

How it Works

The Basics

Roughly 15 years ago the government passed a law to ensure the break up of the monopolies held by regional utility company's, Electric and Gas.

This law stated that regional suppliers cannot compete in their own region but can compete in any other region, as such a "free market" was born.

Sadly to this day [50% of the UK population still pay 30% too much](#) for their electricity, perhaps you would like to read that again !

To ensure you have the correct price then we suggest you visit www.ukpower.co.uk and put in your post code etc.

We personally have paid 8p for the last three years and renewed late in 2010 at 7p. We would suggest between 8p to 9p is the maximum you should have to pay regardless of your geographical location, and lastly revisit this on a regular basis.

One small tip NEVER phone electric suppliers for a price, the internet comparison sites are the best medium and we believe www.ukpower.co.uk is amongst the best.

In the Beginning.....

Storage heaters were invented shortly after the second world war, they were never proven to be cost effective, simply post war propaganda, which has stayed with us to this day.

They are big ugly, uncontrollable, too much heat in the morning and run out of steam by early evening, worse still they provide a dry heat (bad for asthma) too much heat at the ceiling and very little around your feet (cold feet syndrome).

If you studied Junior School mathematics you will recognise that the apparent cheap rate at night is simply a "mathematical slight of hand".

A typical economy 7 tariff might be 5p off peak / 12p on peak, so how come we pay 7p all night and all day? Yep that's right

"Dick Turpin" rides again.....

My opinion on Economy 7 or 10 is legendary, just don't accept it. The instances of it being in the customers favour are rare. Remember, utility company's are not charitable otherwise why would they continue to over charge 50% of the population by 30% ?

Cheap low grade products

Panel or convector heaters along with cheap oil filled radiators gave the electric heating industry a bad name. Those on a budget continue to fall foul of products that perform very badly on heat output and cost a fortune to run due to their inefficiencies.

Gas central heating

Most people regard this as the benchmark for cost effective heating. Gas central heating was born due to our cheap resource in the North Sea. However today at least 50% of our gas we freeze dry and ship from the middle east or pipe via Russia. Not a good future outlook !

The Economy Radiator Company

Our focus is on products that provide an identical experience to that of a gas central heating system:-

- Same quality of heat .
- Similar running costs.
- Superior controllability.
- No Pipes, No Mess, No Fuss, No annual maintenance, No Costly Plumbers

So what happened ? What changed ? The real answer is a significant advance in materials, tolerances and more importantly the electronics, just like the motor industry it has all moved forward.

Yes, the old technology exists hence the ever present "cheap electric heater" market.

We have actually measured it for you, see our real live running costs of four radiators measured every month for a year and tabulated for you as proof.

The Tungsten heating element passes heat rapidly into the Aluminium Body which in turn quickly radiates heat into the room just like a gas central heating system (except aluminium is a far superior conductor of heat than steel).

So minimal energy in for maximum heat output saving you money.

For the same reason your car engine is made of aluminium allowing the heat to be disposed of quickly, even the quality of aluminium plays a huge part.

Electronics have come a long way over the years, first the accuracy of our thermostat plays a huge part, ensuring the room temperature remains constant, not over or under heated, as cheaper products would, and more importantly the energy used is kept to a minimum.

Next, just like an "engine management microchip" in your car, our product has an "optimizer" which controls the consumption of electricity, ensuring optimal and varied consumption to match exact requirements .

Once again maximum comfort minimum energy.

You have ultimate control. The ability to vary Multi time, Multi temperature is far more sophisticated than any traditional system, at last you can intelligently heat your home. Each room different times and temperatures to suit.

If you subscribe to heating your room then switching off and letting the room drop to cold, and again re heating at a later time, whatever the heating system Gas, Oil, Lpg, Electric --- you are wasting your money !

In Europe they understand, hence their products are designed to be able to programme Multi time Multi temperature. A 4 degree drop in temperature at night or when not using the rooms is far more economical than constantly switching on and off.

Our product will however switch on and off if that is what you really want.

During early February with outside temperatures 0 c night to 7 c day, a 1kw radiator in our showroom permanently on 24 hrs / 7 days working to its time temperature control, 20 degrees daytime / 16 degrees night, only ever uses from 4 to 7 hours maximum of electricity in a 24 hour cycle. (To achieve the same effect a storage heater would need to be 2kw input x 7 hours.)

So our minimum 4 hours x 0.08p = 32p divided by 24 hours = 1.3p per hour (pay by s/o = 0.67p per hour)

So our maximum 7 hours x 0.08p = 56p divided by 24 hours = 2p per hour (pay by s/o = **1p per hour**)

Running costs --- 1p per hour !!!

Most people pay by standing order, they consume for 6 months of the year but pay over a 12 month period.

So in this manner if 2p per hour is your running cost in the heating season then the real cost to you over the year is 1p per hour.

Our experiment shows :-

80% of all energy is used in the six winter months !

40% is used in the two peak months !

10% is used in merely around 5 of the worst days !

Lets look at that again. Your standing order is your consumption, 80% of which is in the six winter months. So if you are consuming in peak season at lets say £50 a month, then your standing order will be around £31, (its that Junior school mathematics again).

Reviews

Through the worst recession since the war and in the face of intense prejudice we still achieved £2.5 million pa sales. Around 30% of all our business comes from delighted customers such as :-
Sam My early findings are unbelievably fantastic. They heat up quickly and electricity consumption is low.

Just like the comment from previous customers on your You Tube video "it does what it says on the tin!"

After running your heaters for over a week my findings confirm what you are saying to your customers.

Tim We have had a couple of electricity bills in and we are finding them no more expensive than the gas central heating in our previous house - which is all we can ask.