



## NEWS RELEASE

Date of Issue: 27<sup>th</sup> August 2009

### Geyser Launch New Product Catalogue – Issue 1

Designer heating specialist, Geyser has launched its first consumer focused catalogue exclusively showcasing only designer heating products. Very few companies offer a catalogue specifically focused on just radiators, as many of the other literature available in the UK marketplace tends to focus on heated towel rails as part of the wider offering of bathroom products in general (along with taps, baths etc). As Geyser specialise only in designer heating, it has successfully launched a catalogue that is 100% tailored to radiators and heated towel rails, and the accessories relevant to those two products.

Radiators and Heated Towel Rails are large pieces of key furniture for the home and often consumers wish to see before they buy in a showroom, due to the fact poor images often make it hard to visualise something. The new catalogue from Geyser, along with its website, features superior images that actually size the radiators in proportion to each other with the use of a revolutionary 'scale to size guide' down the left hand side of each image.. which denotes the height of the radiator. Additionally every product has been shot from a multitude of angles, including the rear view.. so consumers feel confident in their purchase before they commit to buying.

Interior designers and home improvement TV shows have had a major influence on today's society and the upsurge in people actively seeking to improve the aesthetical appeal of their home. Historically, radiators were widely recognised as the incumbent white 'panel radiator', but times have changed with this essential piece of room furniture undergoing the biggest shift in styling, compared with any other furniture.

The new catalogue from Geyser is available through the post, by submitting your name, (business type), (company name) and address to [sales@geyser.co.uk](mailto:sales@geyser.co.uk). Additionally the catalogue will be available to view (or download as a PDF file) via [www.geyser.co.uk](http://www.geyser.co.uk) from early September.

Press enquires contact: Alex Ramsay, email [alex@geyser.co.uk](mailto:alex@geyser.co.uk) Tel (Direct): 01204 695 387.

RELATED IMAGE: Front Cover and Inside Pages of the Geyser Catalogue (image can be sent via email on request, as we don't allow downloads)

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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](http://www.geyser.co.uk)