

IN THE LOOP

July 2015

Radiant Trak Featured in Plumber Magazine

We are thrilled to be included in the July issue of *Plumber Magazine* in an article highlighting hydronic radiant heating and boiler products. Infloor's Radiant Trak was featured, among other great industry products from Bosch Thermotechnology, Taco, Watson McDaniel Co., and more.

Radiant Trak is our premier *under-floor* hydronic radiant heating installation method that touts great success due to its sleek design and easy installation. High-quality extruded aluminum plates provide maximum heat transfer between the radiant heating system and the subfloor, and makes installation easier with pre-drilled holes and a C-Channel to simply snap tubing into place after the plates are secured to the subfloor.



Radiant Trak

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.

Top 5 Tips for Selling Infloor Heating Systems

No other heating method compares to the comfort, efficiency, control, versatility, and longevity of an Infloor radiant heating system. It continues to gain momentum as a preferred heating choice throughout the country, and around the world, with more and more homes and businesses reaping the rewards of these great systems. With so many features and benefits, it can be exciting to sell these types of systems,

especially to customers who have already experienced it for themselves. Here's our top 5 tips to discuss with customers when selling Infloor Heating Systems.

- Energy Efficiency & Savings
- Ultimate Control
- Feel the Warmth
- Project Planning & Design Support
- Experienced Infloor Reps.

continue reading on next page

“Being family-owned, we have unmatched stability and experience, and can give our customers a greater level of attention and support.” *—Scott Clark, Infloor's Director of Sales & Service*

Solar Energy Becoming More Accessible

Solar energy is becoming more accessible to Americans as the U.S. Dept. of Energy's SunShot Initiative comes closer to fruition, announced on July 7. Solar energy is still viewed as a luxury by many. New programs are working to change that misconception and expand opportunities for more people to have access to use

solar energy to power their homes, while also expanding job opportunities.

Community and shared solar systems have the potential to bring solar energy to nearly 50% of America's households and businesses that rent or don't have adequate space for solar panels.



4,000%
increase in the number of shared solar projects since 2008.



172 MW
of shared solar were connected to the grid as of April 2015. That's enough to power **28,000** average American homes.



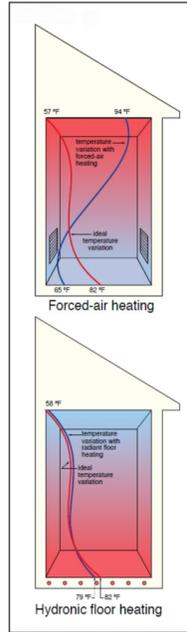
32-49%
of the distributed PV market in 2020 has the potential to be shared solar.

Top 5 Tips for Selling Infloor Heating Systems Continued

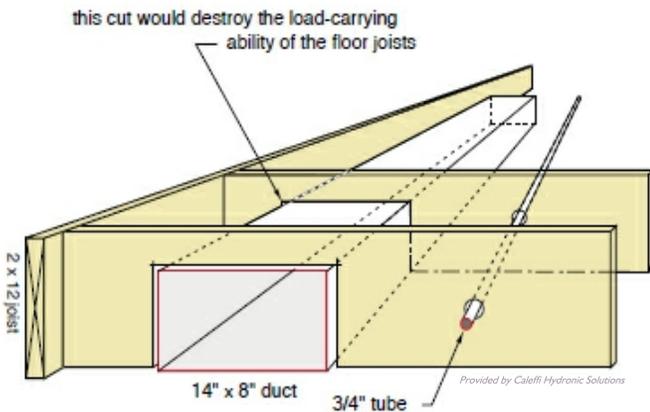
► Energy-Efficiency Equals Direct Savings

If there is one thing everyone loves... it's saving money.

Properly designed hydronic systems use significantly less energy to move heat from where it is produced to where it is needed. A well designed hydronic system, using a modern high-efficiency circulator, can deliver a given rate of heat transport using less than 10% of the electrical energy required by the blower of a forced-air heating system transporting heat at the same rate. This is a very important advantage of hydronic systems—one that can save thousands of dollars in operating cost over the design life of a typical residential heating system. This savings is often overlooked or not presented with sufficient emphasis by those who only consider the energy use associated with producing heat.



Infloor's Director of Sales & Service, Scott Clark, explains that water is a better transmitter of heat than air. "I like to share *Caleffi Hydronic Solutions* example of how a 3/4" tube can carry the same amount of BTU's as a 14" x 8" air duct, without impacting the structural integrity of the floor joists. The water in a hydronic system has a capacity to absorb almost 3,500 times more heat as the same volume of air for the same temperature change, so it can heat using less energy than a forced-air system," he said. Caleffi goes on to further explain that "this means that the volume of water that must be moved through a building to deliver a given amount of heat is only about 0.03% that of air!"



Infloor Electric Cable emits between 10-15 watts per square foot, depending on the center spacing, which means it heats up faster. Quicker response times gives customers more comfort and control over their heating, and uses less energy.

The U.S. Dept. of Energy reports that a typical home heated by a radiant system can expect a 25% - 50% energy savings over a conventional forced air home due to a variety of factors. This savings can be further increased by using high efficiency heat sources in conjunction with the radiant heat system, and/or incorporating solar or geothermal power sources.

► Smart Controls Improve System Performance

Radiant heating is not only the most comfortable heating method available, it's also one of the smartest. A wide selection of smart components can be added to Infloor Heating Systems, such as the tekmar House Control 402 and Gateway 483, and Wi-Fi thermostats, giving customers the ultimate control over their heating needs, from anywhere in the world, and with system data reports available to document and understand energy use and system performance.



tekmarNet®2 House Control 402



tekmarNet® Gateway 483

The tekmar House Control 402 is designed for hydronic radiant heating systems, providing increased energy-efficiency through Outdoor Temperature Reset with Indoor Feedback, which minimizes the water temperature (increasing energy savings), and the efficiency of the mechanical equipment through integrated network thermostats. Wi-Fi thermostats give customers the ability to monitor and adjust their thermostat from anywhere in the world, providing unprecedented energy management access.

Top 5 Tips for Selling Infloor Heating Systems Continued

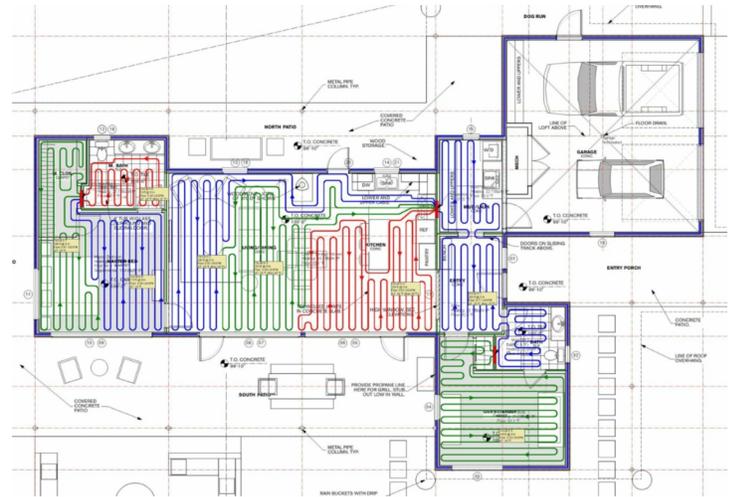
► Feel the Warmth with Infloor Heating Display Units



What better way to sell Infloor radiant heating than through the feel of it, and how it transforms cold floors into warm floors. Infloor Heating Systems offers an attractive heated table top display unit for just that. The lightweight, compact unit easily plugs into any outlet, offering customers a real feel of a heated tile floor. A second unheated tile is also provided for a first-hand feel of the difference between the two. This will allow them to visualize having warm floors in their own home.

► Project Planning & Design Support

The best radiant heating systems are born long before any of the materials have even been gathered. Proper planning and designing at the very beginning can save customers big on labor and installation costs. Infloor Heating Systems can provide custom designs using LoopCAD, their premier software for the fast creation of



Actual LoopCAD Layout

professional-quality circuit layout drawings for radiant heating systems. LoopCAD designs provide integrated heating and cooling load calculations, detailed hydronic calculations, snowmelt design, 3D CAD views, a complete materials list, color coded loops for easy identification, and more, making the installation process quicker, easier, and more organized.

► Experienced Infloor Representatives

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. 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.



Infloor President Michael Willburn has been known to personally assist customers with design & installation support.

One Call Does It All

So how do you plan, design, and purchase the best radiant heating systems? Just one call to Infloor Heating Systems is all you need to do. We'll take care of the calculations, designs, materials list, installation manuals, and shipping direct to the job site. We also have information and resources conveniently located on our web site, to help you understand and explain our systems and products. www.infloor.com

