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December 2007

Discrete Heat in the running for Power of Aluminium Award

Discrete Heat, manufacturers of the unique aluminium based skirting heating are in the running for a Power of Aluminium Award.

The event, taking place on April 17th 2008 at Warwick University, is open to anyone designing or manufacturing products using aluminium, with a combined prize draw of £50,000.

Designed to revolutionise traditional central heating, Discrete Heat's Thermaskirt® combines a hi-tech aluminium alloy extrusion with two watertight channels 'moulded' into the back. The patented connectors and covers allow it to be installed all around the room, producing a heating system that can be spread evenly around the room. The design allows it to be linked straight onto a conventional plumbed system like a steel radiator.

Discrete Heat has already received great success with its aluminium based skirting board heating system, and was recently featured on Channel 4s' Grand Designs and Property Ladder, as well as being selected by KBB Magazine as 'Heating Product of the Year'.



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Martin Wadsworth, Managing Director, Discrete Heat said:” Our product is an excellent example of the versatility of aluminium in design. As a supporter of the Power of Aluminium, we are excited to be entering Thermaskirt® as a contender, showcasing not only our product, but the benefits of using aluminium extrusion.

Judy Howson, Power of Aluminium, said: “We are thrilled to see innovative and forward thinking companies like Discrete Heat entering our competition. The Power of Aluminium reflects innovation in aluminium extrusion, and we are calling for any company producing aluminium based products to enter awards and be part of this exciting initiative.”

Don't miss out on your chance to share the £50,000 prize money! The deadline for the awards is December 31st. For further information, and to download an entry form, visit www.powerofaluminium.com or call 0121 450 4260