



Peace of mind

Richard Brown, Managing Director of Electrorad, urges contractors to offer customers peace of mind and added value by recommending electric radiators that come with a steadfast guarantee.

When it comes to choosing electric radiators, contractors are simply spoilt for choice. From the good, the bad, to the downright ugly, there's no shortage of models and makes to choose from.

However, confusion often reigns in this market, as in the eyes of the homeowner, the differences between one manufacturer's brand and another's in terms of design and performance can be slight. Thus, the purchasing decision can go way beyond the familiarity of the product, its price and the ease of installation. Contractors now have to seriously weigh up a whole host of other promotional offers and details including the guarantees.

Such is the pressure on manufacturers to differentiate their brand from the next,

can often be what tips contractors into making a purchasing decision.

Promotional support and incentives, free gifts, product training, competitions and loyalty club membership are all but a few of the carrots that are now dangled to lure contractors to recommend and buy their products.

Let's not forget the wave of manufacturers' warranties that have flooded the radiator market recently. With 10, 20 and even 30 year guarantees now on offer, there is certainly lots for you to consider before recommending your choice and lots to woo and entice your customers with.

Reliability guaranteed

Investing in electric heating can often be a 'distress purchase'; with customers hurriedly making the investment only when their existing heating fails, and in light of an increasing strain on household finances, homeowners deserve the very

best from this investment. Hence, it's only fair to recommend those radiators that offer complete peace of mind with quality components from a brand name that they can trust, have a strong reputation and established pedigree. With genuine and comprehensive guarantees too, it's a win-win situation - your customers benefit from complete peace of mind, and you in turn profit from a 'fit and forget' solution.

Check out Electrorad's 30-year guarantee on its Aeroflow range of radiators. It is quite typical for some manufacturers to state 10, 20 and 30 year guarantees to just cover the radiator body, i.e. the metal casing. In the case of Aeroflow, it also covers all the integral workings - the electric elements, thermal switches and electrical wiring. The only component not included is the thermostat electronics, which are covered for two years and easily replaceable at a small cost in the unlikely event of a failure.



Devil in the detail

Try to avoid those guarantees that don't quite live up to the hype. Check the small print. If the guarantee does not cover all the electric elements as well as the physical metal structure of the radiator; it should say so. Also, when choosing radiator brands from overseas, it's worth checking where any warranty repair/replacement will take place. Can it

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be carried out in the UK or does the product have to be shipped overseas? At Electrorad, on the rare occasions that it is needed, all our radiators are repaired or replaced here in the UK.

Call a spade a spade

Unfortunately, the hyping-up of guarantees appears to be a growing trend. Take the car industry, for example. So confident is Vauxhall in the quality and reliability of its motors it has set the industry alight with a 'lifetime' guarantee available on all its models.

However, what isn't clear at first glance is that this guarantee no longer applies if you fail to return the car to a main dealer every twelve months for 'activation and

validation'. Each annual visit must be no more than 14 days after the date of the one the previous year, which leaves no margin for forgetfulness on the part of the owner

It's important therefore that contractors read the small print and choose a radiator brand for all the right reasons; providing customers with a comprehensive and trustworthy guarantee. To avoid these woes, manufacturers need to be totally honest and offer exactly what it says on the tin - a genuine warranty that offers peace of mind guaranteed.

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