



CREATIVERADS

SHAPING THE FUTURE OF ITALIAN DESIGN



THE NEW FORMS OF MARBLE WHICH HEAT UP THE ENVIRONMENT



“Our mission is to enhance our customer’s well-being by providing ‘healthy heat’ for the environment of their homes. The comfort and quality of their lives are the goal of our passion”

To this end, CreativeRads combine recycled materials, with new, technologically advanced production processes,

enabling infinite architectural design possibilities, whilst always respecting indissoluble, environmental values.

It is now obvious, that only a sustainable philosophy, and responsible conduct, will allow us to preserve resources for future generations

This is what we believe at CreativeRads, and by combining the creativity, innovation and commitment which has always distinguished ‘Made in Italy’ products, this is what we achieve



 made in Italy



Electric Heating becomes beautifully intelligent with maximum comfort and minimum energy



FIVE REASONS TO CHOOSE
*CREATIVE*RADS



CREATIVE RADS

SHAPING THE FUTURE OF ITALIAN DESIGN



1

Sustainable and Patented Technology



CreativeRads marble powder radiators are the product of exclusive production processes and dedicated patented systems

The marble powders, a natural waste of the cutting process, are agglomerated using only cold water and special thickeners.

They are hand cast in moulds and left to rest for at least four days in order to separate the moisture from the marble agglomerate

The protective coating is then applied with water-based, environmentally friendly, 100% recyclable products.



At the end of their life cycle, after separating the marble from the elements, the CreativeRads panels are crushed to powder by mechanical compression and 100% recycled, to be re-used in other applications

This creates material capable of regenerating themselves and because the process of manufacture is performed at low temperature, the amount of energy used is minimal



2

Energy Saving

CreativeRads have designed their radiators to be used with renewable energy

By converting the Sun's radiation into usable electricity, a PV system allows the CreativeRads panels to produce energy at zero cost

In addition to being able to use self-produced energy, they are also equipped with an intelligent thermostat, that can be programmed weekly and daily.



Thinking of future generations, CreativeRads sustainability, guarantees 'zero kilometres products', to further reduce the already minuscule carbon footprint. All materials and components used to manufacture our products are sourced from Italian companies and are 100% Made in Italy.

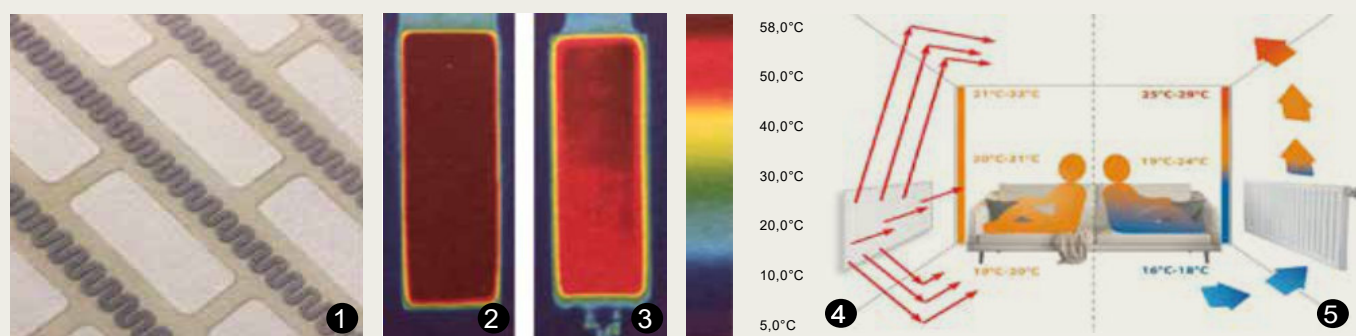


3

Health and Well-being

CreativeRads exploit radiant heat technology. Heating by radiant energy is observed every day, the warmth of the sunshine being the most commonly observed example,

Using the principles of radiant heat to transfer energy from an emitting heat source to an object, heat is distributed evenly and uniformly



- 1) Electrical element with techno-polymers
- 2) Electrical element thermal image
- 3) Water based element thermal image
- 4) Radiant heat
- 5) Convection heat

How does it work?

Like the Sun on a warm stone, on a hot summer's day, the bespoke, internal, integrated elements, transfer their energy through the radiator. The agglomerated marble quickly absorbs this, then gently releases the resulting conserved heat into the room. Temperature sensors within the stone control the correct heat distribution, to ensure maximum comfort, with minimum energy use.

Up to 25% more efficient than traditional heating systems



CreativeRads radiators are also a powerful ally against allergies. Traditional radiators transfer heat by convection which heat the air causing it to increase in volume and rise. This process facilitates movement of dust, promoting the onset of allergies in sensitive people.

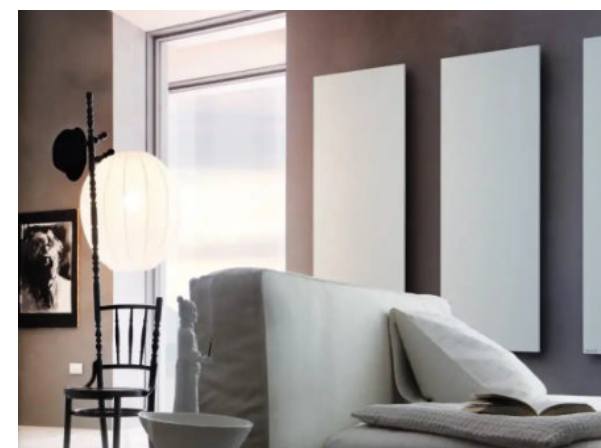
By transferring heat radiantly, CreativeRads radiators do not move any dust, keeping the air clean. They create comfortable temperatures at the source and by eliminating duct losses, is more energy efficient than traditional heating systems.

4

Aesthetics & Functionality

An added value of CreativeRads is the perfect combination of cutting-edge technology and craft details, where the skilled hands of our craftsmen mould the shapes with attentive passion

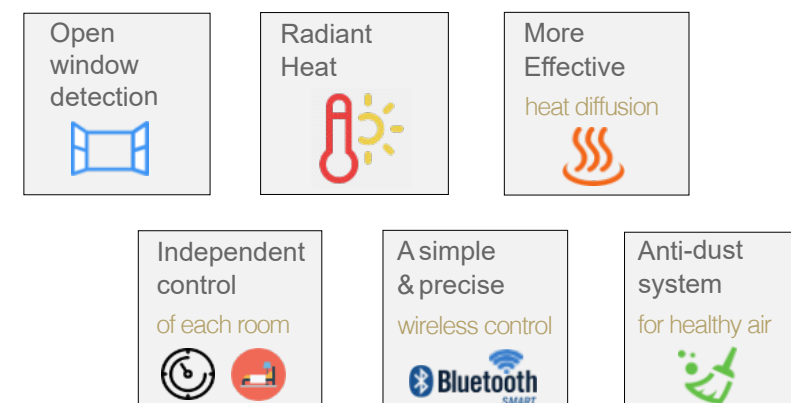
Style and Comfort in perfect harmony...



Full control at your fingertips

CreativeRads ranges are created with tranquil and linear designs giving your walls a hint of modernism with discretion. They can be used as a decorative display if placed in a visible position, or absorbed into the environment due to their discrete presence

CreativeRads can be controlled with our innovative, magnetic wireless control; placed by the radiator, the thermostat regulates and adjusts the amount of heat necessary for each room, automatically reducing the energy consumption in unoccupied rooms by activating the "Night Mode"





5

Simplicity of Application and Installation

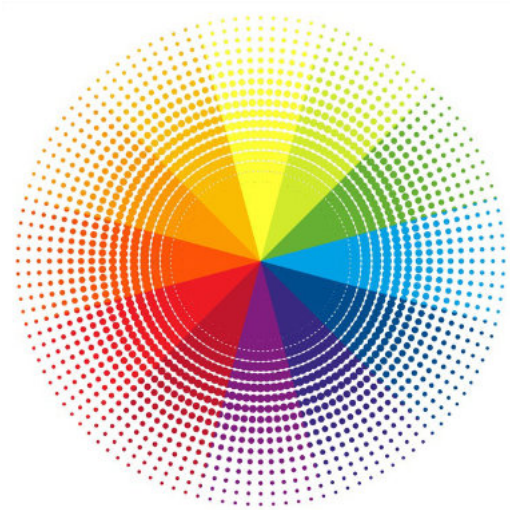
CreativeRads products can be used in any type of environment and due to their high degree humidity resistance (IPX4 protection) they can also be used in bathrooms

Any Image, Any colour...

In the kitchen, living room, bedroom, bathroom, basement and even the cellar CreativeRads are an indispensable presence.

Reconciling aesthetics and purity, shape and volume, visibility and discretion CreativeRads can be personalised in a variety of colours and finishes. An image of your choice can be printed on the radiator's surface making it possible to transform the radiator into a picture, print or painting, a distinctive feature which combines the heating function with personal design.

By so customising your radiator it can complement your furnishings, or even blend with your wallpaper. Attention to the environment and sustainability are the principles on which CreativeRads entire philosophy is based. This is also reflected in the materials used to customise the panels. The colours are water based, fixed with bio compatible UV rays and free of fumes.





M A R M O

THE MARMO RANGE WITH ITS SMOOTH SURFACE IS DISTINGUISHED BY THE LINEARITY AND SIMPLICITY OF ITS FORMS. THIS IS FURTHER ENHANCED BY THE PURITY OF THE CHOSEN COLOUR. IT IS AVAILABLE IN BOTH HORIZONTAL AND VERTICAL VERSIONS

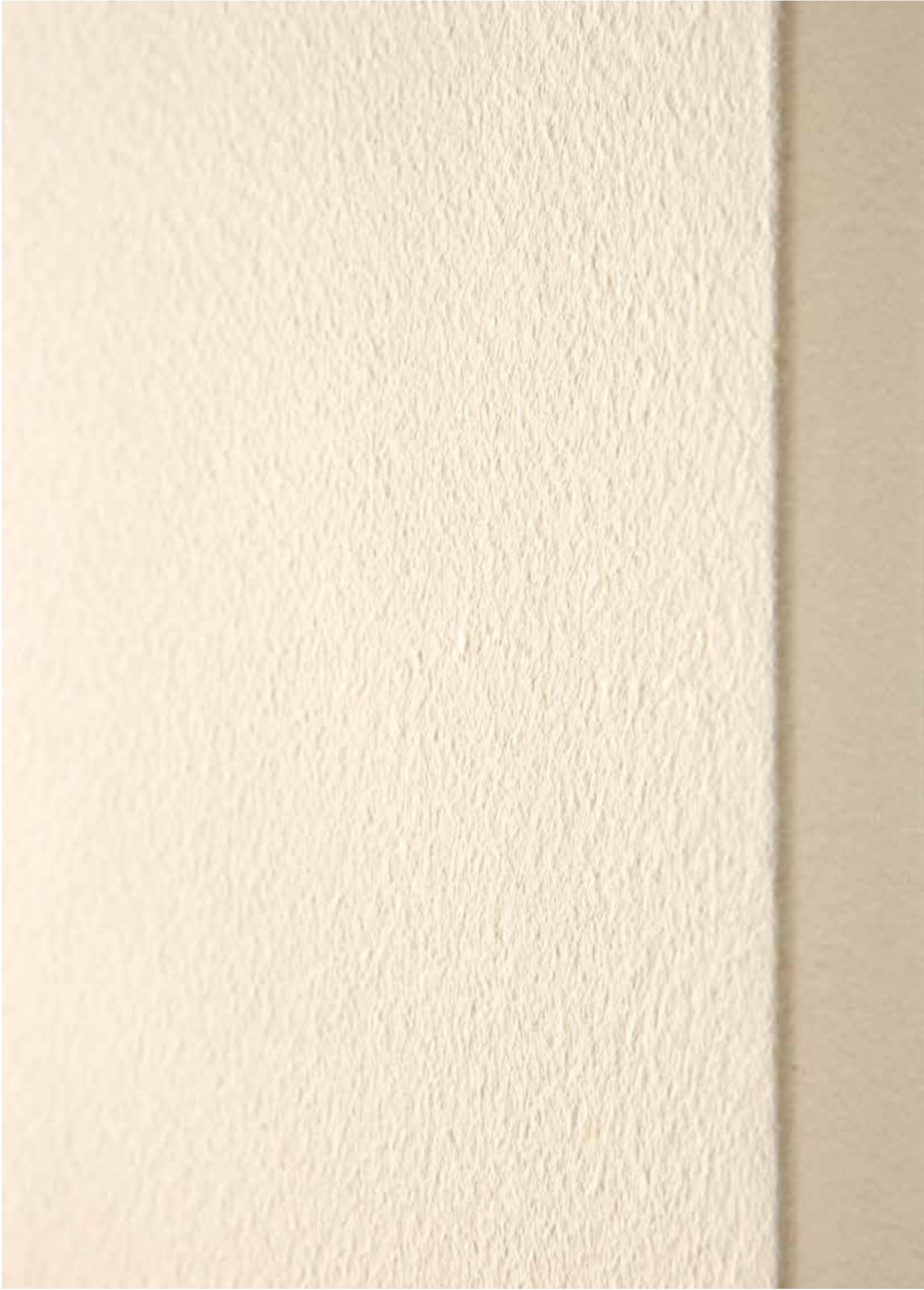
<i>Dimensions</i>	<i>Wattage</i>
<i>30 x 180 cm</i>	<i>500w</i>
<i>55 x 110 cm</i>	<i>600w</i>
<i>55 x 150 cm</i>	<i>1000w</i>
<i>55 x 180 cm</i>	<i>1400w</i>
<i>55 x 86 cm</i>	<i>500w</i>

Depth 6.5 cm
Colour range on request

MARMO







M A R M O

Technical Data



55 x 180 x 6,5 cm
Also available in the horizontal version

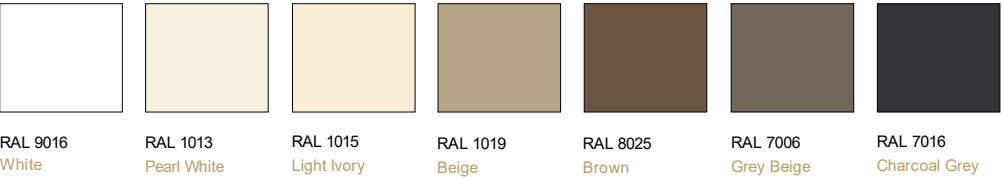
30 x 180 x 6,5 cm
Also available in the horizontal version

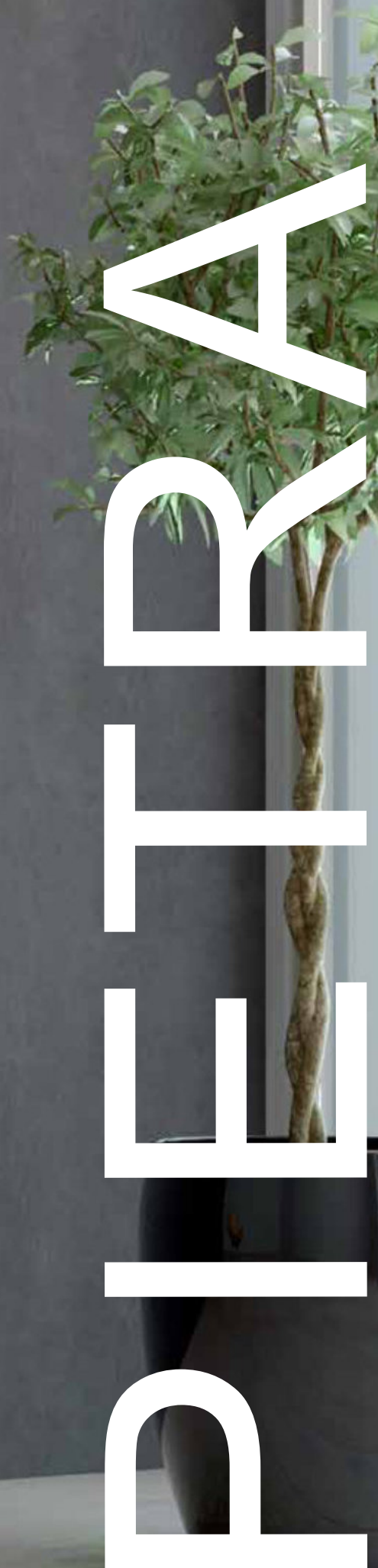
55 x 150 x 6,5 cm
Also available in the horizontal version

55 x 110 x 6,5 cm
Also available in the horizontal version

55 x 86 x 6,5 cm
Also available in the horizontal version

Available in the following colours Other colour are available on request





PIETRA

PIETRA

*THE RUSTIC ELEMENT THAT FITS PERFECTLY
IN ANY ENVIRONMENT. PIETRA EVOKES BOTH
NATURAL, AND MODERN SENTIMENTS
THIS DESIGN ENHANCES THE IRREGULAR
SURFACE OF THE STONE WHICH EMPHASISES
THE LOW RELIEF EFFECT. AVAILABLE IN BOTH
HORIZONTAL AND VERTICAL VERSIONS*

<i>Dimensions</i>	<i>Wattage</i>
<i>30 x 180 cm</i>	<i>500w</i>
<i>55 x 110 cm</i>	<i>600w</i>
<i>55 x 150 cm</i>	<i>1000w</i>
<i>55 x 180 cm</i>	<i>1400w</i>
<i>55 x 86 cm</i>	<i>500w</i>

*Depth 6.5 cm
Colour range on request*

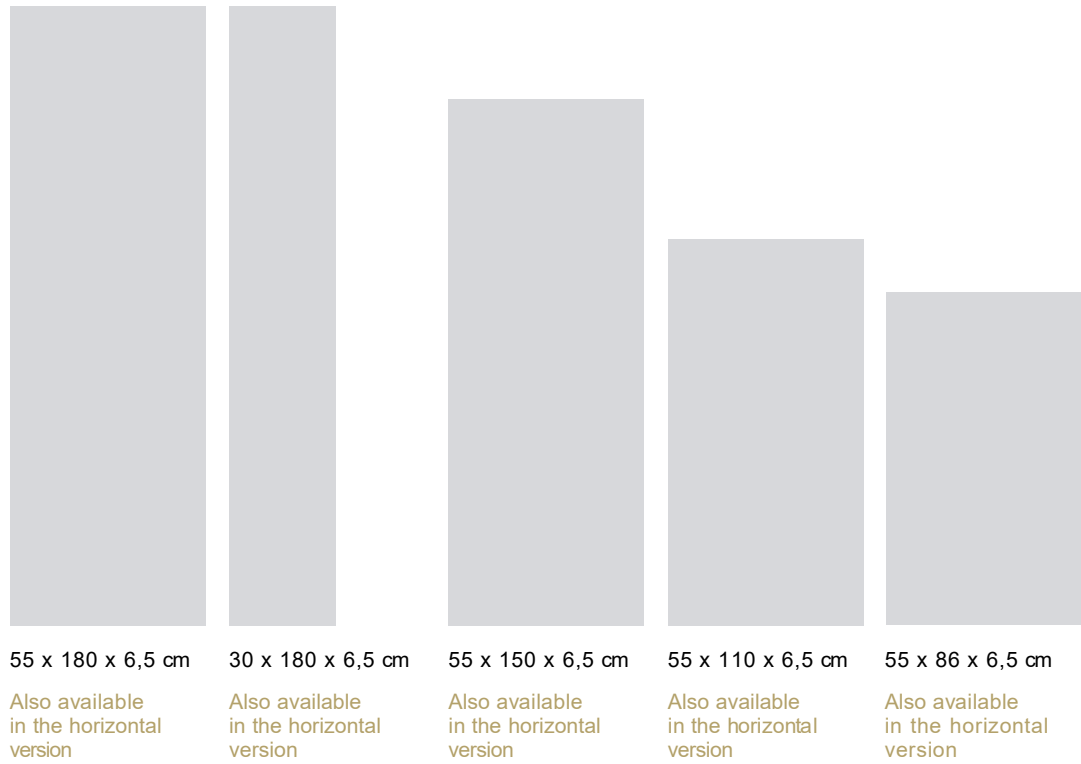






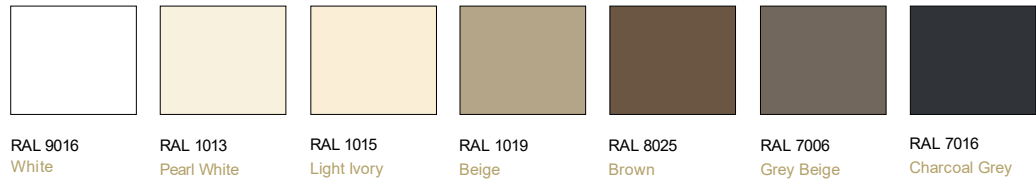
PIETRA

Technical Data



Available in the following colours

Other colours are available on request





TOCCO

A CHARM OF THE PAST; A UNIQUE TEXTURE WHICH REPRODUCES THE ELEGANCE OF THE FABRIC. SUITABLE FOR ANY ENVIRONMENT, FROM THE LATEST VOGUE TO THE QUINTESSENTIAL CLASSIC. A DESIGN WHICH SUBTLY ENHANCES THE WEAVE OF THE FABRIC. IT IS AVAILABLE IN BOTH HORIZONTAL AND VERTICAL VERSIONS

Dimensions	Wattage
30 x 180 cm	500w
55 x 110 cm	600w
55 x 150 cm	1000w
55 x 180 cm	1400w
55 x 86 cm	500w

Depth 6.5 cm
Colour range on request

TOCCO

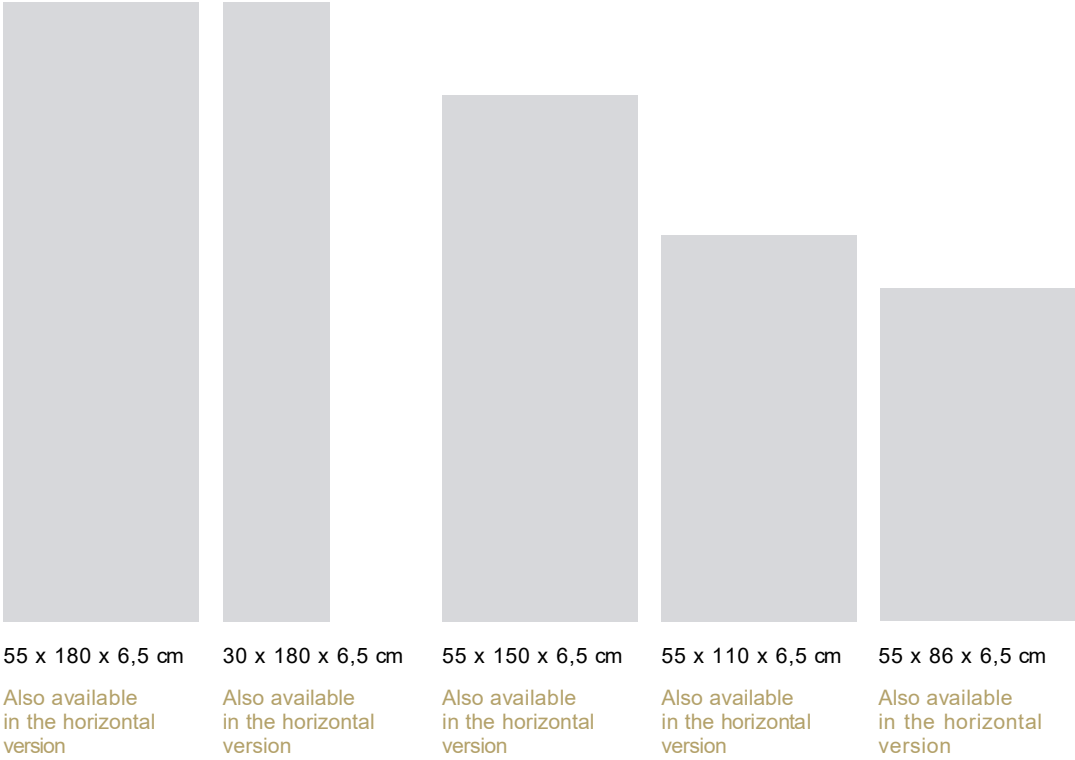




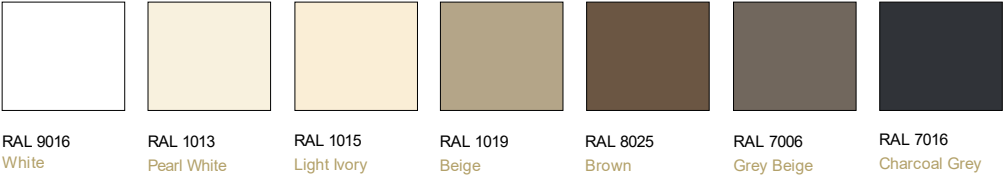


TOCCO

Technical Data



Available in the following colours Other colours available on request





NATURA

NATURA REPRESENTS THE TRUNK OF A GINKGO TREE , A SPECIES WHICH HAS SURVIVED FOR OVER 350 MILLION YEARS. LIKE THE ESSENCE BY WHICH IT'S INSPIRED, THE NATURA REFLECTS ITS NATURALNESS AND ECO-COMPATIBILITY. AVAILABLE IN BOTH HORIZONTAL AND VERTICAL VERSIONS

<i>Dimensions</i>	<i>Wattage</i>
<i>30 x 110 cm</i>	<i>350w</i>
<i>30 x 180 cm</i>	<i>500w</i>

Depth 6.5 cm
Colour range on request







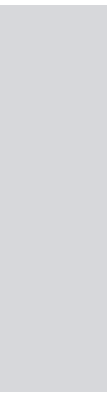
NATURA

Technical Data 



30 x 180 x 6,5 cm

Also available
in the horizontal
version



30 x 110 x 6,5 cm

Also available
in the horizontal
version

Available in the following colours Other colours are available on request



RAL 9016
White



RAL 1013
Pearl White



RAL 1015
Light Ivory



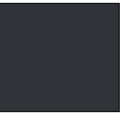
RAL 1019
Beige



RAL 8025
Brown



RAL 7006
Grey Beige



RAL 7016
Charcoal Grey



CURVA

A N OUTLINE OF CURVES, REMINISCENT OF THE CLASSIC SHAPES OF HEATING UNITS, BUT REVISITED AND REDESIGNED WITH A HINT OF MODERN FLAIR. A CLEAN DESIGN THAT GIVES AN EFFECT OF LIGHTNESS. AVAILABLE IN BOTH HORIZONTAL AND VERTICAL VERSIONS

<i>Dimensions</i>	<i>Wattage</i>
<i>40 x 160 cm</i>	<i>1000w</i>
<i>60 x 110 cm</i>	<i>800w</i>

Depth 6.5 cm
Colour range on request

CURVA





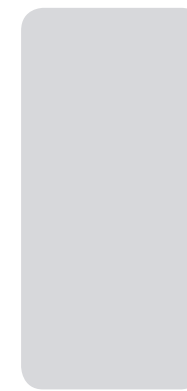
CURVA

Technical Data



40 x 160 x 6,5 cm

Also available
in the horizontal
version



60 x 110 x 6,5 cm

Also available
in the horizontal
version

Available in the following colours

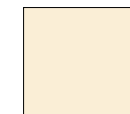
Other colours available on request



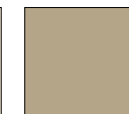
RAL 9016
White



RAL 1013
Pearl White



RAL 1015
Light Ivory



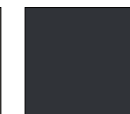
RAL 1019
Beige



RAL 8025
Brown



RAL 7006
Grey Beige



RAL 7016
Charcoal Grey



TOWEL RAIL

LUSO

LUSO

SLEEK AND STYLISH, THE LUSO TOWEL RAIL WITH ITS STUNNING, MINIMALIST DESIGN IS IDEAL FOR SMALL AND LARGER AREAS. MORE THAN JUST A TOWEL WARMER, LUSO OFFERS HEATING SOLUTIONS THAT BLENDS PERFECTLY WITH YOUR INTERIORS WITHOUT COMPROMISE

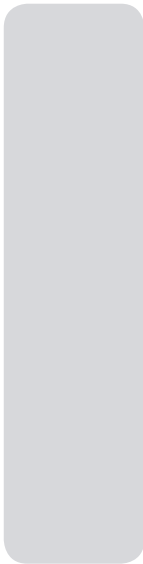
<i>Dimensions</i>	<i>Wattage</i>
40 x 100 cm	800w
60 x 110 cm	1000w

Depth 6.5 cm
Colour range on request

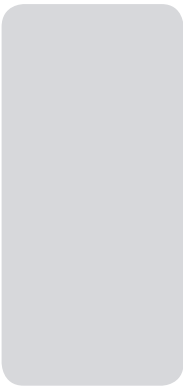
Lusso

L U S S O

Technical Data 



40 x 160 x 6,5 cm



60 x 110 x 6,5 cm



Hooks & Rails

Available in the following colours

Other colours available on request



RAL 9016
White



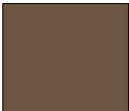
RAL 1013
Pearl White



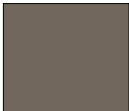
RAL 1015
Light Ivory



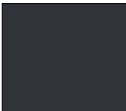
RAL 1019
Beige



RAL 8025
Brown



RAL 7006
Grey Beige



RAL 7016
Charcoal Grey

*LOOK ON THE
BRIGHT
SIDE!*



*A SOURCE
OF INSPIRATION ...*

*A TOTALLY NEW DESIGN,
COMBINING BESPOKE HEATING
AND LED LIGHTING GIVING A NEW
PROSPECTIVE TO YOUR INTERIOR*



Choosing the right wattage

How to calculate the correct heating requirement

The first step to determine the correct wattage necessary for a room is to determine its energy requirement according to the level of insulation. There are a number of variables that effect the energy required to heat a room or property. These must be taken into consideration in any calculation.

These include:

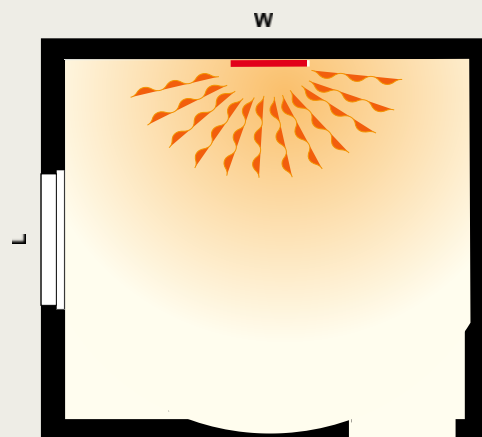
Temperate location - A property in southern England will require substantially less energy than a similar property in northern Scotland.

Insulation - The standard of insulation plays a major role in energy calculations.

Glazing - Double or triple glazing will signif icantly reduce energy requirements.

Because CreativeRads work by radiant heat, the energy requirement is calculated in relation to the surface area to be heated and not the volume of the room.

$$S = L \times P \times W / m^2 = \text{Necessary wattage}$$



Example:

Room 4mt x 4mt = 16 M²
Medium insulation 60w/M²
Wattage required =960W

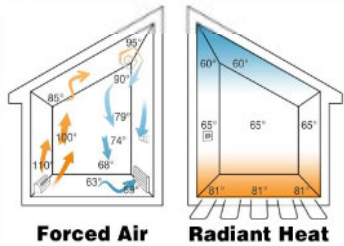
New build high insulation 30-60 W/M²
Medium insulation 60-100 W/M²
Low/no insulation 100-150 W/M²

$$L \times P \times W / M^2 = \text{Wattage required}$$



Just like the sun

Radiant energy is the oldest form of heating used to provide heating comfort. Radiant heat uses invisible electromagnetic infrared waves to heat you. It doesn't heat the air. It delivers the heat to the ground level versus heating the surrounding area. The objects that are in the direct pathway absorb the energy immediately. Once they heat up, they radiate heat to other objects in the room. It's a fascinating way to transfer heat very efficiently. CreativeRads takes advantage of this principle, heating like the sun. This all translates into better comfort, and more efficient heating



- 1 Instant uniform heat
- 2 Higher efficiency than convention heating
- 3 Better indoor air quality reducing allergies
- 4 Comfort at lower air temperatures with no cold spots
- 5 Gentle room air circulation
- 6 Reduced heat loss

Technical Data & Price List excl. VAT *

MARMO

PRODUCT CODE	POWER (W)	DIMENSIONS (CM)	WEIGHT (KG)	RRP £
CRM0318	500	30/180/6,5	34	1150
CRM0511	600	55/110/6,5	36	990
CRM0515	1000	55/150/6,5	48	1200
CRM0518	1400	55/180/6,5	58	1499
CRMO508	500	55/86/6,5	27	890

TOCCO

PRODUCT CODE	POWER (W)	DIMENSIONS (CM)	WEIGHT (KG)	RRP £
CRT0318	500	30/180/6,5	34	1250
CRT0511	600	55/110/6,5	36	1150
CRT0515	1000	55/150/6,5	48	1350
CRT0518	1400	55/180/6,5	58	1599
CRT0508	500	55/86/6,5	27	1100

PIETRA

PRODUCT CODE	POWER (W)	DIMENSIONS (CM)	WEIGHT (KG)	RRP £
CRP0318	500	30/180/6,5	34	1200
CRP0511	600	55/110/6,5	36	1090
CRP0515	1000	55/150/6,5	48	1280
CRP0518	1400	55/180/6,5	58	1550
CRP0508	500	55/86/6,5	27	990

LUSSO

PRODUCT CODE	POWER (W)	DIMENSIONS (CM)	WEIGHT (KG)	RRP £
CRL0416	1000	40/160/6,5	45	850
CRL0611	800	60/110/6,5	35	790

* (Please note that from January 2021 prices may be subject to import tax)

NATURA

PRODUCT CODE	POWER (W)	DIMENSIONS (CM)	WEIGHT (KG)	RRP £
CRN318	500	30/180/6,5	36	1150
CRN0311	350	30/110/6,5	19	890

CURVA

PRODUCT CODE	POWER (W)	DIMENSIONS (CM)	WEIGHT (KG)	RRP £
CRC0416	1000	40/160/6,5	45	750
CRC0611	800	60/110/6,5	35	690

ACCESSORIES

HOOKS & RAILS



PRODUCT	PRODUCT CODE	RRP £
HOOK	CRGH00	89



PRODUCT	PRODUCT CODE	RRP £
OPEN RAIL 30 CM	CROR030	110
OPEN RAIL 55 CM	CROP055	120



PRODUCT	PRODUCT CODE	RRP £
CLOSE RAIL 30 CM	CRCR030	140
CLOSE RAIL 55 CM	CRCR055	160

LED LIGHT

PRODUCT	PRODUCT CODE	RRP £
WIRELESS THERMOSTAT	CRWT00	150

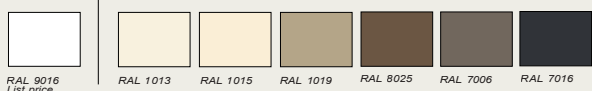
WIRELESS THERMOSTAT (Optional)

PRODUCT	PRODUCT CODE	RRP £
LED LIGHT	CRLW00	145

EXTRA £ 120



STANDARD COLOURS £ 85





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