

Thermosoft radiant heat offers comfort and more

Welcome to Eric Kochman, President and CEO for Thermosoft®, the Radiant Heat Company.

Q.: Eric, can you tell Home and Living Readers a little about your company?

A.: Thermosoft is the “Dell Computer” of radiant floor heating. Started by entrepreneurs over a decade ago, Thermosoft is the leading manufacturer and Internet marketer of UL compliant, made-in-America, electric radiant floor heating systems that are simple-to install, affordable and green.



Q.: What exactly is radiant heat and where does it go?

A.: Radiant heat is warmth felt directly from an energy source. The best natural example is the sun’s warmth on a cool day. Our electric radiant floor heating systems are installed directly below the finished surface of the floor under your feet where it is attracted to your body.

Q.: What are some of the properties of radiant heat that make it a good product?

A.: Radiant floor heat provides an almost indescribable comfort experience. Imagine stepping onto a ceramic tile floor on a winter morning. Instead of heart-stopping cold, your feet caress a soothing warm floor where heat is concentrated floor-to-body and evenly distributed across the room without cold spots. And, because there is no fan, it’s as quiet as a forest. There’s no chill from blowing air. Allergens, dust and indoor pollutants aren’t circulated throughout the home.

Q.: How are your customers using radiant heat in their homes?

A.: Our customers use our floor heating systems for supplemental and sole-source heating purposes. First and foremost, our customers heat their bathroom and kitchen floors that are frequently walked in bare feet. These projects often extend into hallways, foyers, powder rooms and other traffic areas for comfort. Second, people add radiant floor heat in cold rooms to eliminate wasting energy by overheating the whole house just to compensate for the cold room. Imagine their savings! Finally, there’s no easier way to install heat when remodeling basements or adding rooms to make the new additions more livable and enjoyable.

Q.: What is the savings as far as electricity?

A.: Another main benefit of using Thermosoft’s electric radiant floor heating is consumers can save up to 40% on their monthly energy bill. There are two reasons for this. First, people feel

warmer with radiant heat coming from the floor. A study by the American Society of Heating, Refrigeration and Air-conditioning Engineers (ASHRAE) concluded that conventional forced-air heating systems must be set 9 degrees higher to achieve the same level of comfort. Second, all the energy from our electric floor heating system is converted to heat directly below the floor's surface, so no energy is lost blowing air through the ductwork or pumping water through heating pipes buried deep in the slab. **Bottom line:** consumers can save up to 5% for each degree lower they can set the thermostat. Obviously, installing more ThermoSoft in the home saves more money on the heat bill each month.



Q.: If you are putting radiant heat elements under tile and it gets cemented or grouted in, what if it doesn't work underneath the tile or goes out?

A.: Our heating systems do not “go out” by themselves. They must be damaged during installation or subsequent construction. Following our simple installation instructions will prevent accidents. If an accident occurs, the location of the damage is typically known and can be repaired before laying the tile. In the rare case that the system was damaged during installation, and the location of the damage is unknown, and the tile floor was completed, we will send a special tool to locate the fault and advise how to repair it by removing only one or two tiles.

Q.: Can you give Readers an idea of cost and the cost ratio of installation to other products?

A.: Our radiant flooring offers the lowest cost when remodeling individual rooms because alternative heating systems require much larger up-front investments in furnaces, heat pumps, ductwork, boilers or water heaters. For example, our typical project costs between \$452 to heat a 30 square foot bathroom floor and \$692 to heat a 9' x 10' room. Larger installations can cost under \$5 per square foot. When it comes to whole-house heating, the up-front costs of our floor heating systems are comparable to conventional heating systems. Either way, room-by-room or larger projects, ThermoSoft's floor heating systems provide ongoing operating cost savings because they are more efficient.

Q.: Would someone in a warm climate need ThermoSoft Radiant Heat?

A.: Some of our best markets are in warm climates. The heating and insulation systems in warm climate homes are often not as good as in the North. It still gets cold at night and at certain times of the year. These homes feature lots of tile floors that feel extremely cold to the foot even at 72 degrees F.

Q.: Isn't there a chance of fire?

A.: No. We offer two systems; our ThermoTile® system installs under the cement mortar that adheres the tile to the subfloor and precludes the possibility of combustion. Our revolutionary ThermoFloor™ system installs directly under combustible flooring, laminate and wood, without



cement, because it is made entirely from ThermoSoft's patented, non-combustible FiberThermics® heating elements.

Q.: Does it have to be professionally installed?

A.: Because our floor heating systems are so easy to install, they are installed by do-it-yourselfers and professionals alike. Many DIY'ers install the heating system and have a professional install the floor. Even the electrical connection is simple to do, but we still recommend using a qualified electrician to make sure the connection is proper.

Q.: Where would Home and Living Readers find radiant heat products?

A.: The best place for both convenience and expert advice is online at www.thermosoft.com or by calling toll-free **800-308-8057**.

Q.: Is there anything "green" or eco-friendly about radiant heating?

A.: Absolutely! Consumers can save up to 45% on their energy bill by using less energy with our electric radiant floor heat because it is more efficient than conventional heating systems. Secondly, our heated underlayment for laminate and wood floors is made with 89% pre-consumer recycled fiber content.

Q.: Is there anything else you would like to tell Home and Living Readers?

A.: Yes, radiant floors can be habit forming. If readers haven't experienced ThermoSoft's energy saving electric warm floors, they don't know what they're missing. Once they try ThermoSoft, they will never live without it again!

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