

Design Innovation on “Flasteel” Stainless Steel Radiators = 17% Higher BTUs, New Landscape Models & New Electric Models

Manufacturer, retailer and distributor of high end, designer radiators & heated towel rails, Geyser Ltd, has developed its “Flasteel” range of flat panel, stainless steel radiators to give an additional 17% extra BTUs of heat output from the same size models. It has also created much more flexibility into the range by introducing new Landscape and Electric Models of these Radiators, which it never offered before. These two benefits are the result of a unique new collector bar introduced on the rear of the radiator, due to research and development by Geyser.

Previously the Flasteel range was only available as a range of portrait central heating radiators. After extensive research at its in house, product design department and following direct feedback from its customers, Geyser added the additional new collector bar onto the back of each model. The collector is the rear support bar into which the water fills (via the radiator valves) and in essence it welds all the bars together. Previously this bar only ran horizontally across the narrowest point at both the top and bottom of the radiator. Design changes means it now also runs all the way up the tallest point of the radiator in the central position.

This addition firstly allows Geyser to sell this range as new models of Portrait Electric stainless steel radiators as there is now the housing capacity to place the probe of the heating element inside the radiator inside this new collector bar. Previously this wasn't possible as the length of the probe on the respective required element was

too long to fit in the narrow collector bar which only ran across the shortest side of the radiator and not the longest side as the additional collector now does. Many customers would ask Geyser why its stainless steel range of radiators wasn't available so this feedback directly fed into this development, to give its customers what they are looking to purchase.

Secondly, the new collector allows Geyser to sell the 1800 and 2000 mm high models, as a new 1800 and 2000 mm wide Landscape Central Heating models (for placing under windows etc), as the additional horizontal support across the back stops the natural flex you would get across this type of flat bar if mounted landscape. For this reason Geyser didn't offer the radiators as landscape previously, as there could have been flexing issues, which Geyser weren't happy to endorse. Now these landscape models are widely available on the company's website and product catalogue in the landscape category.

The third added benefit of the new designs, means that for the original Portrait Central Heating models; whose customers may think how does this change benefit me, as I could buy these before?; they will now get an additional 17% extra BTUs of heat output on each model compared with the previously listed output. This is because the extra bar provides a new four sided cube shaped bar which holds even more water than the front bars and has a large surface area. So although the radiator looks exactly the same from the front with the same dimensions.. you get an additional 17% more BTUs of heat. This is without comprising the flat slimline front of the radiator as the bar is located in the centre at the back so isn't visible.

Geyser are very proud of its new Flasteel range and happy with the result of thorough research into how the company could maximise the choice on offer to the customer of an already successful range.

- ENDS -

Geyser designs and distributes Designer Heating, comprising Radiators & Heated Towel Rails available in either Central Heating or Electric. The company has been trading since 2003.

The products on offer incorporate all of the latest trends in geometric shape and exterior finishes. Geyser offers superior high quality, images of all its products over its competitors, ensuring they are shot from every angle. This means that both its online and catalogue customer base can get a real feel for the design of each product before committing to purchase.

By offering the lowest online prices, guaranteed through its price match offer of a further £20 discount off any competitor price, means that its customers can shop rest assured they will be getting the best deal.

Geyser designs its products in house and 'buy in' very few of its designs. The company is not a reseller, holding all of its own stock in Manchester. This means true next day delivery, as it doesn't rely on stock availability from external suppliers, dispatching goods on their behalf, which is commonplace in the radiator industry.

Geyser [gee-za] Radiators.. ... your hot spring of Designer Heating Ideas.

Alex Ramsay, General Manager, Tel: 01204 695 387 Email: alex@geyser.co.uk