

heating homes

APRIL 2009

RENEWABLES
SPECIAL ISSUE

YOUR INVITATION TO FIND OUT ABOUT IDEAL'S NEW RENEWABLES RANGES

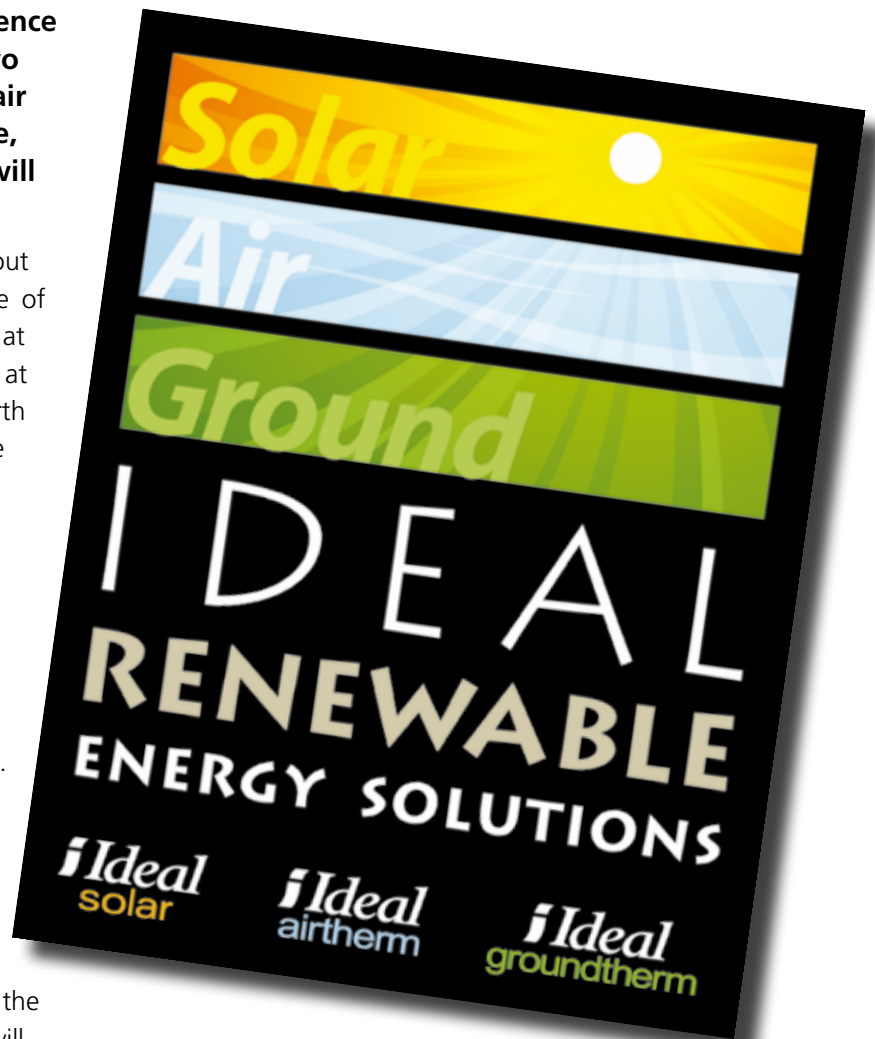
Ideal Stelrad is greatly increasing its presence in the renewables sector by launching two new natural source heating ranges – an air source heat pump, which is now available, and a ground source heat pump, which will be in the market place later this year.

We would like to invite you to find out more about our renewables ranges and plans by attending one of our launch events during May. Come and join us at an event in your area – we are organising seven; at locations in the South, South West, Midlands, North and Scotland (**see Page 4 for details**). Select the venue closest to you and then fax, email or telephone us to let us know you are coming.

The launch events will feature the following domestic ranges – the **Ideal Airtherm** air source heat pump and the **Ideal Groundtherm** ground source pump, together with a complete review of our **Ideal Solar** ranges, which have now become well established since their launch 18 months ago.

Feel free to come along to our launch events at any time between 10 am and 3.30 pm. We will be giving two presentations covering the growth of the renewables sector and the features and benefits of our ranges – the first presentation will be in the morning and it will be repeated in the afternoon. Our technical and application experts will be on hand throughout the day to give advice and answer any questions.

Don't miss your opportunity to find out how renewable products can benefit housing developers, social housing providers and their tenants – book your place now at our renewables events by turning to Page 4.



IDEAL RENEWABLE ENERGY BRINGING REAL BENEFITS F

Ideal's renewable energy domestic ranges tap into the free energy that's all around us to provide a source of environmentally-friendly power that will bring major benefits for everyone – from social housing providers and housebuilders through to tenants and private householders.

The new **Ideal Airtherm** air source heat pump extracts heat from the outside air in the same way that a fridge extracts heat from its inside. It can extract heat from the air even when the outside temperature is as low as minus 15° C.

Our **Ideal Groundtherm** ground source heat pump, which will be available later this year, uses pipes buried in the ground to extract heat. This is usually used to warm water for radiators or underfloor heating systems. It can also be used to pre-heat water before it goes into a central heating boiler.

Beneath the surface, the ground stays at a constant temperature, so the Ideal Groundtherm can be used throughout the year – even in the middle of winter.

The Ideal Airtherm and Ideal Groundtherm utilise proven technology, are highly efficient, environmentally-friendly and very economical to run.

A heat pump can reduce the carbon emissions from



The Ideal Airtherm heat pump.

a domestic heating and hot water system by at least 50% in a home heated by gas and even more for properties with oil, LPG and electric heating. Operating costs will be cut by up to 65%.

Almost 75% of the usable energy is renewable, so for every 4 kW of energy required in the home, only 1 kW of energy is required to run the heat pump, meaning that a heat pump would have a rated efficiency of 400% when space heating.



i Ideal solar



i Ideal airtherm



i Ideal groundtherm

INTRODUCING OUR RANGES

SOLUTIONS: FOR ALL

Heat pumps do not require regular maintenance or service checks, providing further cost-saving benefits to purchasers and users.

Heat pumps are recognised by the Government's Standard Assessment Procedure (SAP) as a valuable way of reducing carbon emissions. Heat pumps will also further increase in popularity as the Code for Sustainable Homes drives demand for sustainable homes to be built.

The **Ideal Solar** range is now well proven in the market place, with its "on roof" and inset options enabling it to be installed as part of a new development, a refurbishment or as a retrofit installation.

The UK enjoys about 60% of the solar radiation that you would expect to get at the Equator. This is sufficient to provide the average household with about 50-60% of its annual hot water requirements, practically free of charge.

Our packaged Ideal Solar system comprises premium quality solar components for maximum performance and compatibility.

LOOK OUT FOR THE IDEAL RENEWABLES VAN AT OUR LAUNCH VENUES



The Ideal Renewables van will be present at all our launch venues, offering hands on technical advice. Step inside to find out more!

THE BENEFITS AT A GLANCE

IDEAL AIRTHERM AND GROUND THERM HEAT PUMPS

- Uses renewable, sustainable energy
- Reduces carbon emissions in homes by at least 50%
- Cuts operating costs by up to 65%
- Almost 75% of the usable energy is renewable
- No regular maintenance or service checks required
- Easy to install
- Long life expectancy
- Grants may be available: ask for more information

IDEAL SOLAR RANGE

- Uses renewable, sustainable energy
- Provides 50-60% of the average household's annual hot water requirements
- "On roof" and inset options
- The range is low weight and offers easier handling
- Has a long life and provides a neat installation
- Ideal's packaged system comprises premium quality solar components for maximum performance and compatibility

All these renewable ranges are backed by Ideal's excellent reputation for commitment to performance, reliability, energy efficiency and customer satisfaction.

COME AND EXPERIENCE IDEAL STELRAD'S MOVE INTO NATURAL SOURCE HEATING

Ideal will be launching its new Ideal Renewable Energy Solutions concept and ranges at the following venues:

- BRISTOL CITY FOOTBALL CLUB
MONDAY 11 MAY 2009
- WOLSELEY SUSTAINABILITY CENTRE, LEAMINGTON
SPA, WARWICKSHIRE, TUESDAY 12 MAY 2009
- PTS RENEWABLES CENTRE, AYLESFORD, KENT
WEDNESDAY 13 MAY 2009
- NOTTINGHAM FOREST FOOTBALL CLUB
THURSDAY 14 MAY 2009
- MANCHESTER UNITED FOOTBALL CLUB
TUESDAY 19 MAY 2009
- LEEDS UNITED FOOTBALL CLUB
WEDNESDAY 20 MAY 2009
- HAMPDEN PARK FOOTBALL CLUB, GLASGOW
THURSDAY 21 MAY 2009



*Two of our launch venues:
Wolseley Sustainability
Centre (TOP) and PTS
Renewables Centre.*

To book your place, select your venue from the list above and let us have your name, company name and contact details either by:

- Telephone: 01482 498260 or 0870 8498056
- Email: tom_anderton@idealboilers.com ■ or Fax: 01482 498664

You can also take the option of simply turning up on the day – we will be pleased to see you. Bring your copy of this newsletter with you.



I hope you've enjoyed reading the articles in this issue of Heating Homes and I trust they will give you some food for thought.

If you would like further information on any of the topics featured, please contact me on 07795 331825.

Tom Anderton, Ideal Stelrad
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