



**Project:** DuoHeat® styling and Smart control secures contract

**Products** Dimplex DuoHeat radiators, Calidou panel heaters, BR towel radiators.

**Profile:** Products with contemporary styling for their high spec new homes is a key requirement for developers Osborn Securities, which is why the project team opted for the new Dimplex DuoHeat radiator for Point Central, its latest development of apartments, with price tags of up to £540,000.

Oliver Hirschmann, project manager, Osborn Securities, says: "At Osborn Securities we have always prided ourselves on producing ultra modern developments, such as Point Central in East Croydon. Initially we were concerned about the electric heating which was specified for this project, so we went to ClimaExpo at Excel specifically to look for something new, smart and contemporary – and we discovered the Dimplex DuoHeat.

"The DuoHeat offers us all the benefits of electric heating, and provides a heating system which complements the modern styling of the apartments so well, which is what our purchasers want – in fact we actually sold both penthouses within a week."

As well as its modern design, the new Dimplex DuoHeat radiator features a smart heat management system which makes intelligent use of energy available at different times of the day to provide controllable, economical heating at any time of the day or night. Oliver Hirschmann continues: "Our purchasers also like the central programmer for a fully flexible system which means they can control the temperatures in different rooms for maximum comfort and efficiency."

# Project profile



The 14 apartments at nine-storey Point Central, Croydon start from £330,000 up to £540,000 for the two split-level duplex penthouse suites. They have high specification double aspect rooms with DuoHeat in the main living areas including an open plan dining room, living room and kitchen.

Point Central also features Dimplex ladder towel rails from the BR range and the stylish Calidou for bedrooms.

Osborn Securities has been so impressed with both the contemporary styling of the DuoHeat range and also the design and fuel efficiency that it has also specified Dimplex for its new developments of 14 apartments in Ealing and 112 flats in Reading.