

# Logical Heating

News Release

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## Runcorn Entrepreneur Sparks Heating Revolution

A Runcorn entrepreneur is sparking a revolution in the heating world with the launch of her new company, Logical Heating.

Geraldine Bickerton has become the only licensed UK importer of a new range of attractive marble and granite heating panels, precision-manufactured by German company Eurotherm.

The beautiful natural stone panels can be fixed to walls or ceilings and styled to look like stunning modern art works or blend tastefully into background décor. The panels are powered by electricity and are designed to heat rooms economically with radiant warmth, just like the sun.



Geraldine Bickerton

Logical Heating Director Geraldine Bickerton has more than 23 years in the building trade and believes this new product is set to revolutionise the way we heat our homes and offices. “Eurotherm natural stone heating panels are a fantastic economical, healthy alternative to conventional radiator systems.

“They’re proving very popular with German homeowners and interior designers, and early signs indicate they’re going to be a big hit in Britain too. People can choose from a range of standard designs or you can even customise your panels

with circles, triangles or diamonds. We are the only company which offers a bespoke service like this. ”



Geraldine, who is a former national contracts manager for Italian shower door manufacturer Novellini, and technical sales rep for Redland, BHD and Catnic Lintels, has put her trade experience to good use and will supply the panels through a network of retailers and a building distribution company.

Prices start from £770, and running costs are less than 10p per hour per panel. The panels work on a similar principle to under-floor heating and are supplied with thermostats to maximise efficiency and maintain rooms at a constant temperature.

Geraldine explained: “Because they emit radiant heat, there is no warming cycle, so there is less dusting and this means they’re great for asthma and allergy sufferers too. And we’re so confident in the quality of our product, every panel comes with a 15 year guarantee. ”

For more information check out the website: [www.logicalheating.co.uk](http://www.logicalheating.co.uk) or ring 01928 564838.

**For further information, please contact Geraldine Bickerton at Logical Heating on 01928 564838/07739 365012 or by email at [Geraldine.bickerton@logicalheating.co.uk](mailto:Geraldine.bickerton@logicalheating.co.uk)**

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*On behalf of Logical Heating*