



The Digi-Line range of electric radiators are an easy-to-control alternative to traditional central heating. They are particularly popular in conservatories and home extensions.

DON'T LOOK BACK

As the smart homes revolution continues to gather pace, Richard Brown, Managing Director of Electrorad urges contractors to begin capitalising on the opportunities that smart heating controls bring and warns of the dangers of getting left behind.

Thanks to the latest generation of smart heating controls, homeowners can now experience the ultimate in remote control and flexibility that can be synchronised to meet their heating needs and lifestyle. Quite literally, they can manage their heating from anywhere in the world via a smartphone, PC or tablet. Should their plans change, or if there are significant changes in the weather, they can simply adjust their heating remotely by using a specially designed App.

The new smart control system features a central touchscreen that acts as the wireless home control and wi-fi gateway to enable smartphone/tablet App control of any room in the house from anywhere in the world.



As the market gathers pace, there are already lots of variations of smart heating controls available. Some can be zoned within the home and others can be programmed to control hot water. Some can even include smart meters to educate the homeowner about their energy consumption and costs. Up until now, most fail to control every radiator independently, but soon a new smart control system will be available for Electrorad's range of Digi-Line electric radiators. This latest system will offer wireless integration of thermostat and wireless control built into each radiator and will provide the ultimate control of electric heating across the home. A central touchscreen will act as the wireless home control and wi-fi gateway to enable smartphone/tablet App control of any room in the house from anywhere in the world.

Don't get stuck in your comfort zone

Ready to embrace the change? As the saying goes: "If you always do what you've always done, then you'll always get what you've always got." Customers today are becoming more savvy than ever before, and are far more willing to experiment with new products to get what they want. The combination of a relatively low-cost investment, a quick payback period and the appeal of no wiring makes upselling easy. By recommending an electric heating system that works with smart controls, you can not only help them match their heating requirements to their lifestyle, but you have the opportunity to upsell.

Keep abreast of and try some of the new and innovative smart heating controls. If you want to offer your customers real added value, then it's worth looking at those brands who have invested in new and innovative controls that are designed to provide full flexibility and control, as these will play a significant role in helping reduce home heating costs.

Impress your customers

At the end of the day, all the customer wants is a heating control system that is flexible, easy to operate and saves energy, and all you want is a heating system that is easy to install, and offers complete peace of mind for you and the customer.

Naturally, when we find the product that best suits us and our customers, we then remain loyal to them. However, if you only ever install one type of heating system, you are potentially missing out on products that may offer better features at a competitive price. As time goes by, it becomes even more difficult to switch to new options. We become limited to only the products we are familiar with and ultimately, technology leaves us behind.

We need to embrace this new technology and help the homeowner fully understand the benefits of a system that can be controlled from wherever they are. We should all be willing to invest in the best when it comes to heating controls, and it's a no brainer for driving increased business for you and generating energy savings for your customer.

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