

FOR IMMEDIATE RELEASE

Snow-melting mat, cable sales hit record high at WarmlyYours

Driveways most popular and fastest-growing snow-melting application

LAKE ZURICH, Ill., Nov. 24, 2014 — As freezing temperatures and snowstorms continue to sweep the nation, sales of WarmlyYours snow-melting electric heating mats and cables are higher than ever.

In the United States, WarmlyYours snow-melting mat and cable sales increased 87 percent so far this year, compared with the same 11-month period in 2013. In particular, the Great Lakes, Northeast, Rocky Mountains and Southwest regions experienced the greatest growth, with nearly all of them boasting triple-digit increases. Snow-melting product sales in the Rocky Mountains region, for instance, grew 341 percent from January through November.

Additionally, snow-melting mat and cable sales in Canada increased almost 61 percent so far this year.

“This is the best year we’ve had for snow-melting product sales in our 15-year history,” said WarmlyYours President and Owner Julia Billen. “Considering last winter’s polar vortex and its recent return, it’s no surprise that more and more people are investing in our snow-melting systems to help them stay safe year after year.”

Driveways are the most popular application for incorporating WarmlyYours snow-melting systems. This application accounts for almost 30 percent of the company’s total snow-melting product sales. The next most-popular application is sidewalks with nearly 13 percent, followed closely by walkways with 11 percent.

From 2013 to 2014, customers increasingly spent their money on snow-melting solutions for their driveways and sidewalks. Sales of snow-melting products targeted at each of these applications grew more than 250 percent this year, compared with the prior-year period. Additionally, patios are an upcoming area of focus for customers. Sales of snow-melting products aimed at this outdoor application increased nearly 150 percent.

Aside from the convenience that snow-melting electric heating systems offer homeowners, they also offer safety.

“Snow shoveling is a really strenuous activity that can be particularly dangerous for seniors or those with physical ailments,” Billen said. “Thousands of people are injured when shoveling snow each year. By using our snow-melting electric heating mats or cables, people never have to worry about shoveling — and they won’t have to use harmful deicing agents that can shorten the life of their driveways, walkways and other surfaces.”

WarmlyYours electric heating mats and cables are designed to work under asphalt, concrete or pavers to melt snow and ice.

For more information about WarmlyYours snow-melting products, visit www.WarmlyYours.com. Hi-res images are available upon request.

About WarmlyYours Radiant Heating

For more than 15 years, WarmlyYours Radiant Heating has offered the industry's most innovative solutions in radiant heating technology, from our flagship floor-heating systems and radiant wall panels to snow-melting systems, as well as comfort products, including towel warmers, mirror defoggers, shower floor and bench heating, and countertop heaters. With locations in the United States and Canada, WarmlyYours provides unrivaled personalized customer support from start to finish, featuring measuring and design services, 24/7 technical support, and our No Nonsense™ Warranty. For more information, visit www.WarmlyYours.com.

Media Contact:

Stephanie Cernivec
Marketing Communications
WarmlyYours Radiant Heating
P: 847-550-2419
scernivec@warmlyyours.com