

California Gold Rush to Infrared heating Rush!!

The California Gold Rush (1848–1855) was a gold rush that **began on January 24, 1848, when gold was found by James W. Marshall at Sutter's Mill in Coloma, California.** The news of gold brought approximately 300,000 people to California from the rest of the United States and abroad.

In 1800 Sir William Herschel discovered Infrared.

In 2022 the UK and the rest of Europe need a modern-day Rush to infrared heating following the huge increases in energy prices since January and by next January 2023. Around £4000 a year for gas.

It makes absolutely no sense to continue to install and or use gas boilers when the majority of people will not be able to afford gas because of the huge prices increases. Up to £4000 a year it is suggested from January 2023.

Some people have realised that already as we are now getting a steady stream of enquiries for infrared. Just last week one for a Grade Two listed property in Sussex with almost 200 square metres to heat, where the oil boiler needs replacing. The owner told us that he does not want a new oil boiler as the cost of running it would be impossibly high. He has chosen infrared instead where the cost to buy will be below £5000 and the cost of running around £800 a year.

Although we are getting individual people enquiring, we are not getting housebuilders or retrofitters in any great numbers enquiring, even though they must know the current diabolical and future heating situation. In Europe that is not the case, where consumers have woken up to the existing problem. Our colleagues in Austria and across Europe are now receiving enquiries from major organisations as well as individuals as gas is being rationed and is more expensive even than in the UK.

Get in touch and we will help you along the road to less worry and expense of heating your home or the homes of your customers.

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