Fast growing e-commerce retailer Eco Stores Direct has launched a new division specialising in newly developed ‘far infrared’ heating products following an exclusive supplier deal with a American heating technology firm Prestyl USA.

The ground-breaking heating technology is new to the UK, and works by emitting safe infrared waves from discreet thin tiles that act as heaters and replace conventional radiators in domestic and commercial premises.

“We generated over £1m in sales in our first ten months and we are adding more divisions to maintain that level of growth for the business, and the potential of this new sector is really exciting,” said Eco Stores Direct managing director Paul Walker.

The Knaresborough firm will retail the revolutionary heating panels through a new e-commerce site InfraredHeatersDirect.co.uk that will grow the green energy retailer’s portfolio of websites to three.
“We see the UK as a key market for our far infrared technology, and in a very short time Eco Stores Direct has proven itself to be a leading e-commerce specialists in the heating sector, and the natural partner for our UK expansion,” said Christine de Mos, CEO of Prestyl USA.

“Far infrared heating technology is very new to the UK and we have signed an exclusive UK distribution deal to import some of the most advanced heating technology products direct from Prestyl USA in Spokane Valley, Washington. We are in at the very start of this new technology and we’re ready for quite a leap in demand over the coming year as the products are starting to be featured DIY and homes media, and homeowners become aware of it as an option for heating their homes ,” he added.

ECO Stores Direct Ltd, an eco-friendly online heating retailer that operates a number of specialist websites including ElectricRadiatorsDirect.co.uk, was launched by e-commerce entrepreneur Paul Walker in February last year.

Following a number of exclusive deals with leading green technology and environmentally-friendly central heating manufacturers, especially in the sale of electric radiators the business has grown rapidly to employ ten staff from its Knaresborough head office and Keighley warehouse.

“Unlike a radiator that heats the air, far infrared heating panels, typically up to a meter square, emit light energy that warm objects, and therefore the rooms or spaces where they are mounted. This means they don’t rely on the convection of air to warm rooms evenly, and the cost of running the panels, which are cool to the touch, is much lower than any other type of heater,” said Paul Walker.

“The half inch thick wall or ceiling mounted heaters range in size up to just over a meter square and can be manufactured in any design and even printed as artwork or mirrored. The panels also have health benefits in hospitals where increased flow of air can raise the spread of germs and infection is particularly beneficial, but space and energy saving advantages have given the technology appeal within the domestic market in the UK.

“The energy efficiency market moves really quickly and we always have a number of new potential energy efficient technologies under consideration. Dramatic growth in the use of far Infrared heating in homes, and also offices and public buildings such as schools and hospitals, is anticipated in 2014,” added Mr Walker.

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Photo: Paul Walker, founder of InfraRedHeatersDirect.co.uk and marketing executive Katie Dewar with one of the innovative heating panels printed as a replica of a Van Gogh painting

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