

Press Release
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Stiebel Eltron Launches Most Efficient Air Source Heat Pump Ever Designed

Leading green energy company Stiebel Eltron is set to launch a ground-breaking Air Source Heat Pump onto the UK market.

The Stiebel Eltron WPL15/25 is being hailed as the most efficient air source product ever designed, with the highest COP available on the global market.

The WPL15/25 can provide both heating and domestic hot water, using pioneering inverter compressor technology which has been specially developed by Stiebel Eltron's expert R&D team in Germany.

The air-to-water heat pump runs on a unique principle to other appliances currently available, using a bespoke inverter compressor that is tuned for maximum efficiency for UK climatic conditions. For the first time within a heat pump all component parts within the machine have been optimised to suit the UK demands. These unique design features enable Stiebel Eltron to present the highest possible Seasonal Performance on the market.

Mark McManus, Stiebel Eltron UK managing director, said: "We are hugely excited about this new product as it is miles ahead of the rest of the market and hands down the most efficient air source heat pump currently available.

"Even though it has been designed and manufactured in Germany, the WPL15/25 is perfectly suited to the UK weather conditions. The unit includes a blue finned evaporator as standard protecting against aggressive salt water conditions, perfect for coastal areas and an island such as the UK.

"Domestic hot water is also generally limited to around 50°C from heat pump systems – however, the WPL15/25 can run at a much higher flow temperature of 65°C and 60°C in the domestic hot water tank – this means there is no need for the unit to purge once a week to destroy Legionella bacteria, saving up to £120 each year in energy costs.

"This is a simple plug-and-play product, cutting down on installation time and costs, and is also a single-phase heat pump, meeting UK specifications. As a single-phase unit, the starting current is less than 10amps, which means that even in the most rural areas with power supply issues, the WPL15/25 will have no problems.

"The bottom line is that no air source heat pump will provide better cost and energy savings. There really is nothing else like this on the market and we believe that it will take a number of years for our competitors to catch up to the technology."

Stiebel Eltron will be launching the WPL15/25 in March at the ISH Trade Fair in Frankfurt and the EcoBuild 2013 exhibition in London.



Mr McManus said: "These exhibitions will give us a perfect opportunity to show the industry exactly how the product works and its plethora of benefits for the UK market. People will be amazed at just how quiet this unit is – in terms of its running operation, the noise created really is negligible.

"Due to its sleek design and compact size, it is a perfect fit for the UK housing market, with user-friendly heating controls and a heating output that self-adjusts to the specific requirements of the building at any time."

A series of New Year workshops will also be held for installer partners at Stiebel Eltron's UK headquarters in Merseyside and across the UK, showcasing the unit's efficiency and innovation.

With a 16kW heating output, the WPL15/25 is suitable for both domestic new-build and retrofit projects, with little need for ongoing maintenance. The units can be fitted in cascade, so for example, two could be fitted together to give 32kW output, still on a single phase supply with low starting currents.

Property owners will also get peace of mind with Stiebel Eltron's 7-year extended warranty for heat pumps.

Mr McManus added: "This unit will replace a number of our older products, and will make specification a much simpler job for our installer partners."

For more information on Stiebel Eltron call 0151 346 2300 or visit www.stiebel-eltron.co.uk

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