

February 2017



# IN THE LOOP

## Working with Infloor means you are Working with an Industry Best

Infloor Heating Systems is family-owned and operated by the Willburn's, with three generations of knowledge and experience, and a rich legacy in the plumbing and heating industries, dating back to the 1950's. Infloor takes great pride in offering premium systems and products, standing behind everything they do.

Since 1984, Infloor has been evolving with the industry, and forging new frontiers with unique, innovative systems, products, and designs.

Working with Infloor Heating Systems means you can rest assured you're working with the best. Infloor's knowledgeable team can answer all your questions, and are available to assist you in every aspect of radiant heating systems, designs, and installation.

"Being family-owned, we have unmatched stability and experience within the members of the company, and we can give our customers a greater level of attention and support," said Scott Clark, Infloor Sales & Service Director.

Join the conversation   

*In The Loop* is a publication for customers, distributors, contractors, and friends of Infloor Heating Systems; a division of Infloor Sales & Service, Buena Vista, CO. [www.infloor.com](http://www.infloor.com).

## Offering Hydronics Adds another Dimension to a Contracting Business

Hydronics is simply the use of water to transfer [heat] from one medium to another. For many contractors, offering these services has extended a worthy return on investment.

### GETTING INVOLVED

The big question for most contractors is whether hydronics will be a viable addition to their businesses, especially

considering first-cost obstacles that may seem too steep to overcome. For many, location is key.

"I became involved with hydronics in 1995, when I went to work for my father's company selling Infloor Heating Systems as a manufacturer's representative," said Michael Willburn, president, Infloor Heating Systems, Buena Vista, Colorado. "I also worked

## Infloor Heating Systems & InfloorPERT are now Registered Trademarks

It's official! Infloor Heating Systems and our premier tubing product, InfloorPERT, are now registered trademark names in the U.S.

The United States Patent and Trademark Office (USPTO) recently accepted the trademarks and issued Infloor Heating Systems and InfloorPERT with a registration certificate for each name. We are thrilled that our brand names are now among many other greats that are recognized brands that consumers can trust and rely on.

The purchasing decisions of consumers are constantly influenced by trademarks. Some of the reasons they are important include:

- Trademarks make it easy for consumers to find you
- Trademarks help prevent marketplace confusion
- Trademarks are very effective against unfair competition

We would like to thank all our valued customers for the continuous support and trusting in our products.

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for a wholesale supply company that was heavily involved with hydronic heating. I performed heat-loss calculations on radiant projects and designed the hydronic heating systems for both radiant applications and hydronic baseboard applications. There's a large demand for hydronic products in our market. Since we're based in Colorado, and **many of the homes in Colorado do not require cooling due to their geographic location, it's made for a very strong hydronic heating market,**" said Michael.

While geographic region is important, Willburn noted the hydronics market is turning heads nationwide. "I find that the demand for hydronics has increased in many parts of the country, even in climates that are not generally cold," said Willburn. **"We provide many hydronic systems in Southern California, where cooling is not generally needed but you still need heating and floor warming."**

## THE TRANSITION

While transitioning from forced-air HVAC to water-based hydronics may seem daunting, those who've added these services to their portfolios admit it's not as difficult as it sounds. "The transition to hydronic heating from HVAC is quite easy, in my opinion," said Willburn. "We are still performing heating and cooling calculations before a project starts. Whether you're moving air or water, many of the same laws apply. We've found that many of our geothermal customers have become very good hydronics professionals. Many of our HVAC customers have made the transition to hydronics and continue to do both HVAC and hydronics in many parts of the country due to the need for cooling.

A large amount of combined radiant heating and HVAC [forced-air] systems are being considered."

According to Willburn, **getting over the first cost of a system is the biggest obstacle to hydronics** becoming more popular. This is because the initial upfront cost can be higher than traditional systems. **"However, this is offset with a much higher operating efficiency,"** said Willburn. "Many hydronics systems operate at a much lower cost than traditional forced-air systems. **The hydronics systems typically require little maintenance and will normally last the lifetime of the structure.** I've seen more demand for good hydronic systems as the evolution of radiant floor heating has progressed."

"Over the last several years, hydronic heating has become more popular as more and more people become aware of radiant heating options," said Willburn. "Many customers are aware of the options of hydronic radiant heating today. I believe this has become more popular due to the amount of information on the Internet, though, many of the customers still have to be presented with the best hydronic option and be informed how this option could be beneficial to their project. Both geothermal and solar/thermal are additional hydronic options that are not often considered but can have a great efficiency benefit on a hydronic heating system."



This Infloor customer in California is using hydronic radiant heating for patio floor, pool, and hot tub warming.



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So, how do they get the chance to experience it and become hooked? What, exactly, is the first step contractors should consider when presenting hydronics to consumers?

**Contractors must make customers aware of the potential advantages hydronics has to offer,”** said Willburn. “Water is a much better heat transfer medium than air, thus giving the customer a more efficient system. We have to educate the customer on all the different types of systems that can be provided using hydronics. Once the customer is aware of their options and the increase in efficiency these systems generally carry, they’ll generally choose to use a hydronic system.”

\*Original story written by Nick Kostora of *The News*.



Custom mechanical boards by Infloor drastically decreases installation time and removes the guess work.

## AHR Expo 2017 a Big Success



We had a great time at the 2017 AHR Expo in Las Vegas. Infloor President Michael Willburn and Sales Director Scott Clark were there in person talking to customers and catching up with business partners. There were many discussions about industry trends and advancements. And of course we talked about radiant heating, our many hydronic and electric cable products, the awesome benefits, and how we can help others get the most out of these superior heating systems. We would like to say thank you to everyone who stopped by our booth and showed interest in Infloor Heating Systems.



Our friends at LoopCAD stopped by for a visit.



Infloor President Michael Willburn (pictured right) and Sales Director Scott Clark.