

Around the House

HVAC Article #13 – In-Floor Radiant Heating

## **Headline**

“Hmm, let’s see: do I live in an igloo, or just keep paying higher prices for fossil fuels?”  
Tough choice, huh?

## **Subhead**

Actually, you have another choice altogether...one that changes the whole ball game!  
It’s **radiant in-floor heat**, and it can help you save a bundle!

## **Text**

Fuel prices? Let’s not even *go* there! Because just when you think they’ve risen as high as they can travel...*ouch*, there they go again.

So does that mean you just sit back and take it? Get used to living indoors with your coat on? No way...

Because now, with radiant in-floor heating, **you can 20% - 40% every year** on your fuel bill while enjoying greater indoor comfort all winter long.

**Radiant heat is also known as hydronic heat**, which means that it’s water based. The water originates in a water heater or boiler, travels to in-floor tubing, and radiates into your living quarters. **The boiler runs on electricity**, and that’s where the savings come in. You see, **the cost of electricity has remained relatively stable** while the cost of propane, natural gas, and oil have hit record highs.

Equally important, radiant heat is multi-directional, meaning it travels in all directions, and not straight up like its warm air counterpart.

The heat produced from the system's in-floor tubing warms your family, your furnishings, and the air. **The warmth stays close to the space you occupy**, and not up at the ceiling where so much waste occurs.

Pretty impressive stuff, right? Wait, we're not done yet:

- Radiant heat **eliminates cold spots** with little or no heat loss to the outdoors;
- It **works almost anywhere**, including under tile, marble, wood, carpet and concrete surfaces;
- It's **quiet and invisible**, which means no noisy fans, popping ductwork or pinging pipes.

So if radiant heat is all *that* wonderful, why isn't *everyone* using it? You know what? We keep wondering the same thing ourselves.

To find out if a radiant heating system makes sense for you, contact (company name) today. And if the time *is* right, **you can save \$200 on a brand new system with the coupon below.**

We'll see you next time... "*Around the House.*"

### **Main Coupon**

Radiant Heating System

Save \$200...

...on a fully-installed in-floor radiant heating system. This coupon may not be combined with any other discount or promotion.

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### **Teaser Copy**

Inside This Issue of “Around the House”...

Ah, those dreaded fuel bills. But what if you could have a nice warm house, all winter long, with **no fuel bills at all**...and save big money in the process?!

Plus...3 coupons you can use now.