



APPLETHWAITE HOMES

A DEVELOPMENT

Applethwaite Homes – the residential development arm of the Eric Wright Group – a major construction and development company operating across the North of England, appointed IntelliHeat Ltd for the specification and supply of the heating systems for their recent development Applethwaite Hall, in Windermere providing quality homes in North West England. Built in a no gas area, Applethwaite decided to investigate their options for highly efficient electric heating options.

Having initially looked at alternative providers, Applethwaite contacted IntelliHeat in September 2016 after a very poor experience with a low cost Spanish provider of direct heat systems; unfortunately the systems resulted in very high failure rates and no after sales care as the company operates only sales teams in the UK and so do not provide any after sales care. The experience was so disappointing that the Applethwaite site manager, Simon filed a video to express his frustrations: <https://youtu.be/keLI77BrQBo>

Following this experience Applethwaite developments understood the critical importance of identifying and appointing a UK based supplier who would provide not just a high quality electric heating system, but also the support throughout the specification, delivery and installation process. Equally important was the after sales care to ensure the products were set-up in the optimal fashion to

deliver on all the efficiency tools that feature on modern IntelliHeat electric heating systems, and a professional technical support team who could be contacted by both the developers and in future by the property owners, ensuring that the five year guarantee provided with the products meant that the client would never be more than a phone call away from resolution!

Following an initial product specification process, Applethwaite settled on the Cali Eco-Sense range with Sophia Towel Rails in bathrooms and en-suites. All facilitated through an app based remote control and energy monitoring system, the IntelliHeat Smart-phone based WHAPP system. In total 98 Cali Eco Sense radiators, 26 towel rails and 12 remote programming and energy monitoring WHAPP systems were specified and installed across the 12 flats and all communal areas.

The IntelliHeat system provided the properties with a modern, highly efficient, aesthetically pleasing and fully controllable heating system

with two key unique benefits that could not be achieved through any competitors, firstly the WHAPP control system provides users with accurate energy consumption both historical consumption and in real time. This enables users to know exactly how much the heating is costing them, and budget in accordance.

The second unique benefit is integral to the Cali Sense range, indeed all the heaters are equipped with presence detection technology, this works with inbuilt algorithms within the heaters which regulates a self-learning user program. Indeed the heaters do not therefore need to be programmed; instead they detect when the rooms are in use and when they are not, and use this data to adapt the heating programme to the users' real life occupancy patterns. This means that programming is simple and straight forward, and mainly adapted to the bespoke occupancy cycles of each user.

In addition to the excellent service and product quality / features that Applethwaite enjoyed through the use of the IntelliHeat system, the other key consideration for the purchase was the cost of supply and installation to the client. The cost of supply and installation for the entire 12 IntelliHeat systems with remote programming and energy monitoring technology included amounted to £41,000.

Whereas just supply and installation of the gas boiler and wet systems for the 12 properties would have cost £80,000, on top of this Applethwaite would have needed to pay to have the gas routed and supplied to the properties which would have added additional, considerable cost.

Having taken into consideration all the factors involved with the specification of the heating systems for these properties it was decided that the only sensible solution was to proceed with the IntelliHeat product.

In terms of energy consumption, the properties have only very recently been sold, but following completion of the internal decoration and construction process Applethwaite left the heating on at 17 degrees within the properties to complete the dry out process through the 12 flats and the communal area for a winter period of one month. Having conducted this same process with

previous gas installations of similar size they were able to compare the cost of energy for the process: On gas this same process would have generally cost in total around £320.

With the installed Intelli Heat systems, the entire dry out process cost only £230 across the 12 flats and the communal area!

The client has been delighted with the product and the service they have received and as such Intelli Heat are now working with Applethwaite on the heat plans for their next two developments where gas is not already available within the properties.

The addition of the IntelliHeat product range to Applethwaite Developments client proposal has added value and choice to the developers offering – making customers feel valued, improving the quality of the property offering and delivering a truly bespoke Smart electric heating experience for each and every customer!

If you would like to extend your product range and add a quality solution to your off grid developments just contact IntelliHeat and they will provide you with all required branded marketing collateral to suit your corporate identity.

Simon Geraghty Electrical services | The IntelliHeat systems used for the installation were sold by Simona Arneodo through IntelliHeat's authorised distribution partners Chris Marsh at Yesss electrical, Disley Close, Blackpool.

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