



WALNEY REVOLUTIONISES THE RADIATOR

UNITED KINGDOM – 16 July 2007 – **Walney UK Limited**, the supplier of high quality designer radiators, has announced that it has been given UK distribution rights of the PROJECTCLIMA range of products.

Conceived in Italy, the **PROJECTCLIMA** range is a new and unique concept. Built using a variety of tiles in different shapes, colours and finishes, the customer has complete control over the design of a radiator, producing their very own work of art. Alternatively, if the customer needs some inspiration, they can browse or order from an existing 'gallery' of designs.

"The **PROJECTCLIMA** range is extremely versatile," says Sara Hale, marketing manager at Walney. "The flexible concept means that a **PROJECTCLIMA** radiator will suit any architecture and furnishing. With this product, radiators are no longer something to be hidden away in a corner – they can provide a real focal point of the room.

"Furthermore, every stage of the radiators' production has been studied to ensure minimal ecological impact – all the materials used in the manufacture are recyclable, so as well as looking great, they are kind to the environment too."

The radiators are available in various sizes, ranging from 500mm - 2400mm high and from 200mm wide. Thanks to the aluminium construction and the patented cover system, the radiators offer substantial heat output when compared with other designer radiators. Installation couldn't be simpler as its flexible hose system attaches directly onto the valves.

"The uniqueness of this range is of instant appeal to both designers and the discerning home owner," says Hale. "We're already experiencing a huge amount of interest in the products – I have no doubt that **PROJECTCLIMA** is the future of radiator design."

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