New online retailer booms as energy crisis fuels demand for ‘green’ heating products

A Knaresborough based e-commerce business launched in February 2013 has smashed the £1m sales barrier after less than ten months trading in a market that is predicted to double in 2014.

Eco Stores Direct, 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 last year.

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

The firm’s core products of electric radiators have long been the favoured source of central heating in the European mainland and, as the UK reduces its levels of gas production, the same trend looks set to see rapid growth in the market over the next ten years.

The business has quickly become one of the UK’s largest online retailers of energy efficient electric radiators and also retails replacement electric storage heaters. Since the company took its first 50 orders in February 2013 it has seen sales rocket to over 1,000 orders a month.
“Our market has grown at a fast pace due to two main factors; the ever continuing rise of energy costs and the introduction of new super-efficient electric heating products,” said MD Paul Walker.

“We’ve come into the market offering the new generation of products that can be fitted in minutes, heat rooms really quickly and have low running costs too. We have seen demand growing rapidly and the UK market for these efficient electric radiators is predicted to grow by 100 per cent during 2014.”

Mr Walker added: “There have been some amazing advances in technology in the last few years, and with everyone facing such high energy costs the new products are appealing because they reduce both the initial outlay and ongoing fuel bills. Haverland is the European market leader and to have become its biggest UK retailer within our first year is great. This has given us the buying power to secure some exclusive products, including the RC Wave range, that have again driven huge sales growth.

“We are leading the growth in the electric radiator sector at present. At the same time we are looking at every innovation in green and energy efficient heating and lighting both commercially, but especially domestically, where consumers are desperate to slash their power and fuel bills. We plan to enter at least two new markets in 2014 to balance our portfolio by the end of the year,” concluded Mr Walker.

Eco Stores Direct trades principally via the www.ElectricRadiatorsDirect.co.uk and www.StorageHeatersDirect.com e-commerce sites.

Photography:

Eco Stores Direct founder Paul Walker with one of the firm’s energy efficient electric radiators

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