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ThermoSoft Underfloor Heating Leader Shares Success with Flooring Installers

Thermosoft's New Program Provides Leads to Its Contractors and Peace of Mind to Its Customers.

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Thermosoft International Corporation, widely recognized as the USA's leading fully integrated American manufacturer of electric underfloor heating, announced a new program to link its growing customer base to flooring installers and other building contractors.

Thermosoft's floor warming business has continued to grow despite or perhaps because of the broader weak economy. For example, many homeowners have elected to invest in energy savings and home comfort enhancements rather than take more extravagant vacations. Thermosoft floor warming is more energy efficient than conventional forced air heating so it is frequently included in remodeling jobs when new floors are installed such as in kitchens and baths, when basements are finished or when new rooms are added.

Although there is a fairly large percentage of do-it-yourselfers who are comfortable installing Thermosoft's underfloor heating systems, there is an equal if not higher number of Thermosoft's customers who hire professional flooring installers and other contractors especially when the remodeling job involves more than just the floor.

"So many of our customers were asking for installer recommendations" stated Steve Kaempf, Thermosoft's Vice President of Sales, "this was the impetus for our new program".

Thermosoft's floor warming customers are invited to request a contractor in their area and include details of their remodeling project. Similarly, flooring installers and other contractors, including electricians and general contractors, are invited to [register](#) with Thermosoft so they can access these leads. All leads are qualified by Thermosoft's experienced, professional, inside sales personnel.

Although no purchase is necessary, many of the contractors who register are also Thermosoft customers who have experience installing Thermosoft's floor warming systems. An added benefit for contractors is participation in Thermosoft's Certified Installer Program that qualifies contractors for additional discounts on Thermosoft's radiant floor heating materials.

"It's a good deal for everyone involved," stated Steve Kaempf. "Our customers know they are getting experienced installers and our contractors know they are getting qualified leads and we know that our customers will be delighted with their floor warming system installations."

ThermoSoft International Corporation is the leading, fully integrated, USA manufacturer of UL and ETL/Intertek compliant electric underfloor heating systems that are easy-to-install, affordable and green, saving energy up to 40%. ThermoSoft provides its systems for installation under almost any type of floor covering. Same day shipping, lifetime warranty, toll-free installation and lifetime technical support are also provided for ThermoSoft's floor warming systems. For more information, visit: www.thermosoft.com.

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