



NEWS RELEASE

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Geyser Ltd, Online Retailer of Designer Radiators & Heated Towel Rails, Introduce New 'Price Comparison' & 'Price Match' Services for High End Heating Products

Online supplier of high end, designer radiators & heated towel rails, Geyser Ltd, have introduced two new services to its website, to further emphasise its customer promise, offering the lowest online prices and widest selection of designer heating products in the UK consumer & trade marketplace.

The new "Price Comparisons" service details the latest online prices of like for like heating products being sold by other national retailers. This is very similar to the recent successful concepts launched by large outlets such as Tesco & Asda, as comparison based selling techniques become more commonplace in today's competitive market.

Geyser is a much smaller business than the national retailers with whom it is comparing its prices, which is evidence that larger companies do not always pass on the economies of scale discounts that one might presume they do. In each product price comparison Geyser calculates how much of a saving can be made through purchasing with them and in most cases these savings are in the £100s and even £1000s. This is major competitive advantage in light of the current credit crunch.

To coincide with the introduction of Price Comparisons, Geyser have also introduced a new "Price Match" service, where they will match any other suppliers like for like selling price on a designer radiator or contemporary rail design and then beat that price by a further £10. This is a conscious attempt to

re-assure customers choosing to invest in high end radiators for their homes, that they are still being offered the best rates, even though the products have a higher selling price to begin with.

In May 2008, Alex Ramsay, joined Geyser as Marketing Manager and since that time has focused his efforts on rebranding the business, in an attempt to give the business an even brighter, fresher brand. The rise and rise of home improvement programmes being broadcast on television has given rise to the number of people choosing not to install standard panel radiators and opt for something a little more appealing in design, manufactured from more choice materials such as stainless steel.

Geyser feel they are the No.1 Online retailer of designer radiators and towel rails as they provide:

- unrivalled image galleries of their products
- buying guides complete with technical information helping customers making informed purchases where they might not have the knowledge of a professional plumber
- unique links between product pages ensuring that customers are offered the widest choice of products similar to the style at which they are looking and expressing an interest.

- ENDS -

Geyser has been trading online since May 2003 and has sold over 30,000 radiators and heated towel rails into the UK marketplace. Geyser sell both to consumers and trade including (resellers, plumbers, interior designers & building contractors). www.geyser.co.uk

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