



Why are electric towel warmers greener products to manufacture over hot water and dual fuel models?

Our dry line electric towel warmers are made as sub-assemblies which are processed and assembled together at the last stage of manufacturing. This process allows for efficiencies in polishing and fabrication, and most importantly in electroplating (our most energy consuming process).

In the event of a quality issue at any stage of production, a sub-assembly of the finished product needs to be reworked or replaced, not the whole product minimising waste and reducing energy consumption. The result of making towel warmers this way is not only producing a greener manufactured product but a better quality one.

Why are electric towel warmers greener products to sell over hot water and dual fuel models?

Our hydronic towel warmers are pressure tested three times throughout the manufacturing process (post fabrication, post polishing, and pre-cleaning and packing) and no matter how well we package them we cannot always guarantee good handling of the product through to installation. Therefore, we recognise that's despite our best efforts we cannot guarantee against a fault being introduced to the product causing expensive after sale issues.

The absence of any water or fluid inside of our dry line electric towel warmers eradicates the chances of aftersales issues.

Aftersales issues are not only costly and a 'value wasted' process for our business and yours, but they are damaging to the environment through additional transport and manufacture of repair or replacement.

Why are electric towel warmers greener products to own over hot water and dual fuel products?

Electric heaters are considered to be 100% efficient, because they turn all the electricity they use into heat (modern gas boilers are around 90% efficient). Additionally, electricity results in zero carbon output from the point of use, unlike boilers which produce carbon monoxide.

Many countries have spent years decarbonising their electricity grid, those who haven't done enough are now under pressure to do so. Therefore, the advantage of using electricity in the home over gas will only increase over the coming years.

The “What about heat pumps” and “but I already have central heating in place” arguments

Heat pumps seem to be the future for home heating, and this does make a hydronic towel warmer a green option. Additionally, people may argue that they already have a gas central heating system in place for their home therefore it “makes sense” to add a hydronic towel warmer.

In both cases the above arguments still exist for the manufacturing and supply of an electric model. Additionally, we still believe there are many benefits of having a towel warmer that runs independent of the central heating system (warm and dry towels throughout the year, lower purchase costs, cleaner aesthetics, no maintenance required, etc)