

# **TESTIMONIALS** **FROM ROINTE CUSTOMERS**

**Thank you for your time  
and for your confidence.**

**Rointe will always be proud  
of having customers like you.**

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## Andrew Carrie Lakes Electrical

**MIKE:** Good morning. We are joined today by Andy Carrie from Lakes Electrical who has joined us today and has very kindly agreed to answer some questions about the low consumption Rointe Digital Heating System. Hello Andy.

**ANDY:** How are you doing, alright?

**MIKE:** Fine thank you, and you?

**ANDY:** very well thanks.

**MIKE:** Good. What type of heating did you used to install before finding out about the low consumption Rointe Digital Heating System?

**ANDY:** We began with Kalirel and moved on to Intelliheat when they went bankrupt but we just lost confidence with them and then you guys came along and we made the right move basically and started fitting Rointe radiators. [...]

**MIKE:** And how do you find the service that Rointe give and that City Electrical give?

**ANDY:** Brilliant yeah. We get in touch direct with yourselves for room sizes and for which radiators you recommend and after that ring up City for what stocks they've got then go from there. Just get them from City. [...]

**MIKE:** And how many systems do you think you've installed now?

**ANDY:** Quite a few jobs... probably 30 full houses up til now.

**MIKE:** That's quite a few. In a whole lot of different concepts...flats, houses.

**ANDY:** Yeah, yeah.

**MIKE:** Any businesses at all?

**ANDY:** A few businesses. In this area we have a lot of old country houses and trying to get pipes through etc is a bonus for electric because cables are flexible and tubes aren't so a lot of old buildings, flats, cottages, houses...



**MIKE:** What sort of old heating systems do you generally take out when you are installing a new Rointe Digital System?

**ANDY:** Storage Heaters. A lot of it cos people don't have gas and oil is expensive. Electric is getting a bit more competitive now, it's a lot cheaper than getting gas or oil, so yeah.

**MIKE:** Did you find you used to have comments from these customers of yours about the old heating systems? Did they used to make any comments?

**ANDY:** Every single job I have done they have been happy with the outlay, everything has been left clean and tidy and they are happy with the radiators, they are easy to use.

**MIKE:** So once you've installed the Rointe system and the tenants or the end users have had the opportunity to use them you've generally found or almost always found that they've been happy with the Rointe System?

**ANDY:** We've not had one bad report back to us to say they don't know how to use them. A couple of times with rental properties we've had to go back and show them when there's been new people to show them how to work it all but other than that it's been fine.

**MIKE: Do you and your company consider that the low-consumption Rointe Digital Heating system is professional for the installer and gives confidence to the end user?**

ANDY: Definitely, that is one reason we started using them.

**MIKE: What sort of opportunities have we given you to sell the Rointe system?**

ANDY: Sorry, can you repeat the question?

**MIKE: How do you go and present the Rointe Digital Heating system to your prospective customers?**

ANDY: We take the sample radiator, run through the brochure and give them a bit of a demo, talk them through it and answer any questions. Sell it to them the best I can really.

**MIKE: Do you believe or have you found from experience that your clients' electricity bills have reduced since installing the low-consumption Rointe Digital Heating systems?**

ANDY: Yes, we've had a few phone calls where they've said it has made a difference so a lot of happy people, yes.

**MIKE: Ok, can you tell us in a few words what Rointe means to you and your company?**

ANDY: Professional, reliable.

**MIKE: Have you and your company found that you've had an increase in heating sales within your company since you've been dealing with Rointe?**

ANDY: Yes. We have pushed it quite hard with the leaflet drop so our sales for electric heating...

**MIKE: So you've actively gone out there pushing Rointe in the marketplace?**

ANDY: Oh yes, we did a 48,000 leaflet drop and it went very well with a lot of response from it and it's been very good. Looking to do it again next year, with Rointe's support.

**MIKE: Please can you and your company tell us what future you see with the low consumption Rointe Digital Heating system? Where do you think you will be with Rointe in the next say, year, two years, three years etc?**

ANDY: Fit and well hopefully. We're going to keep on pushing it, it's a good system and I've a lot of confidence in it. I like it, easy to use, easy to install.

**MIKE: Ok Andy, thank you very much on behalf of Rointe and I thank you most sincerely for your time and help in completing our survey, thank you.**



## Pete Crane Best Western Castle Green Hotel

**MIKE:** We welcome Pete Crane from the Best Western Castle Green Hotel who has very kindly offered to answer a very few questions about the Rointe Digital Heating System. Good afternoon Pete

PETE: Good afternoon.

**MIKE:** Thank you very much for agreeing to answering a few questions.

PETE: No problem.

**MIKE:** What did you have, heating-wise, in the hotel before you installed the Rointe Digital Heating System?

PETE: We had 3kw panel heaters. Not the most efficient.

**MIKE:** Not the most efficient?

PETE: Afraid not.

**MIKE:** And did your guests like the panel heaters or..?

PETE: There wasn't a major problem with the guests,

it was more a problem with the energy that they used to create the same heat that these do (Rointe) and the comfort levels as it's a dry heat.

**MIKE:** Ok, and what made you decide to install the Rointe Digital radiators?

PETE: Well I read about them courtesy of our electrical supplier who sent me a leaflet on them. They seemed pretty good then one of your reps came and let us use one for some time, to test one out, and it was a just more comfortable heat and the obvious energy savings.

**MIKE:** And have you installed right across the hotel at the moment or are you still in the process?

PETE: We have about another 12 to do but we will have fitted about 140 so the whole hotel will now have these in. [...]

**MIKE:** What sort of comments have you had from guests? Are they happy with the radiators?

PETE: Everybody likes the style of them because they are classy looking and we've had... we're not likely to get comments for the difference in heat because they're not in both rooms at the same time, but a guest walks into the room, the heating comes on and the room heats up quicker so all those terms are excellent.



**MIKE: And how do you find the controllability of the radiator particularly in the corridors? Do you find them very easy to program?**

PETE: Perfect in the corridors. We use the remote control system where all the settings are put into the remote control and you just have to point it at the radiator and press a button so our housekeeping staff can have a remote control set for the corridors, they can have a remote control set for the rooms, nobody has actually to go into the controls and reprogram it because it's all in the remote controls.

**MIKE: So you find that the remote control has really benefitted the use of the system?**

PETE: Massively.

**MIKE: Do you use the lockable function on the remote control to lock the radiators?**

PETE: We do at the moment because we've only just fitted them so there's still some experimental things that we're going through, how much control the guest has through the heating system, how much control we have and we're not completely there yet but the beauty is that it gives us that option, we have a choice.

**MIKE: Do you find that the Rointe system is a far more professional system than the old heaters that you used to use**

PETE: Oh yes, without a doubt.

**MIKE: Without a doubt?**

PETE: Well yes, it's difficult to compare between the two as they're completely different. This is so much more of an efficient system than the old-

fashioned elements.

**MIKE: Ok, alright. Any further comments you would like to make? Anything else you feel...**

PETE: No. I think we've said it all but we're very pleased with them. They look good, they certainly seem to be good quality and they produce the heat they need to do with far less energy used.

**MIKE: Well thank you very much Pete for talking to us and on behalf of Rointe we thank you most sincerely for your help and collaboration in completing our survey.**

PETE: Thank you very much.



## Stephan Swiegers Combermere Abbey

**JON:** Good afternoon. We are joined here today by Stephan Swiegers, the estate manager / maintenance manager of Combermere Abbey, Combermere Estates who has kindly agreed to answer some questions on the Rointe System. Good afternoon Stephan.

**STEPHAN:** Good afternoon.

**JON:** Thank you very much indeed for agreeing to participate in our questionnaire. Can I first if it's possible, what type of heating did you use before you found out about the Rointe Digital System?

**STEPHAN:** We used storage heaters and, yes, storage heaters are quite old-fashioned, they were in for about 16 years with quite a few problems in changing elements which had blown. The problem with that is that when it blows your storage heater is off for 24 hours, you don't have heating in them and with Rointe, if there are any problems, which I haven't had yet, it's there when you need it.

**JON:** Brilliant. So you used to use storage heaters and you also have some panel heaters around the place.

**STEPHAN:** Yes we do have panel heating and a wet system in certain areas, and we've had blown heaters as well, blown convection heaters.

**JON:** So effectively the heating you've used previously is the analogue style?

**STEPHAN:** Yes.

**JON:** So therefore, am I right in saying that, as far as controllability and comfort of heat was concerned it was not a 24 hour system?

**STEPHAN:** No not at all. The problem was that with certain guests when it gets cold they think if they turn the dials it is going to let out more heat.

**JON:** With a storage heater?

**STEPHAN:** With a storage heater and with them you have to follow what they suggest otherwise it lets out all



the heat fast and at 9 or 10 o'clock at night the heat is cold, or lukewarm where there is no more heat in it. It takes the heat in during the night between the hours of 1 and 6 in the morning and lets it out but, if you change the dials, then it's cold.

**JON:** So when your guests became cold what did you do to supplement the heat?

**STEPHAN:** Unfortunately, blow heaters. Electrical blow heaters and that cost a lot of money!

**JON:** Did you notice how much wattage you were consuming with your old system?

**STEPHAN:** Because it was on Economy 7 we never really had a system put in to check on, to measure wattage consumption.

**JON:** ok, but when you were looking to replace the heating you were looking for a number of different other features?

**STEPHAN:** Oh definitely. Controllable in that I can lock the system so that no-one can change it. That is one of the main concerns. The look of it, modern looks. Another problem that we've had is the marks on the walls so with the design of the Rointe the flow of air throws it away

from the walls and therefore decorating costs will be lower as you don't have to do it every year- maybe every 2nd or 3rd year, we don't know yet. And with Rointe, they do look modern and they are controllable that's the biggest thing and the heat is there...they come on quite fast, they come up to heat and it doesn't take hours.



**JON: Right. So you've mentioned a number of features there, thank you. Was your prime consideration the looks and the ability to control it or was it the wattage consumption and therefore the cost implications?**

STEPHAN: The costing implications and the looks but controllability is probably second

**JON: So you have full control?**

STEPHAN: I have full control.

**JON: Your guests don't alter things?**

STEPHAN: They can try....but they're not going to get anywhere..

**JON: Since you've installed the Rointe Digital System have you had any complaints that the premises are cold?**

STEPHAN: Yes, once but it must be said that the people came from Dubai!!

**JON: Okay, thank you very much. In that case were you able to go and increase the temperature?**

STEPHAN: Yes, straight away. On the remote control, set it up higher, walk past and zap it. Doesn't take hours to program just walk past.

**JON: And they were happy?**

STEPHAN: Very happy. They couldn't believe how quickly I did it so it was wonderful.

**JON: That's the first time I've heard people have been cold, that's excellent. Do you consider that the Rointe Digital System is a professional system? Would you class it as that?**

STEPHAN: It is a professional system

**JON: Does it give confidence to the end user?**

STEPHAN: oh yes, probably people look around, guests look around to see what you've got, a lot of people steal with their eyes. They say that looks good, I'm going to use that, these things work well, why not? [...]

**JON: Ok excellent. So when you were looking to change your heating and you came across Rointe and once you considered all the various features that you had been told about, did you have a trial to begin with so you could test the product?**

STEPHAN: Yes we did a trial and I must say that it worked brilliantly. It took a little bit longer as the trial was a little bit in the wrong time of the year but when we installed it it ran well and the results are there.

**JON: Could you explain in a bit more detail what you have installed so far please?**

STEPHAN: Yes, we've installed it in one of our main cottages.

**JON: This is a holiday cottage?**

STEPHAN: Yes a holiday cottage, self-contained. It's installed in 3 bedrooms, the lounge and a sitting room and I must say it's much warmer in there since we've



done it . The only downfall is when you have no electricity, if you've got an electricity failure but so far we haven't had that!!

**JON: Ok well let's hope you don't have any power cuts. Are there any other areas?**

STEPHAN: Yes, on the estate, the office, the main office has got the same Rointe heaters in and we chose them because we used them on the trial and we are going to install another 4 cottages with the system. [...]

**JON: Are there any other add-on products that you are looking at.**

STEPHAN: We are thinking that we may go in for the towel rails. We are going to try them now and install them in the 4 cottages

**JON: Excellent, ok.**

STEPHAN: And the 5<sup>th</sup> one soon after that. [...]

**JON: I am sure when you receive your bills you will notice the difference due to the low consumption that the Rointe System works to. When you installed it in the cottage you already mentioned that they are warmer or can be as warm as the client likes, how do you think yourselves having bought Rointe have actually benefitted from buying the Rointe system as opposed to still having the old analogue style of storage heaters, panel heaters, non 24hr?**

STEPHAN: The analogue system is difficult to control. With your client, it's there, you just lose the heat whereas the digital system you can change things and put the heater on when you need it , you can change it, before when a client was too hot they flung the door or window open whereas now they can ask us and

we can drop it to economy setting. The economy setting is actually wonderful as well to make sure it is not too warm in the cottage.

**JON: and in concluding I know you said you are going to run it out in some other cottages but would you actually recommend it to other companies, friends, family ?**

STEPHAN: Yes definitely. I have done already with a few electricians and they are very interested in it so hopefully they will get behind the system.

**JON: In concluding thank you for your time and your relevant comments.**

STEPHAN: Thank you very much.



**Kathy & Stuart**  
**Relate Shop, Shrewsbury**

**JON:** Good morning. We are today joined by two members of the Relate shop in Shrewsbury. Kathy is the shop manager and Stuart is an employee of the company and at the same time gets involved in looking at the heating situation in the shops.

Good morning to you both.

BOTH: Good morning.

**JON:** The first question I'd like to ask you is. What type of heating did you have in the shop prior to finding out about the Rointe Digital System?

KATHY: We had oil-filled radiators, we had some fan heaters and different things which really weren't doing a very effective job at all.

**JON:** Right, so you had a mix of various heating, mainly analogue systems?

KATHY: Yes

**JON:** OK, Did your company's old heating system that you had in the premises give you control, give you the heating required and did it give you 24

hours a day controllability?

KATHY: No. we didn't have anything like that because the shop had been here a long time and some of the heating had been set up when we moved in here so it was just a case of finding a system which suited us and was economical.

**JON:** Right, and these are quite large premises to heat?

KATHY: They are very large, yes.

**JON:** So was it costing you a lot of money to actually heat the premises as well?

KATHY: It was very expensive because when you turned a fan heater off, then the heat goes down so they really weren't economical by any stretch of the imagination.

**JON:** OK, great, thank you. So when you looked at different options of heating, certainly yourself Stuart, what did you look for when you were looking to replace the existing heaters?

STUART: As Kathy said the heating was very disjointed around this shop and the other 6 shops we have with all forms and types of heaters and particularly there wasn't any heating on during the night time, nothing on at weekends and of course they would come into the shop,



the staff would come into the shop in the morning and would find it very cold. Part of the main attraction was that the new heating system would have a timer which would allow us to set the time for on/off not only each day but for the week ahead including Sundays when we would have just a small amount of heat and particularly this last winter, the frost element we found particularly good in that they would kick in as soon as there was any sign of any frost.

**JON: Right. You're talking about the Rointe System or are you talking about the old system?**

STUART: The Rointe System . That was the attraction

**JON: Right. When you looked at replacing the system how did you actually find and decide to use Rointe itself?**

STUART: This was from an electrician that we'd been talking to and, in fact, we had several companies come into the premises to advise which system would be best and the one that stood out , the one being advised was this Rointe system and we then did further investigations into the costs and the appearance of the heaters was important as well as the flexibility of the ability to move them.

**JON: Right. So the appearance, the cost and of course the cost saving was what was really important to you and did you feel that Rointe offered you all these functions and features.**

BOTH: Yes, yes, absolutely

**JON: What was the next stage may I ask? Did you speak to someone from Rointe?**

STUART: We went then to Rointe's consultant and he came to the shop, did a survey and advised what size heaters we would need. We then obviously had a costing, put that to our local supplier and went from there and within 2 months of starting to look at the system we had them installed.

**JON: OK. Did you trial the product beforehand?**

STUART: We did trial it, yes. We had a free trial for a few weeks with 2 or 3 heaters and this was the final decision maker as far as choosing Rointe heaters.

**JON: So, having installed the products into the shops, did you find ease of use?**

KATHY: Oh yes.

STUART: Ease of use from the point of view that it was all preset.

KATHY: yes, absolutely brilliant. We come in each morning, and we've had quite a bad winter which has been going on from the beginning of November, just to come into the shop in the morning and the heat to be there and it be so comfortable and comfortable without getting too hot because, as the temperature in the shop rose, the heaters would adjust and that is good from an economical situation. People were coming in and saying "how lovely and warm it is in here" and they are really very good, I'm very pleased with them.

**JON: That's very kind of you to say that but did you have the setting on at a specific temperature to give those sort of comforts?**

STUART: Yes, we set them up and used the remote control feature.

**JON: Excellent as that's a lot easier**

STUART: Yes we could just preset the times, preset the days they were to be on and off, preset temperature...

**JON: Can I just ask you what temperature you put in the shops?**

STUART: They were running around about 24 - 23 or 24

**JON: That was in the height of winter?**

STUART: That was in the height of winter

**JON: And since then?**

STUART: And since then we've knocked them down to about 16.5.

**JON: And that's giving you ample heating**

KATHY: Brilliant, absolutely beautiful

**JON: Can I ask a question? Have you still got the use of the down flow heaters at the doors as well?**

KATHY: No, no

**JON: So you've got rid of them as well?**

KATHY: Yes, we got rid of everything. We only keep these as they work so well and there's no point for anything else.

**JON: Ok, so the heat is satisfactory, you know how to adjust it accordingly so therefore your wattage will be reduced...**

Kathy - Well indeed

**JON: You have been, I imagine, checking the wattage consumption and the cost.**

KATHY: We do it at the end of every month. we check the meter.

STUART: We are fairly confident that the final results which we'll have in about a month's time will be far more beneficial than it was at this time last year, simply because the heaters anyway are as powerful

**JON: You mean they consume less wattage?**

STUART: That's right. The largest one we have I think runs at 1500w

**JON: 1600 actually**

STUART: That's right 1.6, 1600W, whereas a normal fan heater before, one fan heater would be 2KW

KATHY: oh absolutely

STUART: and then we had several of those running around 7 shops which made it very expensive.

**JON: OK, That wattage you mentioned is when it is at its maximum. When the room is at the temperature it reduces the wattage it consumes so you may find that your bills...**

KATHY: We are in a win win situation every time. [...]

**JON: Great, ok. You mentioned you had some other shops. Now we've installed in these 2, would we be progressing to putting heating in the other shops.**

BOTH: They already are

**JON: OK. In all of them?**

STUART: I think we took an order off you for around 20 heaters and they're across the board now.

**JON: excellent.**

STUART: All the other heaters have been removed.

**JON: Again, the Rointe system, the digital radiators is doing the job that it's meant to do.**

KATHY: Yes, yes

**JON: That's absolutely fantastic. The next question, which I think you've already answered to a certain extent, is what does Rointe mean to you as a company working with Relate?**

STUART: It's a company we knew nothing about before, we now hold it in high regard in regard to now we are the owners of some very smart heaters and that hopefully they will be there for a good few years to come. [...]



**JON: Excellent. So people are making comments as well?**

KATHY: Absolutely, yes. This was a very cold shop at one time, it really was, and people have noticed the difference, haven't they Stuart? I mean, a lot of my volunteers are quite elderly , plus one who's quite elderly and wears a miniskirt! She finds it very beneficial!!

**JON: Can I ask you finally, the main benefit to you of the Rointe System, we have the lower wattage, we have hopefully and I'm sure the lower cost, the 24hr fact that you can use them, the remote control ease of control - Which would you say, or all together is the best main feature?**

KATHY: The whole package

STUART: It does, yes

KATHY: The whole package comes together very, very well.

STUART: Even the price to a certain degree is fairly attractive as well when you compare installing say an oil fired or gas fired heating system, central heating system, even that comparison makes it an attractive option.

KATHY: I think it's very good, it's very clean and they look attractive, they look good, they don't get too hot or anything.

STUART: And safe for the customer - not too hot, no bare flames

KATHY: That's right, they're very good. Overall we're very pleased with them, we really are.

**JON: Thanks. Ok, thank you very much for your time. On behalf of Rointe I thank you and your comments are very well noted.**



**Steven Lowe**  
**John Lowe Electrical**

**JON: We are joined today here with Steven Lowe of John Lowe electrical who has kindly agreed to answer some questions about the Rointe Digital Heating System. Good morning Steven**

STEVEN: Good Morning

**JON: Good morning, thank you very much indeed for having us**

STEVEN: No, that's fine

**JON: Excellent. If I may be able to begin. Can I just ask you? What type of heating did you used to install before finding out about Rointe Digital System? Can you tell me, was it an analogue system, was it a digital system or something else?**

STEVEN: Analogue, has always been analogue with maybe the odd perhaps digital panel heater really I suppose so mainly it's been storage heaters and analogue panel heaters.

**JON: Ok thank you very much indeed. Did these systems, did these heating products give the clients you were working with a controlled, controllable,**

**comfortable heat and over 24 hours a day?**

STEVEN: Panel heaters to some degree yes but storage heaters which is your main, obviously economy 7 heating, obviously no, normally you would find, even in well insulated properties, once you got to sort of 6, 7, 8 o'clock in the evening, if the customer hadn't used the system as it was designed, you could find that you would be running out of heat and you would have to use alternative sources of heat then to boost the..

**JON: They had to guess what exactly the weather was going to be like**

STEVEN: You would have to know what the weather was doing and what you was doing that particular day, whether you were in or out, so it made life quite interesting in sorting out your heating.

**JON: Absolutely. Ok, thank you. When you were introduced to Rointe Digital System, did you think that this system could actually offer you the benefits that your clients could actually use? Were they extras to what they were able to have in the first place?**

STEVEN: Yeah, yeah. From obviously looking at the system itself and being able to control it 24 hours a day at temperatures whatever the room required, we found



that you could be far more efficient in heating the room with Rointe System over storage heaters definitely.

**JON: Ok, thank you. Of course efficiency in heaters is most important but, consumption-wise, were the Rointe Systems much more economical or were they using more, or less energy than prior and therefore costing more?**

STEVEN: Well, just as an example, I've actually put the Rointe System into my house, it's a 2 bedroom semi-detached, now...

**JON: Have you checked that you are saving on the wattage, have you seen that your bills have reduced?**

STEVEN: I'm definitely saving on the wattage, the storage heaters that I had in included 3 storage heaters and 2 panel heaters, the wattage that I was using before, just added up, was roughly about 14kw before to heat my house. Now, with the Rointe, I've now got two 1400 watt radiators and, upstairs, I've got two 550 so now I've actually got less than 4KW.

**JON: And that's a massive reduction**

STEVEN: Doing the same area...

**JON: And that's providing the heat you need?**

STEVEN: And that's doing the heat that we need plus it's doing it 24 hours a day. We can have it controlled right the way through.

**JON: Brilliant, that's really good to hear. I understand that other members of your family have also installed them in their house as well?**

STEVEN: Yeah, yeah. John, my father, he's installed them throughout his house. He's got a 4 bedroom detached property. We've also got one in the office here - you're stood next to it..so we do, we've installed them in our own properties so that we can see how well they work and a lot of our customers have had them purely on that basis, because they know that we've got them and we say they're good and our customers have said, well fine we'll have them, we'll try them.

**JON: A very good recommendation, of course**

STEVEN: Everybody that's had them has been over the

moon with them.

**JON: Excellent, thank you very much indeed. Can I just ask you about the way you work with Rointe Digital System, the installation side of it? Do you find it is easy to install compared to other previous products you used to work with?**

STEVEN: Installation...obviously first fix, sorting of putting cables in and that side of things there really isn't much difference time-wise because you are still installing the same circuit as you would for, say, storage heaters but the added advantage comes on second fix over storage heaters where you have no bricks to put in so you can basically screw it to the wall and within 10 minutes you can have it connected whereas with the storage heater you could be talking 20-25 minutes, depending on the size, of installing it.

**JON: And of course you have to lug around the bricks.**

STEVEN: You have to lug around bricks as well, yeah.

**JON: Ok, so there's a major difference, a major benefit to a certain extent?**

STEVEN: There is in installation. Rointe certainly is a quicker installation process than anything else we have used.

**JON: Right. Ok thank you. Now I just want to ask you why you chose specifically Rointe to promote because there lots of different products on the market aside from Rointe but nothing similar. Did you realise it straight away when we came and spoke to you?**

STEVEN: Erm, yeah. basically we saw that you brought the demonstration unit that showed what you do, how it worked and it really stemmed from that really. Try it and see really

**JON: And it obviously impressed you?**

STEVEN: Yes, it does, it does basically what it says on the box, it's a really good heating system..

**JON: Thank you very much. Now, comparing Rointe with your alternative products, do you find that as far as the technology is concerned that we've moved**

**in the right direction or that the other products also had some of this technology but weren't able to use it correctly? Could you expand?**

STEVEN: Storage heaters are obviously, sort of a very basic system compared to these obviously. Someone's done their calculations on airflow with these with it being three individual air currents, flow of air currents out of the top of the heater, obviously the room reacts far more quickly to the heat change than it does with the standard convection of either a panel heater or a storage heater.

**JON: Excellent, so it actually throws it into the room rather allows it to go straight up?**

STEVEN: That's it yeah. Because it's fluted in 3 directions you get 3 different types of convection - above, below and medium of the room rather than just one complete convection which obviously seems to work a lot better.

**JON: Absolutely right. The Optimiser Energy Plus, the brain of the system effectively, it controls the system, do you find the controls very easy to set and use?**

STEVEN: Yeah, yeah. The controls, they're very, sort of, user friendly especially more so if you've got one of the remotes. The remotes are far more easier to control plus you can program the remote and then just go round each heater to control them all the same or individual settings so that's great that you don't have to go, if you want them all on the same setting, that you don't have to physically go round each one and set it then go to the next one and set it, you can just go, yep that one's programmed, that one's programmed and that's a good time-saving exercise.

**JON: and. of course, the Rointe Digital System, is a 24 hour system so you can choose when and what temperature the product actually needs to be on to suit the needs of the client**

STEVEN: Yeah. So you can, the bedroom ones you can have them off all day if you require then have them on an hour before you go to bed, an hour before you get up in the morning and the rooms nice and cosy to get into bed and get out of bed so it's great.

**JON: Great., brilliant, thank you Steve. When you're selling the product, when you're going to the client**

**who's come to you and said" I need you to come and look at my heating, can you replace my storage heaters" for example I would imagine that they would require storage heaters to be replaced by storage heaters but you're going out selling Rointe for us, what is the reaction you get from the end-user?**

STEVEN: From the end-user we've had nothing but praise to be fair. We've had...

**JON: Can I just ask you, in between, when you try to sell it to them, are they sceptical or are they willing to give it a try? and then once they've got it there's a certain reaction?**

STEVEN: To be honest, because we've been in business, well because dad's been in business should I say to start with for 25 years, it's the reputation that we've run on and obviously our customers know our reputation so if we say to them they work well and they're cost effective they believe us so they go on our beliefs and then once they've actually had them in we have feedback saying, yeah they are very, very good at what they do. You've sold us the ideal product to replace what we had before.

**JON: And they most probably tell other people as well.**

STEVEN: And obviously they go on

**JON: Excellent, that's very good. Do you consider that the Rointe System is a professional system? Do you consider that it gives confidence to the end user as well?**

STEVEN: Yes, I believe it does

**JON: Could you expand on that Steve?**

STEVEN: Well we've installed them now instead of storage heaters and we find them very easy to install, in fact they are far more easier than storage heaters because they are so more less energy consumption on each heater rather than just having one, maybe two heaters on a circuit, you can have three or four heaters on a circuit so you don't have to wire so many circuits so you have less ways in a fuse board so it all adds up to a very good system.



**JON: Ok and as far as the consumption is concerned, we've already established that they consume less than previous items that you've installed. Have your end users come back to you and said "I've checked my bills. I've had a look at consumption and wattage and I've noticed there is a reduction" Is that generally the case?**

STEVEN: That's generally the case on everybody that we've spoken to and even on ourselves. I know that dad has noticed that his bill has gone down by very nearly half from storage heaters to having the Rointe system in so his bill would normally be £800 over the winter and it has come down to £400.

**JON: Well that's excellent. And of course that begins to pay for the initial installation of the product.**

STEVEN: That's it, yeah.

**JON: So the payback period is very quick.**

STEVEN: Yeah, it certainly seems that way from our experience anyway.

**JON: Ok, excellent thank you. Changing the subject very slightly, can you possibly tell me what Rointe as a company working with you means to yourselves, John Lowe Electrical Limited?**

STEVEN: Well, we've had very good dealings with Rointe over the last 12 months or so that we've been installing them now. Any questions we've put to them, any orders they've always dealt with very professionally and we do have a very good relationship with them. They help us if we have a client with a specific scheme they'll come out and give us all the relevant data for what we need to fit per room, they'll give costings, cost savings, cost implications of other systems and it's good for the customers, the end user to see what the difference is between different types of heating systems on the market so they're very good at giving us technical backup if you like.

**JON: so the technical backup that we give you and you pass on to your clients, we actually say you will save x amount. Is this generally wheat the case once you've installed the product?**

STEVEN: Yes, from the feedback we've been getting,

every client who has had them installed has been over the moon with them and even clients where it's rented properties, we're finding they're picking Rointe Digital System over anything else be it oil, storage heaters, that this is now what they are looking for because they can see that there's no maintenance issues with them so again there's a cost implication because you don't have to have boiler serviced etc, etc. so that's another reason why, and even over storage heaters because storage heaters have elements that don't last forever so these seem to be the way that landlords seem to like them anyway.

**JON: Do they also like the potential additional features that Rointe offers such as the guarantees that we offer ? Are they more than you previously had to offer to your clients?**

STEVEN: Yeah, obviously the guarantees far exceed anything else in the way of electrical side storage heaters or panel heaters that we used to install as they were obviously 12 months, maybe 2 years if you were lucky on the warranty of the products whereas obviously Rointe has a very good increase in that.

**JON: Ok , so over the last 12-15 months that you have been working with us have you seen an increase in your heating sales compared with potentially what you used to install before? Are people now coming to you and saying "I would like to install Rointe" and have you seen your sales or type of sales you are achieving grow over that period?**

STEVEN: I wouldn't necessarily say that our heating sales have grown, more to the point that the heating sales are probably still the same as what we would normally be dealing with but we've noticed that storage heaters have dropped off the face of the earth almost completely, there are very few customers now saying "can we have storage heaters in the dwelling". Whereas it used to be 100% storage heaters and panel heaters we are now finding that part of the market is now 10-15% of our sales whereas now the Rointe is 85%-90% so obviously it's taken a big chunk of our market on selling heaters. That's what we are now selling, obviously a vast amount of Rointe heaters and a very minimal amount of storage heaters. Only really now I would have said that storage heaters are replacement ones that people have had one

go faulty and want to replace like for like and not replace the complete installation.

**JON: So they've still got storage in the rest of the premises and are just replacing one for one?**

STEVEN: That's it. They're just replacing one for one keeping the same system. [...]

**JON: Right. So winding up slightly, where do you see the future working with Rointe as a company?**

STEVEN: As the way things have gone over the last 12 months I can see it building definitely to take in the whole of our sales on the heating side to a full 100%. I can see it taking over completely and these will be the only type of heaters we will be installing and everything else will be redundant as far as our side of things go anyway, because they are far superior to anything we have fitted over the last 10 years.

**JON: Ok, thank you Steve. In concluding then. is there anything else you'd like to add before we say thank you very much for your time?**

STEVEN: I think we've probably covered everything. I can't think of anything I could add bar being that from our experience we've been wholly pleased with the whole situation from supply to installation. We're happy with the supply of the product, our clients are happy with the end product and how it's used so we haven't had any negative feedback whatsoever so I think from that point of view it obviously shines a ray of light on the company when you've got so much testimonial from the product as it stands. And we don't got out the product, it sells itself

**JON: Steve, on behalf of Rointe thank you very much for your time and we very much appreciate your comments.**

STEVEN: You're welcome. Thank you very much.

## Allan Powell

### AN Powell Electrical

**MIKE:** We are joined today by Allan Powell from AN Powell Electrical and Technical Services, who has very kindly agreed to answer some questions regarding the Low consumption Rointe digital heating system. Good afternoon Allan.

ALLAN: Good afternoon Michael.

**MIKE:** First question, what type of heating did you use, used to install, before finding out about the Low Consumption Rointe digital heating systems.

ALLAN: Oh we used all sorts of heating, night storage heating, convection, radiators, all sorts. We worked right across the board.

**MIKE:** Were you happy with these system?

ALLAN: In their time they were good. I mean the night storage was good, it was clean, it was tidy, expensive to run but yeah it was useful but it was the only thing on the market. [...]

**MIKE:** Do these old systems that you install give your clients a controllable, comfortable heat, 24 hours a day?

ALLAN: No.

**MIKE:** What level of electrical consumption do you believe that your customers could have paid each month with these heating systems that you used to install before you used to install, now that you install the Rointe digital heating systems.

ALLAN: They depended on the size of the installations. Running costs would be a lot higher than what the Rointe system is. Possibly 50/60%.

**MIKE:** Did you find that your clients complained about the fact that they're old heating system was using a lot of energy and therefore was expensive to run?

ALLAN: It wasn't so much a complaint with the old system being expensive to run and not compliant with what they actually needed. It was more of when we eventually persuaded them to put in the Rointe systems,

the difference on the fitted item of the Rointe compared with the old system is so phenomenal that they are very very pleased.

**MIKE:** Do you and your company consider that that the heating systems that you used to install before finding out about the low consumption Rointe digital heating system were very professional for the installer and had a good reputation with the end user?

ALLAN: They did, in their time, being the only thing that was on the market at the time, then you can only install what's available. Rointe, I will tell you Rointe, when I first



heard about Rointe and the system that we were putting in, I didn't believe it, got to be honest with you, I didn't believe it. And as you know, I took the thing to pieces and asked for the BSRIA report, the lot, I went through it and it actually does what it says on the tin. It is a very good product.

**MIKE: Why did you and your company decide to begin to install the new low consumption Rointe digital heating system.**

ALLAN: We do a lot of work for big companies, mainly government companies and also some PLC's and I noticed that in office blocks and areas like that, they were spending a lot of money on maintenance and on running costs and I thought that I could do something with the Rointe, to install the systems and save them a lot of money, energy efficiency, carbon trust and things like that.

**MIKE: Now that you've installed the Rointe digital systems, do you believe that the old systems, the old electric systems are now outdated?**

ALLAN: I wouldn't install one.

**MIKE: Really?**

ALLAN: Yeah I, we don't install anything now apart from Rointe systems and we do the electric work, the electronic work with wet systems. But I wouldn't even contemplate installing any of the others.

**MIKE: Once you've installed the Rointe digital heating system and your clients have had the opportunity to use it, have you had positive responses and feedback from them.**

ALLAN: I've had great feedback, absolutely terrific feedback. Yeah it's new to us, we've only been installing them now for 18 months is it? Yeah about 18 months and we've had nothing but good words said about them. People are monitoring them, we have big companies now looking at doing a year, an annual report on the installations on big buildings and when that comes through in 4/5 months time, yeah I'm sure it will answer itself.

**MIKE: Do you and your company consider that the Rointe digital heating system is professional for the**

**installer and gives confidence to the end user?**

ALLAN: Oh without a doubt yes, and I just can't wait until your next thing comes up.

**MIKE: Well good, we are obviously always working on new technology, so we look forward to the future with that one. Can you tell us in a few words what Rointe means to you and your company?**

ALLAN: Well our company's gone through a big change lately with the crash and everything, with the monetary problems we've been looking at energy efficiency and we've been gearing our company totally to energy efficiency. We install PV Panels and that is full of voltaics on solar panels. We've been looking at energy efficient lighting and Rointe just fits straight into the market. We think it's great, it's part and parcel of our outlook of the company itself and it cures a problem of heating.... the energy efficiency in heating.

**MIKE: Has your company seen an increase in heating sales dealing with Rointe products?**

ALLAN: Oh yes, yeah. Without a doubt yeah.

**MIKE: Please can you and your company tell us what future you see with low consumption Rointe digital heating systems?**

ALLAN: What future?

**MIKE: Yeah.**

ALLAN: It's going to be massive. I cannot believe anybody that doesn't consider it. it's just massive.

**MIKE: Allan, thank you very much and behalf of Rointe UK may I thank you sincerely for your time and help with completing our survey.**

ALLAN: It's been a pleasure.

## Catherine Berry Benton House Care Home

**ADRIAN:** We are with Catherine Berry from Benton House Care Home in Doncaster. We'd just like to ask you a few questions regarding your Rointe installation that took place last year.

CATHERINE: Okay.

**ADRIAN:** What sort of heating did you have in your home before installing the Rointe Digital Heating System.

CATHERINE: Erm we had a very ancient storage heater system previously.

**ADRIAN:** Did the old system give you a comfortable, controllable heat 24 hours a day

CATHERINE: No there was no control with the system at all

**ADRIAN:** Did you find the old heating systems expensive to run and did you have maintenance problems?

CATHERINE: Very expensive to run, very high bills and yeah maintenance was very hard, with it breaking down

regularly.

**ADRIAN:** Did you find the installation of the Rointe was very quick and did it cause any disruption to the home?

CATHERINE: Erm no disruption, we had a planned phased installation over two/ three weeks and it went easily. No problems at all.

**ADRIAN:** And I believe the other systems that were due to be installed were taking up to 3 months for installation.

CATHERINE: Yeah, very. Gas had a long installation time, very high bills as well.

**ADRIAN:** Why did you decide to change your heating system for Rointe.

CATHERINE: To be more cost efficient and much more environmentally friendly as well. and much more, so that we could have more control over the system.

**ADRIAN:** How long have you had the Rointe Digital System installed.

Catherine: We have had the system in place about 16 months now.



**ADRIAN: Have you noticed a better, comfortable heat with the new Low Consumption Rointe Digital System.**

CATHERINE: We have a constant and comfortable heat of 20, 21 degrees. There's always never cold spots.

**ADRIAN: Has the home been warmer and more comfortable since installing the system.**

CATHERINE: Definitely, much warmer.

**ADRIAN: Do you believe that the electrical consumption has reduced since the Rointe system was installed?**

CATHERINE: Yes it's definitely reduced, greatly.

**ADRIAN: Now that you've been running your digital heating system during the cold weather have you found that your electricity bills in comparison to last year have reduced?**

CATHERINE: Yes the bills have reduced and vastly. They were very high with the storage systems.

**ADRIAN: And compared to the storage heater system, have you had any maintenance costs at all with Rointe?**

CATHERINE: No none at all.

**ADRIAN: We've had two severe winters, did the Rointe heaters cope with the extreme weathers in this area?**

CATHERINE: Yes we had a very nice, warm Care Home, while everybody else froze.

**ADRIAN: Have you benefitted from installing Rointe?**

CATHERINE: Yes, err, definitely. It's a good system we have lots of positives with it, the whole control of it, it's simple to run and everyone's happy with it.

**ADRIAN: And I believe the system was funded by the carbon trust?**

Catherine: That's right yeah.

**ADRIAN: And this has been extended throughout the other homes in the group.**

Catherine: Yeah within the group.

**ADRIAN: And finally would you recommend the Rointe Digital Heating System to your family and friends?**

CATHERINE: I'd recommend it to everybody, basically.

**ADRIAN: Okay, Thank you Catherine for your time.**

CATHERINE: Thank you



**Elliot Swann**  
**Branch Manager, CEF**  
**Brighton West**

**MIKE:** We are joined today by Elliot Swann, Branch Manager of CEF Brighton West. He has very kindly agreed to answer some questions about the Rointe Digital Heating Systems. Good afternoon Elliot.

ELLIOT: Good afternoon Mike, good afternoon Claudio.

**MIKE:** What type of heating did you used to market in your establishment before finding out about the Low consumption Rointe Digital Heating System. Can you tell me if it was an analogue or digital system?

ELLIOT: Primarily, all analogue systems, I would say, storage heating, convector heating and variants of that, obviously a little bit of digital on spec work in Nobo type heaters. But mainly all analogue.

**MIKE:** Okay, thank you. Did these old systems give end users a controllable, comfortable heat, 24 hours a day?

ELLIOT: No definitely not, I mean that's one of the complaints, you'll speak to anybody, I'm sure you'll know.

With a storage heating is the lack of control and the lack of choice that the customer has. You can't preempt what the weathers gonna do and there's no controllability with it, on a daily basis anyway.

**MIKE:** Thank you. Did you, erm, do you feel that by installing the Rointe Digital Heating Systems that the end user has saved money in terms of their energy bills?

ELLIOT: Definitely, absolutely, definitely. Erm, all the feedback we've got from people who have had it, whether they are end users or developers of, sort of, taking the project on and taking them into their 'lets' if you like, the properties they have let out, erm, all the feedback has been good. And we've proven that with repeat business. I have even got them in my own house, so, I can vouch for that as well.

**MIKE:** Ah you have them in your own house.

ELLIOT: Yeah I've put them in my own house!

**MIKE:** That's very very good.

ELLIOT: Yeah they they are, well, fantastic. The bill had definitely gone down, without a doubt. [...]

**MIKE:** Okay. Do you consider that the heating systems that you used to market before finding out



**about the low consumption Rointe Digital Heating Systems were very professional and had a good reputation?**

ELLIOT: Absolutely not, no, I mean, storage heating you'll know yourself the market has been flat for 25 years and it's sort of slowly dipping away, erm, there is, I think it's a dying market, has been for a long time. Erm there's no efficiency with the product and there is no functionality with it either, there's no control there. Unless you start spending serious amounts of money on ones that have got dual supplies, and things like that, but even though, they're very expensive to run. Instantly that is what I had in my house before, the Dimplex duo type heaters and to have that daily controllability it cost you a fortune cos your just bringing on another two kilowatt element, its exactly the same as someone, which is one of the most common complaint with the storage in commercial use, not giving enough heat in the day, so the staff are plugging in convector heaters and fan heaters . It's exactly the same thing, all they're doing is they've got it in the same body, rather than plugging in an additional heater so, no absolutely not.

**MIKE: Good, Thank you. Why did you and your company decide to market the new low consumption Rointe Digital heating Systems?**

ELLIOT: Well, I think it it first came to us probably three years ago but it came via agents and it probably wasn't pushed in the right way. Erm it was never sold as the energy efficient product that we now know it is. It was just pushed as an expensive, luxury type heating, so no one really took it too seriously. It wasn't until really that Rointe change their tack with how they were going to go to the market, coinciding with yourself as well Mike, that you really start to see the benefits of it. And for me personally, selling an add on product, to everybody else, just a me too product like a storage heater, which we're making no money on, it's and absolute pig to store, to deliver, to look after, the reliability of it you know, at least 10% failures with onsite call outs from engineers and things like that. For me, it was easy, it was easy, and I actually sort of bit the bullet straight away, as you know and just got rid of my storage heating business in probably October 09, we stopped stocking them, we'd order them in if we had to, but it literally was just swapped everything over to Rointe. We haven't looked

back, we haven't looked back.

**MIKE: Do you feel that the old systems in the market place are very outdated therefore.**

ELLIOT: Absolutely, there's 25 year old, 30 year old technology you know, what else do we do these days where we use the same technology for 30 years and nothings improved, it's bizarre. But that's the case with storage heaters. So, no.

**MIKE: Have you seen any heating systems within the market that can actually match the Rointe system?**

ELLIOT: Not personally, not personally. There are in modern buildings with up to date boilers and heat pumps, air to water heat pumps, obviously there's some very efficient systems out there. But if you're talking about a direct replacement for a gas system or a storage heater system, there is nothing else, to my knowledge anyway, not that can give you the same amount of benefits.

**MIKE: Do you and your company consider that the low consumption Rointe Digital heating System is extremely professional for the installer and transmits confidence to the end user?**

ELLIOT: Absolutely yeah, and also to my staff in my business as well it it definitely does that. It's the first time that i think we've been able to go proactively into a heating market with a product that we all believe in and this, that message is easily explained, across, and you can actually see it sort of taking effect with your customers who are using the product and selling it themselves. It's the first time that we can go out to a market confidently it think, professionally, because before that is was just a me too product with the storage heater.

**MIKE: I thinks as a user personally, i think one of the main benefits is the controllability, how have you found that controllability has helped your lifestyle?**

ELLIOT: Erm, well. My problem was I work long hours, I leave really early morning, I come back quite late at night. It was a situation where my house is roasting when i was leaving for work, which is pointless, it's burning all the energy that I've used through the day, I was coming home 7, half 7 in the evening to a cold house and everything's gone, you know, sure my house



was lovely all day long, but when I needed it, it just wasn't there, so, it was a case of having to use the additional supply just to get a comfortable house or turn on the gas, I've got an open fire type gas system, erm, to put that on, to boost it. But now, I don't do that, to be honest with you, the heaters are through most of the rooms in the house, they're set at 15 degrees, I don't like it too hot anyway. The main heater in the sort of living area is at probably 17. And you come in and the air's tempered, there's no cold spots anywhere, there's no hot spots anywhere either actually, it's quite funny the heater is, you can touch it, yet the rooms warm, you know, so its tempering the air gradually as it goes round and that's something we've noticed with the jobs we've done as well, people have said that to us. Where there's not this rapid rush of heat as you walk past the heater, on your forehead as you walk past a convector heater or a storage heater or something like that, it is just a generally tempered room. And I haven't, if I'm honest, I haven't used the gas fire once this winter, regardless of how cold its' been, it's just been the Rointe, so as far as an end user is concerned, no, spot on. Suits me anyway.

**MIKE: As a professional person within your business, how do you find Rointe is to deal with as a company?**

ELLIOT: Refreshing, I would say quite refreshing, from, obviously we deal with a lot of companies from different sectors, outside of just heating, erm, totally refreshing, I think that that's obviously your quite a new company so you can come into it with a fresh approach as well so obviously when a new company starts they've got the benefit of looking at what's wrong in the industry, but

not taking anything away from you, totally professional.

**MIKE: Service levels?**

ELLIOT: Spot on, I think in erm a year and a half to two years of supporting you we've had one small stock issue, which is, you know better than anyone else we deal with, so no, absolutely, but that comes with a partnership as well, 'cos we don't muck around with stock we keep here also, so yeah, good.

**MIKE: What sort of stock levels would you keep then in your branch?**

ELLIOT: Probably four of each rad initially, erm, maybe 5, 6 of the more popular ones but that wasn't enough, that wasn't enough, cos once you start selling it and people start accepting them and people are asking for them by name now and even if they don't and they come in for storage heaters they're soon jumped on by one of my staff and battered down, and soon, you know, they'll be asking for Rointe from then on anyway. But now we probably keep about 10 of each rad, 10 of each size and that is about the bench mark i think, to comfortably supply them quickly, cos that impresses the customer as well if you can turn round and say we've got them, we keep 10 of each size, they know you're not messing around with it, they can see you believe in it and, you know by selling something and saying oh we don't actually keep them, it will be two days delivery, I don't think it's quite you know, up to it, so, no, 10 of each.

**MIKE: Do you get many people still coming onto the counter and asking for storage heaters and convector and panel heaters.**

ELLIOT: Absolutely, yeah you do yeah. Cos it's, there's the replacement market as well so we still do, we probably sell a couple of storage heaters every month, where we can't, where we've exhausted every opportunity to swap them round. But you know, I would say 80% of people who come



in for a storage heater leave with a Rointe heater, and they're happy, they're happy to leave with a Rointe and most of them if not all of them, come back for more. So, and all the staff are fully trained on that anyway so...

**MIKE: Can you tell us in a few words what Rointe means to you and your company?**

ELLIOT: Erm, for me personally, it's a tool we've used, we get good terms from you, erm, it's definitely increased our turnover, we can see the difference if you look at what we used to spend on heating as a sector, just as a branch, I mean we've timesed that by probably 10 since we've been supporting Rointe.

**MIKE: So your heating sales, as a branch...?**

ELLIOT: I would yeah, have gone through the roof, through the roof. Purely because we are pro actively offering it and we're talking about it all the time, you know, if I go to see someone I've got the the catalogue with me and err if you hear a whisper of the job, you're on it, because you're comfortable that you're selling something that works and we're okay with it whereas before it was a product that you never made much money on anyway, so, it was just about turnover. What Rointe has does is it's given us the chance to be professional, get the turnover, but make the profit at the same time, which is what we're all about at the end of the day, so.

**MIKE: Have you had a good response from your contractors to do with the Rointe systems?**

ELLIOT: Yeah, I'd say as a whole, you're never gonna please everybody and there's always gonna be skeptics I think, but as a whole I'd say 95%, 95 to 98% have gone absolutely positively, 100%, yeah they have.

**MIKE: Can you and your company tell us what future you see with the low consumption Rointe Digital Heating Systems?**

ELLIOT: I think it's going to be the way forward, I think there's obviously the gas is only on the increase, it's getting harder and harder to come by. Developers, Local Authorities are all trying to move away from it, it seems. Erm, there's gonna be a push for greener products and I think Rointe is perfectly place in the market to take over that easily because of the installation side of it and I really don't think that the storage heater or storage heaters offer that alternative,. They've always been a

sort of poor cousin to having gas really, if a situation is where a building can't have gas, they've had to have storage heating, but it was always a 'oh' - it's a negative. That they've got to have storage heating and now they've got a realistic, in fact probably better alternative in the Rointe. So, I can only see it getting stronger and products of that nature. And I think that's proven by the amount of other companies that have who are all of a sudden coming onto the market place with a similar heater, who have said 'oh no, its a niche product, it's got a short term life...' de de de, we've all heard it. Erm they're all now coming to CEF with products mimicking the Rointe but two years too late really.

**MIKE: Elliot Swann, Branch Manager of CEF Brighton West, thank you very very much for all your cooperation.**

ELLIOT: No, thank you Mike.



**Richard & John  
Edward Hughes and Sons**

**MIKE:** We are joined today by Richard and John from Edward Hughes and Sons, who have very kindly agreed to answer some questions about Low consumption Rointe digital heating systems. Good afternoon gentleman. Where did you first hear about Rointe digital heating systems?

RICHARD: City Electrical factors.

**MIKE:** And what systems did they have before you installed the Rointe systems?

RICHARD: In Yerevan they had an oil system and in Dushanbe Tajikistan they had panel heaters. That was just a straight swap over to Rointe heaters.

**MIKE:** What were the reasons for them installing the Rointe digital heating systems.

RICHARD: Well for example in Dushanbe they have got a generator 'coz they have a lack of power, they have power cuts and there and the generator supplies them. And the panel heaters they had was giving out too many



**MIKE:** Okay and have you had experience in installing other heating systems?

JOHN: Yes we have, yes we have, wet systems and storage heaters. Yeah I mean both many times.

**MIKE:** Why did your company decide to begin to install Rointe?

JOHN: Green issue really, it was given to us, well offered to us through City Electrics and we were looking at green energy heating anyway and it come across as a good idea. We looked into it, researched it and obviously you guys have visited us and it seems like a good product.

**MIKE:** Okay thank you. Where have you recently installed the Rointe Digital heating systems?

RICHARD: We've installed it in Tajikistan and Yerevan abroad for the government in their ambassadors houses and guard houses and things like that.

kilowatts for the generator, kept tripping the generator out, so we swapped it for Rointe's and since then they haven't had a problem and they've saved money as well, in the last 5 months I think that was.

**MIKE:** Okay, have you had any feedback from these customers?

JOHN: Yeah we have yeah. We've had feedback to us on their energy savings and how happy they are with the system, the quickness of the heating and obviously the cost efficiencies so yeah we have had feedback and its all positive as well.

RICHARD: And the installs as well.

**MIKE:** How easy did you find the installations?

JOHN: Yeah, easy easy. Sometimes obviously we had to run new systems in to fuse spurs etc but generally it was, say with the storage heater it's a straight swap

also when they're plug and play it makes things easy sometimes.



*Testimonial letter from the British Embassy in Dushanbe*

**MIKE: Do you and your company consider that the low consumption Rointe digital heating system is professional for the installer and gives confidence to the end user?**

RICHARD: Yeah definitely.

JOHN: Definitely.

**MIKE: Do you believe that you clients electricity bills have reduced since installing the low consumption Rointe digital heating systems?**

JOHN: Yeah we know that for sure, cos we've have the information feedback to us so yeah they are definitely saving money.

**MIKE: Have you had any personal experiences with the Rointe systems?**

JOHN: Yes, I installed one myself and that's running well, heats very efficiently. I haven't worked out the consumption costs but I know that it is definitely heating

faster, quicker and more efficient , so, and by what we have installed for other people, I know that it will be a saving for myself.

**MIKE: And where did you install this one?**

JOHN: In a conservatory.

**MIKE: And are you looking to do it for the rest of the house at any time?**

JOHN: Yes I'm going to take out the whole wet system and put in Rointe. So yes I know I will be saving money on that and obviously like taking out the gas boiler which means no service issues etc etc.

**MIKE: Would you consider using the Rointe digital water boilers for the water heating part of it?**

JOHN: That's something I'm looking at, at the moment yes, when the time is right I will be switching over to that, when I've read more info on it but yeah it looks like a good system.

**MIKE: Can you tell us in a few words what Rointe means to you and your company?**

JOHN: A lot really. I mean, if we can move forward with the green issue, which is the way the worlds going and the moment and Rointe is, it is an efficient system, I can't see where we can go wrong with it really. Well if we come from here and it promotes us then it's a good ratio really it will give us work from a product that is good. So it's good for us and good for you really. [...]

**MIKE: Were you able to give, obviously by giving the Rointe System proposing it to your customers, what did you used to install before, did you install heating or has this given you a new opportunity?**

JOHN: Well yeah it is a new opportunity because all we've been able to offer before would be the wet system. Erm I don't think we even look any more at storage or electric heating. So it's literally come back on the market to be energy efficient, is a good product. The wet systems have all sorts of flaws, leakage, gas etc you know, obviously gas out the house is better than in but yeah think for an electric system it's a very good idea, yeah it's a good product and we're very pleased with it.

**MIKE: Can you and your company tell us what future you see with the low consumption Rointe digital heating system?... Do you see there's a big future for installing Rointe for your business?**

RICHARD: yeah definitely.

JOHN: Hope so yeah, we do hope so. I can't see any negatives in it only positives so...

RICHARD: I know personally our biggest client, which is The British Consul Office, are looking at installing it in lots of other countries as well and all in all their concerns so yeah our future's bright with that system.

**MIKE: Well thank you very much John and Richard, on behalf of Rointe, may a thank you most sincerely for your time and help with completing our survey.**



**John Bees**  
**Branch Manager CEF**  
**Redditch**

**ADRIAN:** Good Morning, today we are with John Bees, the Redditch branch manager for City Electrical Factors, who has kindly agreed to answer some questions regarding Rointe Digital Systems. John what were your main heating products before you sold Rointe?

**JOHN:** Storage heaters, panel heaters, convectors, portable type heating?

**ADRIAN:** With these systems did you find they gave you a comfortable, fully controllable, 24 heat?

**JOHN:** No

**ADRIAN:** Why did you and your company decide to begin to market Rointe Digital Heating Systems?

**JOHN:** Because of the way the environment is today and obviously everybody's looking on the green side of things, obviously with the energy reduction as well and the savings on household bills obviously a lot of people out there are looking to save energy and the most

important thing is with the economic climate being as what it is we are find that it's become an easy product to sell.

**ADRIAN:** Have you and your company had a good commercial and professional response from your installer clients with regard to Rointe Digital Heating System.

**JOHN:** Very well, excellent.

**ADRIAN:** Do you and your company consider that the Rointe Digital System is extremely professional for the installer and transmits confidence to the end user?

**JOHN:** Without a doubt. It's a clean installation, it's a good looking product, obviously with the energy efficiency as well, obviously the contractors the main feedback is the ease of installation.

**ADRIAN:** Since you've been stocking Rointe, have you had any major stock problems.

**JOHN:** None whatsoever, We've found Rointe to be very professional in what they do. Again, if we have any damaged items that come through, they're replaced, we've found that were getting them on an overnight basis. But the stock system we've found as very very



good. And I can't honestly say that we've had to turn someone away from our trade counter to tell them that we haven't got an item of stock.

**ADRIAN: Do you feel that the electricity bills of your clients now have to pay have reduced considerably since having Rointe heating installed?**

JOHN: Drastically. Most of the feedback we are getting people are very happy with the system, its easily controllable, it is reducing their energy bills and obviously we are getting a lot more referrals from people because of that.

**ADRIAN: Can you tell us in a few words what Rointe means to you and your company?**

JOHN: One, it's an excellent product, we get an excellent back up service, easy installation for the contractor, the stock holding side of it, and obviously it is generally and additional sales for us and additional GP.

**ADRIAN: Have you and your company in this respect seen an increase in sales with Rointe?**

JOHN: Definitely.

**ADRIAN: Please can you tell us what your company sees in the future which regard to dealing with Rointe.**

JOHN: Growth, err, obviously there's more people out the wanting that product. Even helping CEF get their name bigger out there in the market and generally it's a good product for everybody, creating sales, creating enthusiasm by staff, obviously because when we are quoting jobs, some jobs are quite large even from the day to day stuff that's going on over the counter, it does create an element of buzz within the branch because obviously the lads as an well when we sell it we know that there are, that there's turnover in there.

**ADRIAN: When installers come to the counter do they ask for Rointe by name now or do they still ask for storage heating?**

JOHN: ... A lot of people still asking for storage heating but the way, what we've done with that is the staff have been trained, so if anybody comes in and asks for storage heating, we always try to switch them over to Rointe heating. The lads are conversant with how the

system works, what the products about and in every instance that we can we will always try to sell Rointe Heating and at this moment in time due to the energy efficiency and obviously the cost saving on the general public's bill or the local authorities bills.

**ADRIAN: Have the training seminars that Rointe instigated been a help to yourself and to your other branch managers?**

JOHN: Definitely, it's given us a bigger insight into the company and I find that the seminars when they are carried out they are done very professionally, your back up, your catalogues, everything as we know Mónica's at the end of the telephone, we've always got technical assistance. Also when we need to do schemes, my lads, as you know, can actually by using the calculator do their own schemes. If the projects on a larger size. We get them through to your office but they are turned around very very quickly.

**ADRIAN: Good John. Thank you for your time.**

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**Kevin**  
**Branch Manager CEF**  
**Newbury**

**MIKE:** We are joined here today by Kevin, CEF Newbury who has very kindly agreed to answer some questions about low consumption Rointe Digital Heating System. So good morning Kevin.

KEVIN: Good morning Mike.

**MIKE:** Firstly, what kind of heating did you sell before the low consumption Rointe digital heating system?

KEVIN: Standard heating really, storage heaters, convector heaters, over door etc, so just the run of the mill, normal stuff that was available in the UK market.

**MIKE:** Were these digital systems or basic analogue systems?

KEVIN: Basic analogue systems really.

**MIKE:** Do these old systems give the end user a controllable, comfortable heat, 24 hours a day?

KEVIN: Not particularly no, as we know, storage heaters are not that controllable and convector heaters tend to

heat up, cool down, heat up, cool down. So no, not very efficient at all.

**MIKE:** Do you find that your customers complain about the electricity consumption of the old electric heating systems that you used to market before selling the Rointe digital heating systems?

KEVIN: yeah and more so in the last year, with the you know rise in electricity prices. So I think people are more aware or looking for a more efficient system.

**MIKE:** Do you consider that the heating systems that you used to sell before marketing the Rointe System, were very professional systems and had a good reputation?

KEVIN: They've got a name in the market place yeah, but whether they're a good system or not I wouldn't exactly say they are no. Not in today's green world no.

**MIKE:** Why did you and your company, and your branch decide to market the new Rointe low consumption system.

KEVIN: We like the look of them aesthetically and we thought if they did exactly what they said they did then they would be a good heater to sell.

**MIKE:** Do you believe that the heating system that





**you used to market before the low consumption Rointe digital heating system is now outdated, due to changes.**

KEVIN: Very, very much so yes. The Rointe one has certainly moved things on.

**MIKE: Do you and your company consider that the low consumption Rointe digital heating system is extremely professional for the installer and transmits confidence to the end user?**

KEVIN: Absolutely, 100%.

**MIKE: One major benefit of the Rointe digital heating system is that it's got controllability. Is the fact that clients can programme the radiators towel rails individually a major selling point.**

KEVIN: Yeah it's a major selling point definitely. they've got more control over the consumption they use in a particular area. So that is one of the plus points and one of the main comments that have been made to us.

**MIKE: Can you tell us in a few words what Rointe means to you and your company?**

KEVIN: It gives us a range of heaters and towel rails and water heaters obviously, that come up to today's mark in the green world that we live in. The flexibility and the ease of which we can do business with Rointe helps. Nothing too much trouble for you guys, deliveries are excellent, usually next day. So no, you're just a very easy company to deal with.

**MIKE: Have you and your company had a good commercial and professional response from your installers?**

KEVIN: Yes we have, first class, no questions. We haven't really had any problems but any small issues we've had Rointe have always sorted them out professionally so it's not been a problem.

**MIKE: What kind of jobs have been undertaken that your aware of in your area?**

KEVIN: We've been involved in projects with local schools, one private school in particular, which is a very renowned public school in the UK and they are absolutely over the moon with the end product. [...]

**MIKE: Please can you and your company tell us what future you see with the low consumption Rointe digital heating system?**

KEVIN: I think it will just go from strength to strength, it with move forward I'm sure year on year and it's given us a whole new market place to aim at.

**MIKE: Thank you Kevin, well on behalf of Rointe UK may I thank you most sincerely for your time and help with completing our survey.**

KEVIN: Thank you.



## **Kevin Dray** **DA Dray & Sons Ltd.**

**MIKE: We are joined today by Kevin Dray of DA Dray & Sons Ltd, electrical contractors who has very kindly agreed to answer some questions regarding the Rointe digital heating systems. First question, what type of heating did you used to install before finding out about the low consumption Rointe digital heating system?**

KEVIN: We've always over the years used storage heaters and panel heaters and that's really been the main source of heating installed by many contractors throughout Great Britain.

**MIKE: Were the systems digital or analogue systems?**

KEVIN: it's changed over years I would say, there are digital systems around now. But there's more cost involved with the digital so I think they still offer the both.

**MIKE: Were you happy installing the old style electrical heating products?**

KEVIN: Well I think you tend to roll, well as contractors you roll with what's available at the time and you know there's always reps from different companies coming in advising you on what to use and you just go with it really and get used to certain products but your always open to new ideas and innovations so that's the way it is really.

**MIKE: Did these old systems that you installed give your customers a comfortable, controllable heat 24 hours a day?**



KEVIN: I wouldn't say always, you know, cos I mean storage heaters I've found, I think they're a little bit out of date now, I mean it doesn't suit professional people because with storage heaters there's a, once they're charged, the energy and heats gotta be let out and if you're working from 9-5 in the day time, you're not getting the best value for money on heating with the storage heater system .

**MIKE: Why would you say that is?**

KEVIN: Well it's cos I think it's just heated up in the night, its let out during the day and if your not there, you've paid for that heat, you've paid for that energy, you're not using that system for your needs.

**MIKE: And do you find that the sort of heat runs out, do your customers find that the heat runs out at any particular time?**

KEVIN: Definitely, I mean that is the negative side to storage heaters, because if you're out between 8 in the morning and half past 6 at night, you know get back at half past 6 at night and the heaters can be, have lost their effectiveness, you know, during that evening, they did have, you can have convectors as well as a back up but the main problem with it is it's been heating up during the day when you're not there, sorry the energy is being released when you're not there .

**MIKE: So do you find a lot of these customers, particularly the sort of young professional type customers, find them expensive systems to run? and not controllable I suppose?**

KEVIN: I think the control side of it is issue, there's not good control. From the payment side, you've got to remember it's half price electricity economy 7 during the night, but that's no good if you're not there during the day to benefit from the heat. So I think the control side, the storage heater, in my opinion is a little bit out of date now.

**MIKE: Once you've installed the Rointe Digital heating system and you're clients have had the opportunity to use it, have you had positive responses and feedback from them?**

KEVIN: We've had some excellent feedback, we've done a job recently an elderly gentleman round the corner

from our business premises and he actually come back and he was in his words tickled pink with the system, you know it's nice to look at, easy to operate, they look a bit like a sort of radiator, wet radiator system and they're highly efficient. And that's the key to it, highly efficient, nice to look at, easy to clean and I think that's the three reasons why.

**MIKE: What did he have before you installed the Rointe digital system?**

KEVIN: He just had panel heaters screwed to the wall, bar heaters, you know and it was costing him a fortune and they weren't as effective and he couldn't control them. There was no timers on them so it was costing him a lot of money and he's well pleased he's changed over to Rointe.

**MIKE: And based on that, does he feel that or does he know that he's now saving money on he's electricity bills having installed the Rointe digital system?**

KEVIN: oh without a doubt, he's noticed a difference already on the electricity consumption. So he's pleased. [...]

**MIKE:...Do you feel a big future moving forward with Rointe, do you feel that it's the way forward?**

KEVIN: I think it is the way forward because anything to do with energy saving, the environment, it's got to be a good thing. We are looking at that throughout the country and throughout the world to be fair with regards to keeping energy consumption down and effects on the environment. And I think that...

**MIKE: So that's important for your company to be seen to be installing energy efficient products.**

KEVIN: Without a doubt, without a doubt. You've got to be, you can't ignore progress and this is progress if it's energy efficient. [...]

**MIKE: Have you had any comments from your own installers you own electricians as to the installation?**

KEVIN: Yeah they're pleased with the installations of the heaters, they're simple to fix to the wall, easy brackets, they clip in nicely. It's a nice heater to install, there's been no negative feedback from our installers.

**MIKE: Where do you purchase you're heating from?**

KEVIN: We normally purchase them from City Electrical Factors, they always seem to have the product in stock, which is important because if you haven't got the heaters, you can't install them. So it's good to have a supplier that you can rely on.

**MIKE: So do you find that you can literally just pop along and just pick them up there and then?**

KEVIN: I've visited our local cities here in Hove and I know that they've got plenty of these heaters on the shelves, ready to go out, of any size so there's no issue there.

**MIKE: That's good, is there anything else you'd like to add?**

KEVIN: Not really, I look forward to installing more as I say, they look good, easy to clean, and they're efficient and I think that's good. Storage heaters were bulky, panel heaters look more flimsy, this is a solid product and I think it should do very well over the next 5 years or so.

**MIKE: Kevin on behalf of Rointe UK, I thank you most sincerely for your time and help in completing our survey.**

## Mrs Derden

### Royal Borough of Kingston

**MIKE:** We are joining by Mrs Derden who is a tenant of Royal Borough of Kingston, who has very kindly agreed to answer some questions about low consumption Rointe digital heating systems. So thank you very much and welcome. What type of heating did you use before installing the low consumption Rointe digital heating system?

MRS DERDEN: We had warm air heating which is like tubes going over the roof and the top of the rooms. And we didn't actually have, which didn't include heating in the bathroom so it was kind of bad, if you don't have heating in the bathrooms.

**MIKE:** It's not good, it's not good. Were you happy with your old system?

MRS DERDEN: Not really, no. It was like if you will leave it off for some time, the dust will like be there and when you put the heating on, with the warm air, the dust will come off, and you can smell the like burning dust. Yeah I think that was the smell.

**MIKE:** The burning dust yeah. Were you able to

control your heating 24 hours a day?

MRS DERDEN: Oh no! That was impossible, I would actually I... how do you call these?

**MIKE:** Thermostat?

MRS DERDEN: Thermostat yeah it was broken from the beginning, you couldn't, it was always on 30°C, you couldn't put it lower than that.

**MIKE:** So this was an old analogue thermostat?

MRS DERDEN: Yeah, yeah.

**MIKE:** Okay, did you find your old heating system was using a lot of energy?

MRS DERDEN: I'm not quite sure if it was like using a lot of energy but we kind of paid a lot for that and we didn't use it as much. And I think that is because those pipes were running though the flat, they're not really keeping the heat inside..... can you repeat it?

**MIKE:** the warm air system... We'll go on to the next one. Did you consider that your old system, the warm air system was as professional as the Rointe digital system?

MRS DERDEN: No, definitely.



**MIKE: Why did you decide to change your old heating system to the new Rointe system?**

MRS DERDEN: We had Smith and Byford coming over for a gas check and they found that all the heaters were coming off the wall and they thought if to repair it or if to change it for something else, what will be the best idea. Obviously this heating is over 15 years old, so they told me actually they would get back to me on that they would consult people and what can they do about it. So basically they got back to me and asked if I would be happy having electric heating installed and I said obviously I will be very happy if this is possible, I'm going for it. So that was basically why we changed the systems and I do not regret that, I am really happy.

**MIKE: Good, now that you have been running your Rointe digital heating systems during the cold weather, have you found that your electricity bills have reduced in comparison with your old system?**

MRS DERDEN: I cannot compare because the other system was gas and now we have electricity. But I don't think that I pay like over that what I did before together, taking electricity and gas at the other time when I had the warm air heating and comparing now where we have everything electric, we don't use gas.

**MIKE: Can you tell us in a few words what Rointe means to you and how you have benefitted from installing Rointe.**

MRS DERDEN: Control, you can have perfect control of everything . You know, we went through because I know that you can have like a remote control for the radiators but we went through the website and we found out that you can buy, purchase this remote control, but we thought for what we will need it, because this is very easy to you, like you want to programme it, you can programme it for the whole winter then just switch it off or like we are doing, I'm going off home I'm turning off all of the electricity what is used at home so when we are coming home about 5 oclock and finished work, we are putting the heaters on and basically here in the lounge only and within half an hour the flats warm enough we don't need to put on any other heaters. If you are going to the bathroom, having a bath, you can program, you can put your radiator, for two hours, timed.

**MIKE: is this as well as the towel rail?**

MRS DERDEN: Yeah, before we are going for a bath, because basically there are three people in the household. So my husband is going, for example first and then within two hours we have all three had a bath and then we put the towels on the radiators and after two hours we don't have to bother to come and switch them off, it turns itself off so it's really good idea with the heating in the bathroom.

**MIKE: Has your home been warmer and more comfortable installing the Rointe digital heating system?**

MRS DERDEN: yeah, the warmth keeps for longer and it's much easier and you don't have the strange smell like from the pipes. So it's much better.

**MIKE: Would you recommend the low consumption Rointe digital heating system to your family and friends?**

MRS DERDEN: Yes I would.

**MIKE: Okay Mrs Derden, on behalf of Rointe UK may I thank you most sincerely for your time and help in completing our survey.**

**Richard & Joe  
Sales Staff CEF Brighton  
West**

**MIKE:** We are joined this afternoon by Joe and Richard from CEF Brighton West. Thank you very much for your time. We just have a few questions if you wouldn't mind answering. Do you keep stock of Rointe on the shelf?

JOE: Yes, plenty.

RICHARD: Yeah we do, up to about 10 of each, we try and keep a big stock of them.

**MIKE:** Do you feel this has benefitted sales of Rointe.

JOE: I find it easier to sell having it in stock cos otherwise people don't like a two day turn around, they'd rather it's here now, rather than having to wait a day or two.

**MIKE:** Do you find that people come onto the sales counter now and specifically ask for Rointe.

JOE: Yes, mainly through different magazines that are out, and things like that and basically word of mouth at the moment.

RICHARD: I think the promotional displays we've got, the banner on the front, displays on the window, that all helps cos it sparks an interest when they come in looking for heaters, and they think 'oh this is new' and their all interested.

**MIKE:** Now what do you do if somebody comes onto the counter and asks for perhaps storage heaters, convection heaters.

JOE: Ask them why!...

**MIKE:** Okay.

JOE: ... because there's obviously better units out there. Obviously being Rointe.

RICHARD: We try and push the benefits of the energy saving, the consumption saving of the Rointe against the storage heaters. And obviously having stock of them helps, cos then we can say to the customer, we have these in stock, that are, to this benefit, against your storage heater and quite a lot of the time they're pretty keen to learn about it.

JOE: Especially when you tell people of the 60% less energy or energy saving. When you actually explain it to them they actually bring it on.

**MIKE:** Do you tend to get feedback from your customers about the Rointe systems, do they...?

JOE: In all fairness I had one of the end users come to me the other day and actually praise them to the ground, I couldn't believe it, how much he was so excited about them.

**MIKE:** What was he saying.

JOE: He was basically come in and just said 'These are excellent, I wouldn't go for anything else in my house now. And basically he's just ripped out his whole house



of storage heaters even though they were working perfectly fine. So he's pretty much ripped that out and gone fully with the Rointe.

RICHARD: From an installers point of view, we get a lot of installers who start using it on a job and then come back and order it again. Because they've used it, fitted it, the customer likes it, the end user likes it, so sort of a no brainer for them.

**MIKE: So you find you get a lot of repeat business from installers.**

RICHARD: Definitely.

**MIKE: That's obviously something that's very important for CEF.**

RICHARD: Absolutely yeah. I mean the push to sell it in the first place is the hardest part once it's sold...

JOE: ...It sells itself.

RICHARD: It sells itself. You know, and word of mouth is spreading through, certainly through the area of Brighton of the quality of the heater and, the energy saving and everything like that.

JOE: ...and of our stocks.

RICHARD: And of our stocks that we hold here.

**MIKE: As a company how easy do you find it to deal with Rointe?**

JOE: Erm, as a company, yeah easy, in all fairness I hate to say it but I haven't had that much dealings with them over the phone, I tend to just pretty much sell and I haven't really had many problems, when I have had a problem, it's been dealt with, but pretty much when I speak to the sales staff over the phone it's pretty easy. And obviously when I speak to yourself it gets sorted pretty easily.

RICHARD: I think that with all the information that is available by phoning either you or your head office makes any questions that we have to ask easy cos we know that within five minutes we can have the answer... with whatever the customer wants to ask us.

JOE: We've always got the back up.

RICHARD: If it's not in the promotional leaflets and if it is then it's all well and good. But, dealing with yourself is...

**MIKE: Do customers come onto the counter and ask about the room sizes and heating surveys, is that something that your able to sort of deal with?**

RICHARD: A lot of them come in and give us the size of a storage heater that they've got and say 'okay well, what will be the equivalent' in which case we sort of push the scale meter to say, when you tell us what the size of the room is, then it's done exactly to that scale. Which then of course the support we receive from yourselves helps in that as well. So initially, the repeat business always comes back and talks about room size but initially, it's normally, 'I've got this heater, what do I need to replace it' and then we sell based on the room size or sell the selling on the room size.

**MIKE: Do you feel your heating business has grown since stocking Rointe?**

JOE: Definitely.

RICHARD: Yes 100%.

JOE: Because before we were selling, well I was going to say a handful of storage heaters, but we were selling quite a lot of storage heaters. But since we bought on the Rointe I would probably say we've been selling more than what we were selling of the storage heaters in the first place cos it's, because its fully at your fingertips, as it were, rather than having to fight for your heat as it were.

RICHARD: Yeah and I'll say it again- Cos it's such a no brainer for someone replacing a storage heater, yeah it is.

**MIKE: Well, Joe and Richard, CEF Brighton West, thank you very very much for your time.**

**Stuart Haines**  
**Cheam School**  
**Educational Trust**

**MIKE: we are joined today by Stuart, from Cheam School Educational Trust in Headley near Newbury, who is very kindly showing us around the school where Rointe radiators have been installed, to explain a little bit about the installation and what he thinks about the product. So good morning Stuart or good afternoon. How long have you been installing the radiators for?**

STUART: Probably about a year now they have been going in. We try to push them a bit more, obviously for the winter now. So they'll be going in in the summer holidays.

**MIKE: And what sort of system, heating system did you have before you started installing the Rointe Digital Heating System?**

STUART: We had a combination of off peak heaters and water, hot water systems. We were original looking at upgrading the whole system for the entire house but the costs just spiraled. Trying to find someone that was willing do it in the time frame that we had, cos it had to be done in all one go. The off peak heaters weren't providing the that that we wanted, so we had convection



heaters in there as well, with obviously the safety, them over heating, some rooms had no heating at all. So we wanted one system that would obviously be efficient and look good as well. Because the off peak heaters, if anything, they just looked cumbersome and unattractive.

**MIKE: How do you find that system? How are the kids enjoying using the system?**

STUART: yeah, we've had no complaints. They obviously, you can set the temperature at a level they are happy with, instead of having it just on or off or a flap opens and eventually the heat comes out. These control, and half the time they are off because they maintained their temperature and they're satisfied. You don't normally get that so yeah, instead of opening a window and then a sudden rush of cold air, they just turn off.

**MIKE: We're in a dormitory at the moment and its obviously were the kids sleep, so how often do you have the radiators on within the dormitory, is there a typical pattern.**

STUART: Yeah well they come on about 7 o'clock, cos that's when the kids start to come up here and they go off about 8 o'clock, cos that's when they leave. So there's no point having them on in the day, there's no children and no need to heat the rooms. We have the frost setting, frost setting all day but of course that's hardly ever on. Yeah I mean when the children are in here, the amount of bodies in the room, there's enough heat so these are probably off most of the night anyway. So obviously...

**MIKE: Very interesting, so do you actually programme the radiators to obviously suit the environment?**

STUART: Yeah, that's right yeah. And it so exact as well so you can show them this room is 18 degrees, they say oh it's too cold and you say well not it's not it's 18 degrees. we actually have thermometers up there anyway, digital thermometers and they're always satisfied...

**Mike and they're always happy?**

STUART: They're more aesthetic. They see new designs and they think that it's good for them, that they're money's been spent properly.



**MIKE: That's good, that's very important, very important. I see that the radiators we're looking at here is locked, is that an important factor, that you can lock the radiators, when you made the purchasing decision?**

STUART: Yeah I mean, kids are kids, they would adjust it if they wanted to so yeah that was a very important feature that we had it lockable. We just have a remote control and walk round and adjust them, you adjust them on there but it's easier to just have the control, point and shoot and set them, but yeah, the fact that they can't adjust it is better as well because it stops it going too hot or anything like that.

**MIKE: Do you use different settings obviously then from term time and then when they are off school and you set the radiators at different settings?**

STUART: Yeah when the schools are off you just turn round, switch them off, put them on manual mode on frost just for protection and then the day before the kids come back, switch them back on, cos they're all timed, it's the days as well and on the weekends they're off as well cos they're not here at the weekends, so we turn them off at the weekends.

**MIKE: Have you been able to look at the energy efficiency yourself or is that something?**

STUART: I have looked at the figures myself but the

fact that you walk around and most of the time they're off, where as you got before we had heat pouring out, windows open cos it was too hot when the sun came up. It's just obvious, that obvious.

**MIKE: how easy did you personally find them to install?**

STUART: Oh, very easy, you've just got a template. Because we've got old walls sometimes you had problems with fitting but that was our problem, not the fault of the radiator, if you had a good wall, half an hour, easily, if you got the power supply there.

**MIKE: And most of the fixings, most of the radiators you've fixed in dormitories or have you put them into any other?**

STUART: We've put them in classrooms as well, where again there was off peak heating, they were having windows open, cos they were getting too hot and there was no control. Whereas now we have it on the setting that they want, we agree with them then and the windows stay shut so it great.

**MIKE: Thank you very much. So Stuart thank you very much, and behalf of Rointe UK may I thank you sincerely for your time, your help in completing our survey.**



**Norman & Joe Dillon  
TS Electrical Ltd.**

**ADRIAN: We are joined today by Norman and Joe Dillon joint managing directors of T&S Electrical located in Nottingham, who have kindly agreed to join us to answer some questions about their experiences with the Rointe Digital Heating Systems. What type of Heating did you used to install?**

NORMAN: Well we've installed storage heaters, electric boilers, panel heaters in the past.

**ADRIAN: Did these systems give you a comfortable 24 hour heat?**

NORMAN: Not all of them, the most favorable one in that list is going to be the Ampi Tec Boiler, the electric boiler, but it was very expensive, very time consuming to install

**ADRIAN: Do you think your customers, since installing the Rointe have saved money?**

NORMAN: From the feedback we've received from our customers, I mean we have installed quite a lot of Rointe Systems, it's been very positive. But yes no doubt they have saved considerable amounts of money.

**ADRIAN: Do you think the systems you used to install were easy to install and were very user friendly?**

NORMAN: Erm, one answer to that and that's no.

**ADRIAN: Why did your company decide to begin to install Rointe?**

NORMAN: Well, because of the costs of running the electric boiler, we had to seek an alternative and storage heater are not a viable solution because of the controllability within the day.

JOE: Also, you know, with the electric boilers as well the customer feedback was causing them and certain companies and certain councils a lot of consternation so if they wanted to seek an alternative.

**ADRIAN: Do you feel that the Rointe Digital heating System is the future of heating and has advantage over the traditional systems such as storage heaters?**

NORMAN: I think it's got a massive advantage over storage heaters. One of the main reasons is it's fully controllable. You don't have to predict what the weathers going to be like in the foreign of the day. So, yeah, it's absolutely spot on when it comes to replacements of storage heaters.

**ADRIAN: As a council approved installer of 113 and standing do the Rointe Digital Systems meet the decent home standards and did previous installed systems meet that?**

NORMAN: Storage heaters, from what I'm led to believe do not meet decent home standards because they are



not programmable and fully controllable, so you set your input and and you get your output, and you cannot control in between that, from what I'm led to believe. So, no, the Rointe heaters basically in some situations the only situation, the only way to go.

**ADRIAN: So Rointe is fully compliant with...?**

NORMAN: Fully compliant and also the councils are very very happy with it.

JOE: You know the councils are adamant that they need to be fully programmable and that's where, that's what you get from the Rointe and you don't get that from storage heaters.

**ADRIAN: Have you and your company had a good response from your customers?**

NORMAN: Excellent response from the customers, installation, installation to the feedback we get after the installation we get, when we actually go through a monitoring period it's been great. I mean there have been a few problems but simple education on how to use the system has normally elevated that.

**ADRIAN: Do you and your company consider Rointe as a Professional System for the installer and gives confidence for the end user?**

NORMAN: It does give confidence for the end user in the fact that its fully controllable. I'm so sorry what was the question again.

**ADRIAN: Do you and your company consider that Rointe is Professional for the installer and gives confidence for the end user?**

NORMAN: It is very professional for the installer, the ease of the installation is second to none, you can't ask for a better system and the customers are very happy because they can control it.

JOE: Absolutely, ... previously installed systems could take up to two, three, four days, even a full week and there's a lot of disruption to the actual customer themselves. So, Rointe, generally for two man team work you can get it done in a day with very little disruption compared to other systems.

**ADRIAN: Is Rointe the most cost effective form of**

**heating for the properties you have installed electric heating?**

NORMAN: I would say yes, I'm yet to see or hear of another product meets the criteria and also... which ticks the right boxes for us and we've searched high and low international to find a product in which can fit in the storage heater gap and Rointe's fit that gap perfectly in my view. So, yeah, very happy with it.

**ADRIAN: How many installations have you done to date and what are your future plans?**

NORMAN: We've done in excess of 100 installations to date and this is not just one particular heater, this is a full property. Gedling Homes is one of our biggest contracts at the moment, they've committed to over 100, another 100 the coming year. Also, obviously our private market is increasing vastly.

**ADRIAN: Can you tell you tell us in a few word what Rointe means to you and to your company?**

NORMAN: Hassle free installation, I mean the key is as an installer is to get the installation done and not to return, you know, we haven't got to worry about leaking pipes, we haven't got to worry about maintenance or service issues it's basically to us it's a beautiful system.

JOE: And the speed of installations key as well.

NORMAN: Yeah, I mean normally we can get a property done in 24 hours, in one day, which unheard of on a full wet system.

**ADRIAN: Have you and your company seen an increase in sales since marketing the Rointe Digital heating systems?**

NORMAN: yeah. Loads of enquiries. Loads more sales, I mean it's been good, everyone's excited and everyone wants to know more about the product.

**ADRIAN: How do you see the future of business between yourselves and Rointe?**

NORMAN: Well, put it this way, we won't be fitting anymore storage heaters

**ADRIAN: Okay, Norman and Joe thank you very much for your time.**

**Leigh & Matt**  
**CEF Bulwell**

**ADRIAN:** Good afternoon, we are joined today by Leigh and Matt, City Electrical Factors in Bulwell. Who have kindly agreed to answer some questions regarding the Rointe Digital Heating Systems.

LEIGH: Hi, Good afternoon.

MATT: Good afternoon.

**ADRIAN:** Lee, what were your main heating products you sold before Rointe?

LEIGH: Erm, main heating products were storage heating, panel heating convector heating, that's really about it!

**ADRIAN:** Matt, did you find these systems were fully controllable and did they give a comfortable heat?

MATT: Not a comfortable heat no and not very controllable either.

**ADRIAN:** Lee, Why did you and your company decide to market Rointe?

LEIGH: One, the product was actually shown to us with the different energy savings, the different type of

concept and the heating product. it's really something we thought, you know, was a great product to get involved with, so we decided to jump on one and go with the product.

**ADRIAN:** Matt, have you had a good commercial and professional response from your installer clients with the Rointe digital heating system?

MATT: Yes we have yeah, it's been a very good response from our customers.

**ADRIAN:** Leigh, do you and your company consider that the Rointe Digital System is extremely professional for the installer and transmits confidence to the end user?

LEIGH: Yeah the installer really loves the product and the end user once it's been installed and they can see the cost savings and yes it's a very very professional product.

**ADRIAN:** Matt, do you believe the electric bills that your clients have to pay now have reduced considerably having installed Rointe Digital Heating System?

MATT: I believe they have yes. It's reduced quite a lot so it's saving them quite a lot of money.



**ADRIAN: Leigh, have you had any stock problems since you've been stocking Rointe?**

LEIGH: Not at all, not at all. We keep good stocks and obviously Rointe are very very good with service and delivery.

**ADRIAN: Also Leigh, can you tell us in a few words what Rointe means to you and your company?**

LEIGH: Rointe has really helped this branch in Bulwell go forward in turnover and also it's put the ball on the market for good energy efficient heating again is coming into the future you know it's helping this branch progress forward.

**ADRIAN: Matt, have you seen an increase in heating sales since you've taken on Rointe digital heating system?**

MATT: Certainly yes, I mean before the heating season, is winter, but now we seem to be selling them all year round.

**ADRIAN: Leigh, has the sales training provided by Rointe and our seminars helped you and your staff to sell Rointe with confidence?**

LEIGH: Yes we definitely, it's a good training programme and all my staff from my level down to the stores staff level, they are all very confident on the counter trying to sell the product.

**ADRIAN: Leigh and Matt, can you tell us what your company and yourselves think the future with Rointe is going to be in the forthcoming months?**

LEIGH: Well we've got some very very big projects starting May, June time, haven't we? And you know, it's going to take the branch forward and take the sales with Rointe a lot higher than what we've had in the past to be fair. So, it's good going forward.

**ADRIAN: Has it also helped you create bond with your installers that previously you hadn't got a relationship with?**

LEIGH: Definitely yes, we've gone into new markets where we didn't tap into before and yeah it's increasing our sales and like I say it's opening the market place for us yeah.

**ADRIAN: So really what your saying is you've now created a bond between yourself, the contractor and the end user?**

LEIGH: That's right yeah, we have.

**ADRIAN: Right Leigh and Matt, thank you very much.**



**Paul & Steve**  
**Pauls Electrical Services**

**ADRIAN:** We are joined today by Paul James managing director of Pauls Electrical Services and Steve who have kindly agreed to answer some questions for us regarding the Rointe digital heating systems. Okay, what type of heating did you used to install?

STEVE: Predominantly storage heaters, panel heaters, electric panel heaters and storage heaters.

**ADRIAN:** Did these systems give a constant comfortable 24 hour heat?

STEVE: No.

**ADRIAN:** Do you think your customers since the installation of Rointe have saved money?

STEVE: Definitely.

**ADRIAN:** Do you think the systems you used to install were easy to install and user friendly?

STEVE: Not as easy to install no, and probably not as user friendly no.

**ADRIAN:** Why did your company decide to use Rointe heating?

STEVE: We're trying to push energy efficiency, it's obviously a very green market at the minute.

**ADRIAN:** How many installations have you done?

STEVE: Approximately 20.

**ADRIAN:** Do you feel that Rointe heating systems is the future to heating and have advantages over traditional systems such as storage heaters?

STEVE: Yeah definitely, they're all easy to install and obviously they're a lot greener than anything else out there at the minute.

**ADRIAN:** As a counselor approved installer for 7 years, does Rointe digital heating systems meet the decent home standards for the Redditch area?

STEVE: We feel it does yeah.

**ADRIAN:** Have you and your company had a good response from your customers once you've installed the Rointe system?

STEVE: Yes, 99% has been positive feedback yeah.

**ADRIAN:** Is Rointe the most cost effective form of electric heating for the properties you've installed electric heating in?

STEVE: It's definitely a lot more cost effective than what we've fitted in the past.

**ADRIAN:** Have you seen an increase in sales since you became a master Rointe installer?

STEVE: Yes definitely.

**ADRIAN:** How do you see the future of business between yourselves and Rointe in the future?

STEVE: I think it's only to go forward, we bet it to go forward yeah.

**ADRIAN:** Okay, Paul, Steve, thank you very much.







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