

Heating technology these days is looking pretty good. But if you can't see it don't worry. That's the idea. ESWA 'Up and Under' hidden heating offers no visible proof of its presence. There are no radiators, vents or heaters and, because of the new building regulations, the system is both economical and effective.

When you enter a home with 'Up and Under' hidden heating there is only one telltale sign – the overall feel of warmth and comfort when you step inside.

***OUT OF SIGHT, WITHOUT LEAVING
YOU OUT OF POCKET***

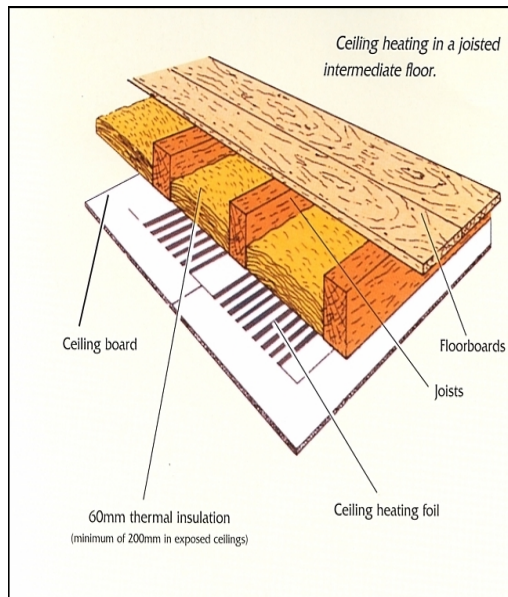
ESWA 'Up and Under' hidden heating offers many advantages. Apart from the aesthetic considerations, it means that room and furniture layouts are totally unaffected. As there are no obstructions, decorating couldn't be simpler and the system is clean, safe, silent and maintenance free. With so many benefits you would expect the cost for ceiling and floor heating to be sky high, but in reality it's very down to earth. The capital and installation expenditure is comparable to other systems and, once the system is fitted, the user will find it very economical to run as the bulk of their heating requirement can be satisfied by lower rate tariffs.



(Floor heating is excellent for conservatories, where wall space can be limited, or it can be combined with ceiling heating for extensions. The benefit offered by this system is that you don't have to start putting in pipes or drilling holes after the floor has been laid.)

THE TOP AND BOTTOM OF IT.

SO WHAT EXACTLY IS 'UP AND UNDER'?



Ceiling Heating

Let's take it from the top. The ceiling heating element consists of an electrically conductive foil laminated between two layers of plastic film, giving the element a total thickness of less than 0.2mm. This is then fitted above the plasterboard between the joists to give a blanket of even heat that radiates like the sun. Nothing could be more natural.

The elements are totally safe, as they are sealed, moisture proof and insulated against electrical leakage. They are available in

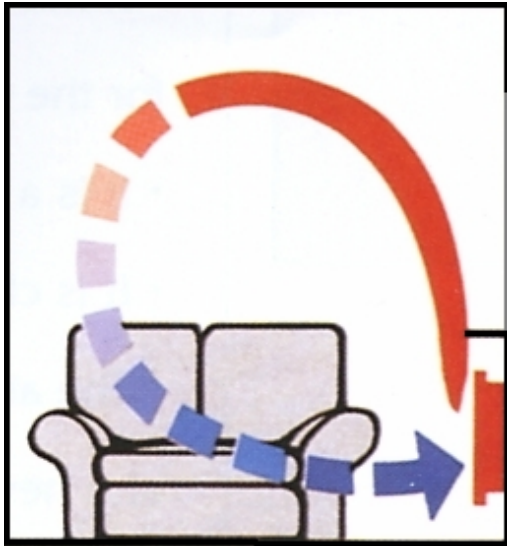
widths to match standard ceiling joist spacing and materials and are very quick and easy to install.

Controlled by individual room thermostats, with the option for manual over-ride, time clocks or zone control, ceiling heating can respond quickly to your heating requirements. It can provide full heating on its own or can be teamed with floor heating for all-round effect.

Floor Heating

Floor heating, in which cables are embedded into floors, also provides an excellent method of heating. However, the combination of both ceiling and floor heating provides a total package that is close to perfect. Ceiling heating gives efficient radiation from a relatively low temperature heat source, whilst floor warming provides additional heat at low level where it is most appreciated. In upstairs bedrooms, ceiling heating is all that's required.

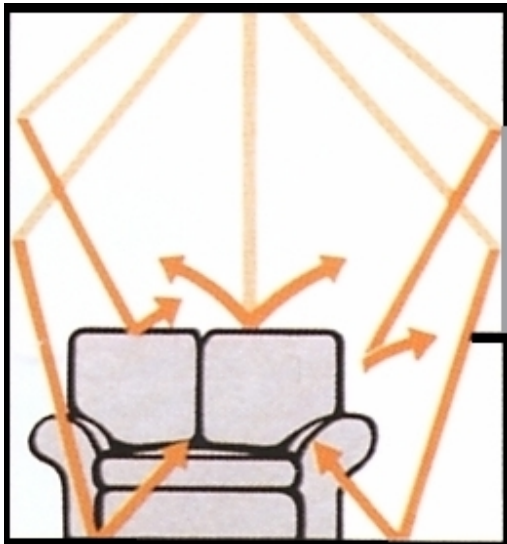
Floor heating control is normally automatic using an external weather sensor. The system is totally safe, as the cable is fully insulated and covered by an outer jacket. It is laid over such a wide area that its low load means that overheating can never occur.



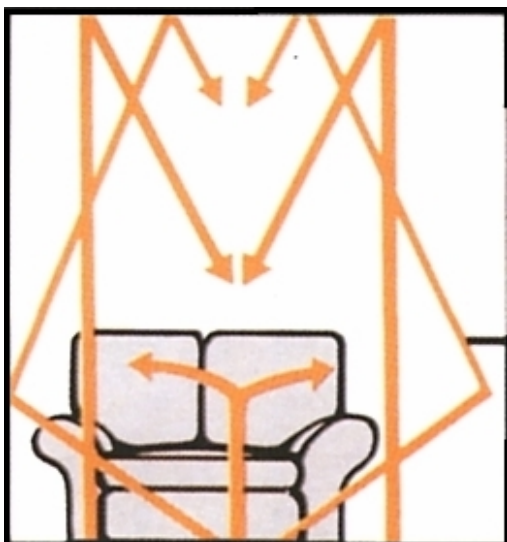
BETTER HEATING ALL ROUND

ESWA 'Up and Under' hidden heating gives an even, comfortable warmth. There are no hot spots or cold areas, just a surrounding blanket of comfortable warmth.

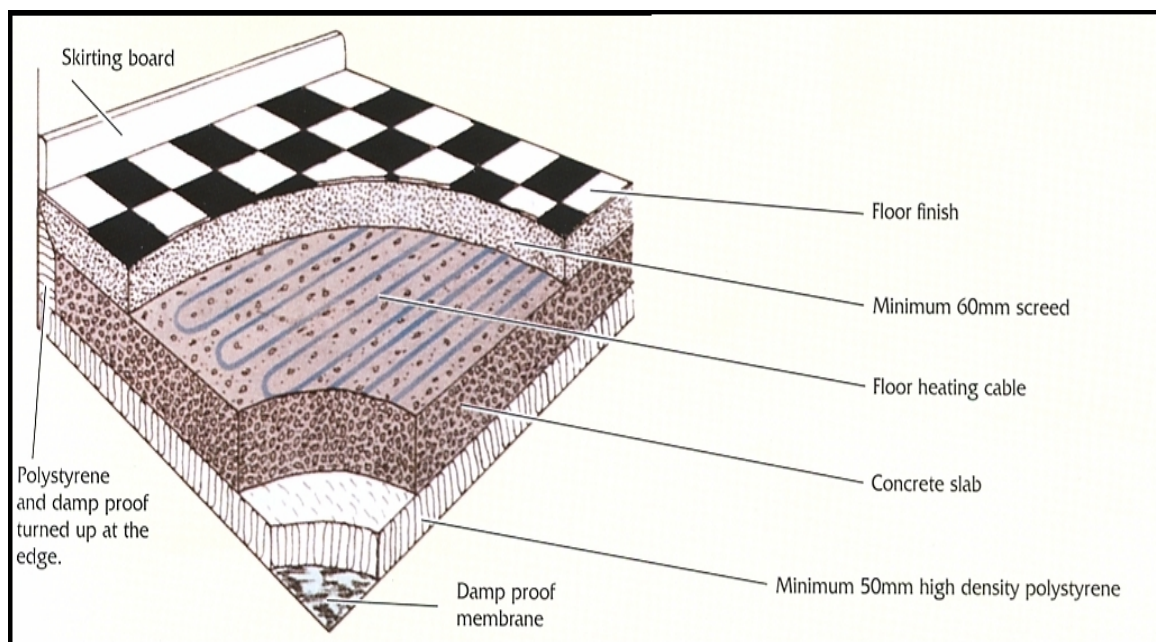
The principle is simple. Both the ceiling and floor have large surface areas. Therefore the heating elements can be relatively low wattage and still be effective. You will find they are only a few degrees above ambient and therefore not too hot to touch. Yet, because the heating stretches to all four corners of the room, the overall result is a gentle, subtle heat like the warmth of the sun. The air is fresh, free from condensation and never feels dry or stuffy because it's never over heated.



(Nothing could be more pleasant than the warmth and security of underfloor heating, especially on a tiled floor. Underfloor heating, allows you to step into a new level of comfort.)



Storage heating in a solid floor,
on the ground.



USER SATISFACTION

With the new building regulations, ESWA 'Up and Under' hidden heating is now the model of efficiency. You will be delighted with the benefits it offers:

It allows greater flexibility for furniture layouts.

It leaves the room free from chimneys, pipes, vents and fuel storage.

It simplifies decorating, as there are no obstructions.

It has no hot surfaces, so it's much safer for the elderly or young children.

It is a flexible, controllable heat source.

It is clean, silent and maintenance free.

The air is fresh, free from condensation and never feels dry or stuffy because it's never overheated.

It is economical to run as the bulk of the heating requirement can be taken on lower rate tariffs.

(As ceiling and floor heating maintains an even temperature, the climate it produces is particularly beneficial to furniture, which won't have to endure the expansion and contraction problems caused by other systems.)