

THE ALL NEW
Ultra Slimline 

www.economy-radiators.com



Easy Programming

This all new easy to use digital programmer developed specifically for you to easily programme either on the radiator manually or via your Android or iOS device



Innovation

Too many electric heating products are variations on a very old theme. Not our electric radiators. We started with a blank page and designed every feature to meet the needs of a domestic user.

From our reinforced, chamfered corners to the patent pending heating cartridge, we have taken everything we've learnt from our 8 years experience in electric radiators to create a market leading product.

Through our programme of research and development we are also committed to lowering the running costs of our radiators and therefore the environmental impact of our products.

In 2014 we centralised our production and localised our supply chain.



The Company

In the beginning ...

Imagine three years ago, I discovered a product, which compared with a traditional gas “wet” system provided :-

- Identical quality of heat .
- Running costs that can make it a realistic substitute for gas.
- Superior controllability.
- No pipes, no mess, no fuss.
- No annual maintenance.
- Fitted in less than 15 minutes.

No easy task in the face of intense “prejudice” against electric heating, coupled with the worst recession for a great many years. Yet still against all those pressures, we have sold over 100,000 units. We never take credit nor do we give it so we are the best financed company you will ever deal with.

So why is the UK so “prejudiced” against electric heating, yet 50% of the population seems happy to pay 30% too much for their electric supply ?

Storage heaters are not made in the UK, they are only made in Europe, yet the Europeans don't use them ! Worse still the economy 7 tariff in the UK which they utilise, abuses you financially !

The Europeans use the product we sell as the most common form of heating for their homes.



Running Costs

“at last affordable electric heating”

We often come across people who believe “Electric Heating is expensive”.

So it should come as no surprise that here in the UK 60% of the entire population pays 30% too much for its electric. So please read that again!

We personally have paid 8p per kw for over three years and then renewed at 9.5p, then to 11p and now 12p. Whether you are on the highest Shetland Island or the lowest Scilly Isles we are all legally capable of getting close to this price.

How ?

Simple visit www.ukpower.co.uk and enter your post code, check the “don't know” box for annual consumption and a list of suppliers will appear. Double click each supplier, ignore day rate tier one this is simply a standing charge which we all have to pay and focus on day rate tier 2. But thoroughly check the list for the best price, so to ensure the lowest running costs :-

- Visit www.ukpower.co.uk --- your target price 10p per kw
- Use only White Aluminium radiators for ultimate “Energy Efficiency”
- Use the controls we provide “Intelligently”.
- Experience quality heat, because quality counts.

Place your order today at
www.economy-radiators.com

How it works

How it Works

I wish I had a pound for every time I am asked “what makes your radiators so successful?”. The reality is, this is not brand new technology. It may seem it is to the UK market, but our European cousins have used these products since the 70’s.

But the real “techie” answer lies in the advance of materials, tolerances, technology and even more so, the sophisticated electronics, not just one single item but them all coming together just like our crew.

Were I able to explain in minute detail, I can bet you would first either fall asleep or at best struggle to understand (as I would), so what better proof than to measure this in my own home over a full year (see and study the back page). No one else commercially has made that effort.

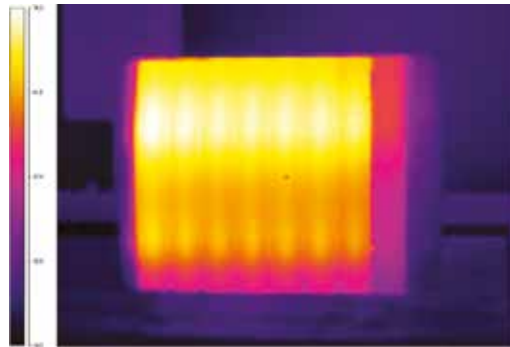
But let me try for you in the pursuit of “maximum comfort minimum energy”...

Radiator Body (Aluminium)

Traditional “wet” gas systems use steel. No question therefore that “Injection moulded” aluminium is a far superior conductor of heat, which is why your car engine is made of aluminium. Why? Well to quickly get rid of that heat. Even the purity of that Aluminium plays a part. So what better than a material that heats quickly but also dissipates that heat into the room incredibly quickly, resulting in “maximum comfort minimum energy”. So do not be fooled by much lesser materials steel or extruded rather than injected aluminium.

Heating Elements

“State of the art” patented heating cartridges are modular to the design of the aluminium body, again providing an incredibly even distribution of heat across the body. Once again to rapidly pass heat and more importantly “Radiated” heat into the room. This “radiated” heat plays a huge part in the ultimate --- Your comfort. This means no internal fluids providing a rapid “heat up” time giving maximum comfort for minimum energy. Half the depth compared to our nearest rivals.



Low running costs
from 1.5 p per hour

For full details see
www.economy-radiators.com/electric-radiator-running-costs





CASE STUDY - 5 bed house

Independent review with running costs

Anup Tanna - 5 bed house 2p per hour running costs

"I was sceptical at first, but with energy prices on the rise an alternative had to be found.

I was looking for a clean and cost effective replacement with minimal maintenance.

Economy Radiators presented the perfect solution. With valuable advice from staff at ER, I replaced conventional Gas Central Heating with 15 ER radiators totalling around 13 KW in a large 5 bedroom house.

Quite simply, the product does exactly what it 'says on the tin' even for a house this size.

In addition to previous recommendations, I've recommended the product to another colleague in Stony Stratford here in Milton Keynes who wishes to install radiators in a flat above. They should be purchasing if not already.

Please find attached, study for the full year as discussed.

Given price rises from your initial studies in the brochure, overall increase in cost was inevitable.

Nevertheless, still a substantial saving compared to anything else in the market place."

TOTAL Household Cost Comparison Before and After Installation

(APPROXIMATION)

Before (using a traditional wet gas system)

Monthly cost (7.5 months) = **£221 per month**

	Electricity KWh	Cost (£)	Gas KWh	Cost (£)	TOTAL (£)
Jul to Sept 2012	1243	174.22	6177	228.08	402.3
Oct 2012 to Dec 2012	1835	247.32	8455	332.49	579.81
Mid Dec 2012 to Mid Feb 2013	1033	208.72	12007	468.64	677.36
Totals	4111	630	26639	1029	£1,659.47

After (all electric)

Monthly cost (7.5 months) = **£199 per month**

	Electricity KWh	Cost (£)	Gas KWh	Cost (£)	TOTAL (£)
9th July to 10th February	14500	£1,479.87	547	£18.90	£1,498.77
Totals	14500	£1,479.87	547	£18.90	£1,498.77

PS Figures constitute all electrical usage including appliances, garden features, water tank etc..

£160.70 Saved
10% Lower than a Gas central heating system

Energy Consumption Study

Warehouse / Office

The Property

ENAW Ltd The Economy Radiator Company

Unit M, Middlemmor Business Park,
Dalton YO7 3BQ

7000 sq feet warehouse with 3 phase electric (3 x domestic supply)
120 sqm offices (portacabins)

Electrical Appliances

8 radiators 1750 watt each
running 24 hr / 7 days = 14kw

Temperature is 19 degrees Mon to Fri 9
to 6pm

all other times 15 degrees.

The energy consumption of the following
main electrical appliances are also
included in the figures.

- 2 x electric roller doors
- 2 x electric fork lifts
- 8 staff with computers / printers etc

Our Conclusion

Based on accumulative consumption over a period of time the average cost per
month = **£178.27 (2012 actual)**

£194.15 (estimate 2013 if you pay 11p)

£211.80 (estimate 2013 if you pay 12P)

A higher rate and you really should shop around on comparison websites such as
www.ukpower.co.uk

This calculation is what we actually achieved in 2012 and is merely intended as an
example.

Date of reading	New Meter Reading kw Accumulative	days	kw units per day	Price paid 10.1 p kwh	cost per day 14 kw +	cost per hour 14kw +	cost per kw per hour (div by 14 kw)
09.01.12	Zero						
19.01.12	1220	10	122	£123.22	£12.32	£0.51	£0.0367
23.01.12	1537	4	79	£32.02	£8.00	£0.33	£0.0238
31.01.12	2261	8	91	£73.12	£9.14	£0.38	£0.0272
09.02.12	3339	9	120	£108.88	£12.10	£0.50	£0.0360
15.02.12	3934	6	99	£60.10	£10.02	£0.42	£0.0298
24.02.12	4645	9	79	£71.81	£7.98	£0.33	£0.0237
08.03.12	5483	13	64	£84.64	£6.51	£0.27	£0.0194
20.03.12	6157	12	56	£68.07	£5.67	£0.24	£0.0169
02.04.12	6748	13	45	£59.69	£4.59	£0.19	£0.0137
24.04.12	8022	22	58	£128.67	£5.85	£0.24	£0.0174
01.05.12	8401	7	54	£38.28	£5.47	£0.23	£0.0163
31.05.12	9601	31	39	£121.20	£3.91	£0.16	£0.0116
30.06.12	10635	30	34	£104.43	£3.48	£0.15	£0.0104
30.07.12	11645	30	34	£102.01	£3.40	£0.14	£0.0101
31.08.12	12630	31	32	£99.49	£3.21	£0.13	£0.0096
30.09.12	13675	30	35	£105.55	£3.52	£0.15	£0.0105
28.10.12	15153	28	53	£149.28	£5.33	£0.22	£0.0159
30.11.12	17561	30	80	£243.21	£8.11	£0.34	£0.0241
02.01.13	20180	33	79	£264.52	£8.02	£0.33	£0.0239
31.01.13	22651	29	85	£249.57	£8.61	£0.36	£0.0256
Totals	22651	385	59	£2,287.75	£5.94	£0.25	£0.0177

cost per hour for a 1kw heater

Based on accumulative consumption over a period of time
the average cost per month = **£178.27**

Note :

This measurement covers ALL electric not just radiators but 100% of all our commercial consumption. The analysis assumes all consumption is via the radiators which clearly is an unfair judgement of the device.

With this in mind it is a very impressive result isn't it ? The meter readings are real and anyone is free to inspect the meter.

Please check your current electric rate and do the maths yourself.

Check current rates on comparison websites such as www.ukpower.co.uk

Beware 60% of the population is paying a price 30% higher than they should have to. Shopping around is paramount as you could be one of the 60%.

At September 2013 prices were fluctuating around 10 to 11p.

Energy Consumption Study

Cottage

The Property

Peter Church, 3 Briar Cottage, Church Lane, Bagby, Thirsk, YO7 2PW

This is a small 2 bed end terrace cottage with 3 outside walls and poor insulation

All electric supply

Electrical Appliances

Heating 6 kw

The heating is set to Constant 20 degrees / 24 hours / 7 days

The energy consumption of the following main electrical appliances are also included in the figures.

- Electric Cooker
- Electric Fridge
- Electric Lights

Our Conclusion

Based on accumulative consumption over a period of time the average cost per month = **£61.98 (2012 actual)**
 £73.70 (estimate 2013 if you pay 11p)
 £80.40 (estimate 2013 if you pay 12P)

A higher rate and you really should shop around on comparison websites such as www.ukpower.co.uk

This calculation is what we actually achieved in 2012 and is merely intended as an example.

Date of reading	New Meter Reading kw Accumulative	days	kw units per day	Price paid 9.25 p kwh	cost per day 6 kw +	cost per hour 6kw +	cost per kw per hour (div by 6 kw)
10.02.12	Zero						
28.02.12	677	18	38	£62.62	£3.48	£0.14	£0.024
02.04.12	1476	33	24	£73.91	£2.24	£0.09	£0.011
01.05.12	2218	29	26	£68.64	£2.37	£0.10	£0.016
31.05.12	2841	31	20	£57.63	£1.86	£0.08	£0.013
03.06.12	3184	30	11	£31.73	£1.06	£0.04	£0.007
30.07.12	3486	30	10	£27.94	£0.93	£0.04	£0.006
31.08.12	3775	31	9	£26.73	£0.86	£0.04	£0.01
30.09.12	4289	30	17	£47.55	£1.58	£0.07	£0.01
28.10.12	5073	28	28	£72.52	£2.59	£0.11	£0.02
30.11.12	6173	30	34	£101.75	£3.39	£0.14	£0.02
04.01.13	7259	35	31	£100.46	£2.87	£0.12	£0.02
Totals	7259	325	22	£671.46	£2.07	£0.09	£0.0143

cost per hour for a 1kw heater

Based on accumulative consumption over a period of time the average cost per month = **£61.98**

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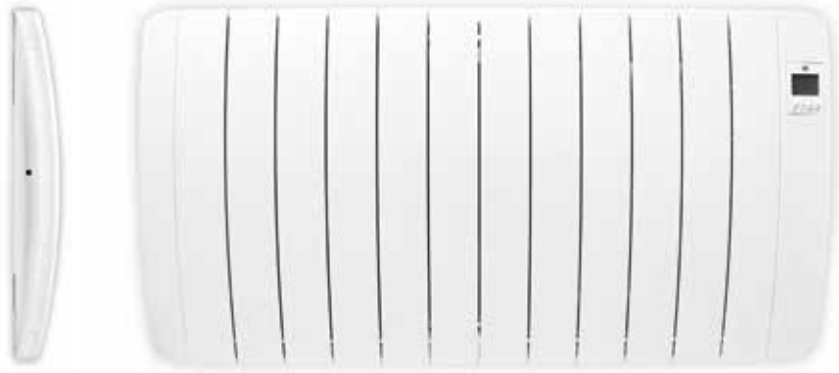
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Ultra Slimline Radiator

Using our patent pending heating cartridges in a horizontal configuration, we achieve a greater output from the radiator and thus create a truly compact product.

We have moved on to create a compact series of radiators. Note the physical dimensions of the radiators and their comparison to others (i.e. less width yet more capacity).

For us economical heating is all about speed, get the radiator and then the room heating up quickly and then maintain that room temperature. As the room temperature drops top it up rapidly.

This means minimal energy used for low running costs, yet maximum comfort. We have demonstrated how this works for us with real life year on year running tests.

All of this and still one of the slimmest, most elegant and efficient radiators on the market, made right here in the United Kingdom.



The only UK manufacturer of
aluminium energy efficient electric radiators



Easy Programming

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Pricing

Model	Room size up to M2		Height (mm)	Width (mm)	Depth (mm)	Weight (kg)	Ex Vat	Inc Vat
	Poor Insulation	Good Insulation						
US 4	6	7	567	454	35 to 80	9.5	£200	£240
US 6	7	11	567	610	35 to 80	13	£240	£288
US 8	12	14	567	766	35 to 80	16	£265	£318
US 10	15	18	567	922	35 to 80	20	£290	£348
US 12	18	21	567	1078	35 to 80	23	£320	£384

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Tel. 01845 518888

Crabtree Hall Business Centre | Little Holtby | Northallerton | DL7 9LN
sales@economy-radiators.com

www.economy-radiators.com