



★ THE MODERN ELECTRIC HEATING GUIDE

A friendly, helpful introduction to warmer, more comfortable living

By Elsco Heating Ltd — Established 14 Years

Welcome — and thanks for downloading our guide

If you're reading this, you're probably thinking about improving the heating in your home. Maybe your current system is costing too much, maybe it's unreliable, or maybe you're just tired of being cold in the evenings.

Whatever your reason, you're in the right place.

At Elsco Heating, we've spent **14 years helping people across Scotland and the UK** find heating that's:

- Comfortable
- Easy to live with
- Reliable
- And surprisingly efficient

This guide is simply here to help you understand your options — no jargon, no pressure, just clear information so you can make the best choice for your home.

Why people are rethinking their heating

Most homes still rely on older systems that were designed decades ago. They *work*, but they're often:

- Slow to heat up
- Hard to control
- Expensive to run
- Prone to breakdowns
- Dependent on tanks, pipes, pumps, or boilers



Every week we hear things like:

“My storage heaters are roasting in the morning and freezing at night.” “My boiler keeps breaking down.” “Oil prices are all over the place.” “I just want something simple and reliable.”

Modern electric heating — especially **German clay-core systems** — has become a popular alternative because it solves many of these problems without the hassle.

What makes modern German electric heating different?

Here’s the friendly, simple version:



1. Heats up quickly

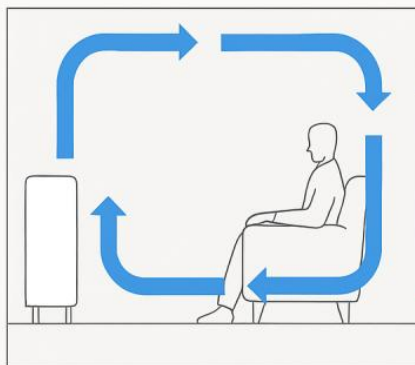
You feel the warmth within minutes — no waiting for pipes or tanks.

2. Even, comfortable heat

Clay-core heaters give a mainly radiant heat with some convected warmth, so the room feels cosy without hot spots or stuffiness.

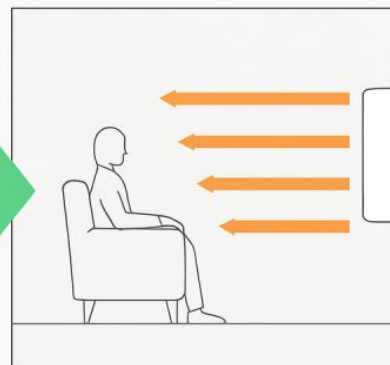
The Science of Radiant and Infrared Heat — And How It Saves You Money

CONVECTED HEAT



Convection relies on warming the air, creating drafts, taking time, and costing more.

RADIANT HEAT



Radiant heat makes surfaces feel warmer, faster—reducing energy use without wasting time.

RADIANT
HEAT
SAVES
MONEY

3. Easy to control

Each room has its own thermostat, so you only heat the spaces you're using. We are the only company offering an option on simple (a knob to turn), or wireless or internet controls, your choice.



4. No maintenance

No boiler servicing, no tanks, no valves, no pumps — just plug in and enjoy.

5. Reliable

Because each heater works independently, one issue won't leave your whole house cold.

6. Future-friendly

Electricity is becoming cleaner every year, and many customers now pair their heating with solar.

Why people switch from storage heaters

Storage heaters were clever in the 1970s. Today, they're simply outdated.

People switch because:

- They're **too hot in the morning**
- They're **cold in the evening**
- You **can't control the heat**
- You pay **daytime rates** when you need warmth most

- They make rooms feel **dry and stuffy**

Modern German heaters give you heat **when you want it**, not when the tariff dictates.

Why people switch from oil or LPG

Oil and LPG systems come with:

- Tanks in the garden
- Fumes
- Deliveries
- Price fluctuations
- Breakdowns
- Annual servicing
- And a lot of moving parts

Many customers tell us they're simply tired of the hassle.

Modern electric heating removes all of that — no tanks, no fumes, no servicing, no waiting for engineers.

Why people switch from boilers

Boilers are the number one cause of heating breakdowns in the UK.

Why?

Because they rely on:

- Pumps
- Valves
- Sensors
- Pipes
- Pressure
- Water flow
- Expansion tanks

If any one of those fails, the whole house goes cold.

With modern electric heating, **each heater is independent**, so one issue never shuts down the whole home.

Understanding running costs (explained simply)

One of the biggest questions people have is:

“How much will it cost to run?”

Here’s the honest, friendly breakdown.

1. Modern electric heating is efficient by design

Every unit of electricity you buy turns into heat. There’s no flue, no pipe losses, no boiler inefficiency.

2. Thermostats make the biggest difference

Accurate thermostats prevent overshooting and wasted energy.

3. You only heat the rooms you’re using

Unlike a boiler, you don’t need to heat the whole house.

4. Realistic expectations

We don’t promise wild savings. What we *do* see:

- Better comfort
- More control
- No wasted heat
- No maintenance costs
- Predictable bills

How German clay-core heaters work (simple version)

1. The clay core stores heat gently

It warms up quickly and releases heat slowly and evenly.

2. Two types of warmth

- Radiant heat (like sunshine)
- Convected heat (natural warm airflow)

3. No fans, no noise, no moving parts

Just natural, comfortable warmth.

4. Each heater is independent

No single point of failure.



5. No maintenance

No servicing, no breakdowns, no hidden costs.

Choosing the right heater for your home

1. Room size

Bigger rooms need bigger heaters.

2. Insulation

Well-insulated homes need less heat.

3. How you use the room

Living rooms, bedrooms, kitchens, conservatories — each has different needs.

4. Placement matters

Heaters work best when they're not blocked by furniture.

5. We help you choose

Most customers send us room sizes and photos — we do the rest.

Real-world examples

“My storage heaters were roasting at 7am and freezing by 7pm.”

Now they have steady warmth all evening.

“My oil boiler kept breaking down.”

Now they have zero maintenance and no tank.

“I just wanted something simple.”

Now they control each room with one dial.

“I didn't want a big, disruptive installation.”

Our heaters go in cleanly, usually in under an hour per room.

Why choose Elsco Heating

1. 14 years in business

We've been doing this a long time.

2. Local, friendly support

You speak to real people — no call centres.

3. Honest advice

If something isn't right for your home, we'll tell you.

4. Quality heaters

German-made, reliable, long-lasting.

5. No maintenance

No servicing, no breakdowns.

6. Hundreds of happy customers

Many return to add more heaters.

What to do next

If you'd like friendly, no-pressure advice, you can:

- Call us 01343 819676
- Email us info@elsco.co.uk
- Send room sizes
- Ask for a quote
- Book a free survey

We're here to help — not to push.

