel and convector heaters.

The message is clear - electric heating is no longer the environment's greatest enemy; in fact it could well become its greatest ally as we harness the natural resources at our disposal to heat our homes and businesses.

However, for this change to take place we need to look long term and encourage the ongoing innovation in the electric heating arena to ensure that, when it replaces gas as our main source of heat, the best possible products are available for specification.

enquiry number 139

HPM's  
Festive  
giveaway  
PRIZE 10

PRIZE 10

Vaillant ecoTEC  
boiler



Vaillant

For your chance to win this prize, simply enquire to answer A or B in response to this question:

**For how long has Vaillant been creating products?**

**A: 35 years    B: 135 years**

For more than 135 years, Vaillant has been setting the standards in the heating market, creating products that have revolutionised the industry, from water heaters in the early 1900's, to pioneering the 'combi' boiler over 35 years ago. Its products feature high energy efficiency ratings and low emissions, and come with an enviable reputation for performance, quality and reliability. Vaillant has had a very successful year and was named Heating Manufacturer of the Year and Green Manufacturer of the Year Award at the CORGI Awards 2010. Which? also awarded Vaillant's ecoTEC plus 824 and 831 boilers with 'Best Buy' status.

**REMEMBER:** enter all 12 competitions, and you could win the grand prize - the lot!

Answer A 186

Answer B 187