

CONSERVATORIES & ANCILLARIES

Kalirel's managing director, **Salvatore Cirusuolo**, explains how its new energy saving heating system could add value to your conservatory business...

In the current economic climate and fragile housing market, homeowners are increasingly likely to improve rather than move, bringing welcome new business opportunities to the conservatory and glazing market. It is, therefore, a perfect time for conservatory installers to offer products and services that set them apart from their competitors and bring added value to their businesses.

PROFITABLE ADD-ON

For sometime underfloor heating has been one of the most popular and profitable 'add-ons', but in many cases it can be impractical or too costly to install and run – especially now that gas, oil and electricity prices are continually rising.

However, a revolutionary electric heating system by French manufacturer, Kalirel, is providing a new option for those wanting an affordable and efficient method of heating their conservatory or glazed extension. Already an established brand in Europe, Kalirel produces 5,000 radiators per day at its automated plants with a combined 20,000m² in Burgundy, France.

Being relatively new to the UK market, Kalirel is actively looking for strategic trading partners, providing an opportunity for conservatory installers interested in acquiring a new service and a profitable addition to their sales portfolio.

Kalirel is currently offering dealerships to companies with complementary products and services as it continues to expand its business from its UK base in Bury St. Edmunds, while training and a generous support package is offered. It has already attracted established electrical distributors, wholesalers and electrical product suppliers such as Edmundson, Leroy Merlin, Hagemeyer and CEF.

Kalirel is effectively a central heating unit in its own right and an ideal product for extensions and conservatories that require different amounts of heat to the rest of the house at different times of day, and differing times of the year. By installing Kalirel, the heating can be easily adjusted whenever the weather changes, keeping conservatories



The heat is on

at ideal temperatures and in use if required 365 days of the year.

Kalirel will also appeal to those who want a more hi-tech approach to their homes or have impaired mobility, so spending many hours in their conservatory. Kalirel's state-of-the-art, wireless, handheld programmer, Cyclope, allows users to remotely set and adjust the temperature of their room as often as they like and as easily as changing the channels of the TV. Cyclope also records how much energy each radiator consumes and how much it is costing to run. For those environmentally aware, Kalirel is an exciting alternative.

Kalirel is a responsive heat management system that is compliant with Building Regulations' Approved Document Part L (1 and 2), which uses the latest technology to bring intelligence to heating. The thermo-dynamic, fluid filled radiators hold their heat for much longer than storage or conventional panel heaters and provide comfortable heat, which will not dry the air. Without pipes, wires, or the need of a boiler, they are perfect for where there are no gas or oil supplies, or where an existing boiler cannot support further radiators. They are also very

straightforward to install, taking literally minutes as they come pre-wired and only need a switch-fused spur (5-10amp) and a wall bracket assembly kit, both of which are supplied with the product.

ENERGY EFFICIENT

The stylish, heat retaining aluminium and steel radiators each have a Tungsten element that absorbs energy rapidly in order to heat the special thermo-dynamic fluid quickly. This expands, creating an energy efficient, 100% hot point covering the entire heat exchange surface of the radiator.

Programmable with a pilot wire timer, each radiator has an electronic thermostat, which senses whenever the radiator drops below the desired temperature and automatically calculates how much power is needed to keep the temperature constant. It therefore only uses the exact amount of energy required, with all the electricity used converted directly into heat. For example, nine hours of continuous heat uses a maximum of 5kW hours of electricity, allowing heating bills to be reduced by up to 35%, depending on the existing system.

For further information call 01359 272551, email contactuk@kalirel.com or visit www.kalirel.co.uk