

Press Release
January 15th 2015

Get smart with the Warmup 4iE WiFi thermostat

Trade professionals and installers looking for new ways to differentiate their businesses, grow market share and increase profit in a crowded and competitive market should look no further than the 4iE smart WiFi thermostat from Warmup – the UK's best-selling floor heating brand.

The Warmup 4iE thermostat is the only 'smart stat' on the market that acts both like a personal energy adviser by showing homeowners the best ways to optimise heating usage and as a tariff consultant, advising on the best energy deals. And unlike some other brands, it is completely independent of any utility company.

The usage advice, which appears as easy-to-follow tips on screen, could lead to savings of £200 on an average UK heating bill. Once installed, it will also look at alternative energy suppliers and let the homeowner know how much could be saved through switching supplier. This could save your customers up to a further £380, according to price comparison service uSwitch.



Consumer demand for 'smart stats' is reinforced by a Department of Energy and Climate Change (DECC) study where a key homeowner expectation from heating controls is the ability to turn heating on remotely before returning home. Other drivers are comfort, convenience, flexibility, controlling homes to suit lifestyle along with energy and financial savings.

The Warmup 4iE smart WiFi thermostat further delivers on this market need. It has been developed to offer trade professionals and installers a sophisticated, yet simple to use and fit, opportunity to bring energy saving technology to homeowners quickly, easily and without complications.

Set-up is easy and the WiFi connection can be left to the homeowner. There is a choice of rapid pre-set programmes or an intuitive menu, which can create personal, bespoke programmes for the user. Alternatively, the smart thermostat's self-learning capability allows the 4iE to program itself.

Once installed, the 4iE can be controlled from its touchscreen or through smartphones, laptops and tablets via the MyWarmup web portal. A great example of this versatility is the 4iE's unique smart override function. Rather than requiring users to input specific details when seeking short-term changes to heating settings; smart overrides are based on existing knowledge of the homeowner's usage patterns, reducing its operation to super-simple commands like 'home late', 'home early' or 'having a party'.

WarmApps are another consumer-facing feature which unobtrusively delivers useful on-screen external information such as weather forecasts, traffic reports and public transport delays. Combined,



The world's best-selling floor heating brand®

this level of feature functionality is critical as research reveals that convenience, as well as comfort, is a primary demand of consumers seeking such devices.

The 4iE can be specified with the confidence of knowing it is compatible with most heating systems: combi and system boilers and underfloor heating, electric and hydronic.

In addition, installation is simple using a standard 35mm deep back box to house connections behind its stylish fascia. Because it is installed just like a traditional three-wire thermostat, it is also easy to replace existing controls – including covering fixing holes from old thermostats without the need for additional plates.

Warmup has over 20 years experience in supporting professional installers, and has been the UK's best-selling floor heating brand for years. The 4iE is a next generation appliance developed from the knowledge gained from the company's 3iE, which has featured in over 785,000 installations to date.

This experience is coupled with unrivalled and unique insights from a series of Europe-wide test laboratories and houses which contribute over 1,000,000 data inputs on real world heating usage every day.

To find out more about Warmup and how the 4iE can fit into your smart home strategy, increase your customer base and profits, visit www.warmup.co.uk email uk@warmup.com or call 0845 345 2288.

Ends