



Underfloor Heating Suppliers Market Rank & Profile UK 2009

**Underfloor Heating Market Review 2004-2013, Underfloor Heating Suppliers
Ranking, Profiles, Industry Averages for Sales, Profitability & Key Financials
2004-2013.**

May 2009

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Estimates Provided

In order to enable benchmarking, competitor analysis and facilitate further market research, MTW have provided estimates for turnover, profit before tax and number of employees for small, medium sized and other companies who are not obliged to submit this information to Companies House. As such, in the interests of clarity, all data relating to turnover, profit and number of employees provided in this report should be regarded as independent estimates by MTW. Whilst we endeavour to attain high levels of accuracy with these estimates, they may not reflect the actual figures of a company and should therefore be treated with caution.

1. Introduction to Rank & Profile Reports

MTW Research Rank and Profile reports are designed to provide the reader with an independent, comprehensive overview of current, recent & future trading conditions and potential sales leads within their respective markets in an easy to use and easy to disseminate format.

Based on actual sales returns which provide higher confidence levels and researched by market research professionals with experience in the industry, MTW's Rank and Profile reports represent an excellent tool on which to base further strategic or operational decision making, develop sales, or to gain a greater understanding of the current and future performance of an industry.

This report enables the reader to undertake

- **Fast and Effective Company & Industry Analysis**

With the report providing an Industry Review with market structure, sales totals, sales averages and forecasts to 2013; Ranking section; and a more detailed Profile section; the depth and range of analysis provides a comprehensive overview of the market's performance and estimated ranking for each company included in the report. Each company has a 1-page profile with key financial indicators, providing crucial company analysis on which to base further research and strategic decision-making or develop relevant sales leads.

- **Market Size & Trends for Sales & Industry Value to 2013**

Industry trends, market size and performance for revenue and industry value is provided from 2004 through to 2013 – based on primary research & actual sales returns, enabling a fast and accurate understanding of key industry trends and likely future prospects, facilitating sales and marketing planning.

- **Identify & Target the Most Relevant Sales Leads**

The report identifies the key players in the industry, and ranks them by sales, profitability and a number of other key performance indicators, enabling you to quickly identify and target the most relevant and best performing companies in the industry. The additional contact name and mailing details for each company provide the key to quickly increasing sales leads in this industry.

- **Benchmark & Monitor a Company's Performance against the Industry.**

4 years of the most recent accounts available, supported by our own estimates, is supplied for each company enabling the reader to understand the position of any company in the market and gauge its market share and performance against competitors in recent years.

- **Turnover & Profit Estimates for Every Company**

MTW reports are unique in that we have provided an estimate for turnover and profit ranking for every company listed, enabling the reader to gauge market share of smaller and medium sized businesses, as well as the larger companies.

- **Monitor The Market Leaders' Performance.**

Key financial data are provided for every company listed for the last 4 years, enabling the reader to quickly and effectively track a company's performance in recent years, providing an excellent foundation on which to base further SWOT analysis to provide a comprehensive review of your competitive environment.

- **A Company Listing More Relevant to Your Market**

MTW Research have been researching and writing market reports in these sectors since 1999 and as such we are able to develop a company listing which is more relevant to your chosen market, saving you time and money.

- **Save Your Company's Time & Money**

MTW's *Rank & Profile* reports represent excellent value for money and don't bombard you with irrelevant financial data; they are designed to enable you to engage in fast and effective market and competitor analysis. We focus on providing what's important in an easy to reference and use format.

2. UK Underfloor Heating Suppliers Market

2.1 Introduction to this Rank & Profile Report

In order to offer a comprehensive and informative marketing tool, this report includes:-

Underfloor Heating Suppliers Industry Overview 2004-2013

Overview of the industry's performance 2004-2008 and forecasts to 2013, including:-

- Total Industry Sales Turnover 2004-2009 & Key Trend Analysis
- Market Sales Forecasts to 2013- Likely Future Prospects
- Market Share by Growing, Declining & Static Sales Companies
- Market Share Mix by Employee Numbers, Geography & Turnover Size in 2009
- Market Mix for Credit Worthiness & Risk Ratings in April 2009
- Total Industry Profitability, Assets & Liabilities, Net Worth

Average Underfloor Heating Industry Performance 2004-2013

A Profile of the 'Average' Underfloor Heating Supplier, enabling effective and fast comparisons:-

- Average Underfloor Heating Supplier Sales Revenue 2004-2013, annual performance
- Average Company Profit Levels 2004-2013
- Average Assets & Liabilities 2004-2013
- Average Net Worth 2004-2013
- Average Value of Sales per Employee 2004-2013

Underfloor Heating Suppliers Market Ranking

Provided for the leading companies in tabular format:-

- By Turnover & Individual Sales Revenue Estimates for 2008
- By Profit
- By Total, Combined Assets
- By Net Worth
- By Number of Employees

Company Profile & Sales Leads

Financial data and estimates provided for the last 4 years of trading for every company:-

- Turnover & Profit estimates for every company listed for 2008
- Working Capital (i.e. Cash Available), Sales & Profit Per Employee (where reported)
- Debtors Value (i.e. money owed to company each year over the last 4 years)
- Fixed Assets (e.g value of land, buildings, vehicles, equipment etc)
- Current Assets (i.e cash & other assets to be sold within 1 year)
- Current Liabilities (i.e debts or obligations due in 1 year)
- Long Term Liabilities (i.e debts or obligations which extend beyond 1 year)
- Net Worth (i.e total assets less total liabilities)
- Company's Principal Activities
- Full Registered Address & Postcode
- Incorporation Date
- Ultimate Holding Company & Parent Company (if applicable)
- Number of Employees (estimates given where no data exists from Companies House)
- Senior Decision Maker / Director Contact Name

Also provided as part of the "Ultimate Pack" is a comprehensive, multi-use mailing and telemarketing list and a comprehensive financial spreadsheet including 4 years key financial data for the industry.

2008 and into 2009. This decline in consumer expenditure is also indicated to have dampened growth opportunities historically of

In mid 2009, 'bottomed out' recovery in the recession remains some small, coming months

Whilst consumers suggest a recovery in sectors, which tentative signs of a modest rise in like retail sales return to growth

Whilst UFH is buoyed by a overall, supported improved opportunities medium term

Underfloor heating with sources determinant expenditure expenditure Within the public within the heating recently benefited

Clearly, there are offering fundamental domestic and market and p

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This quantitative report is based principally on company sales returns and balance sheets, supported where appropriate by additional primary research from the industry, secondary data from trade journals, industry commentators etc., and our own estimates based on previous background experience of researching the UK electric and wet underfloor heating market.

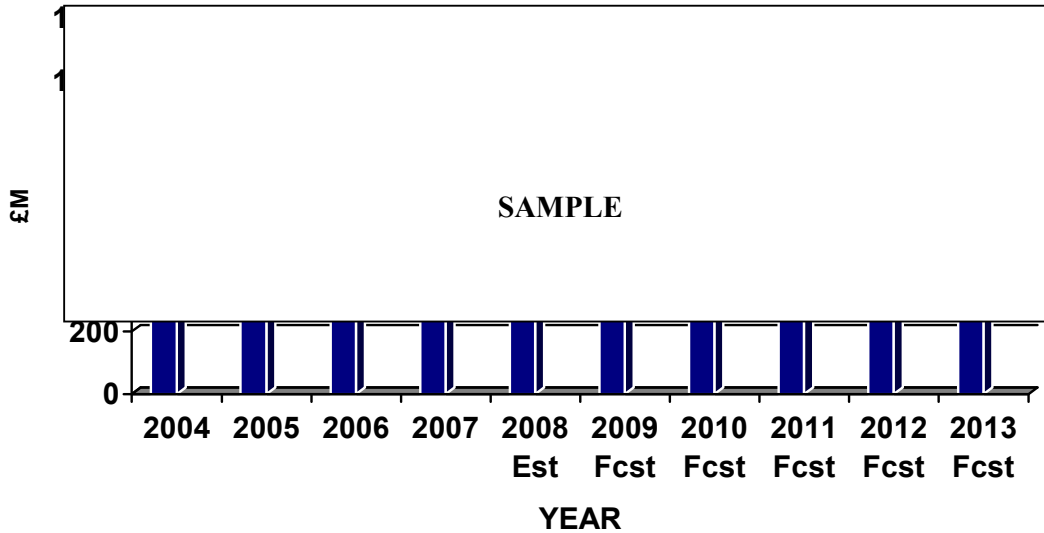
2.3 Underfloor Heating Market Performance 2004-2013

The following section reviews the overall, combined performance of the selected underfloor heating suppliers in terms of sales revenue, profit, assets, liabilities and net worth since 2004 and provides forecasts to 2013.

2.3.1 Underfloor Heating Market Sales Revenue 2004-2013

The chart below illustrates the performance of the underfloor heating suppliers market in terms of combined sales revenues between 2004 and 2008 and forecasts to 2013:-

Figure 2: Underfloor Heating Market Sales 2004-2013 £M



Source: MTW Research / Company Financials

The above chart illustrates our estimates of the sales performance of the Underfloor Heating suppliers and balance sheet.

In 2008, the market was hit by a significant slowdown in housebuilding confidence.

However, commentators have noted a 'drying-up' of US banks and the UK economy, which has led to a decline in commodity prices.

Whilst some of the recession's impact on housebuilding has been temporary, consumer confidence remains low.

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such, overall sales are estimated to have declined by around 3.4% during Q3 and Q4 2008, with a further decline in Q1 2009. In H2 2009 of

Substantial optimism indicates there are tentative signs of a return to moving towards growth in Q4 2009

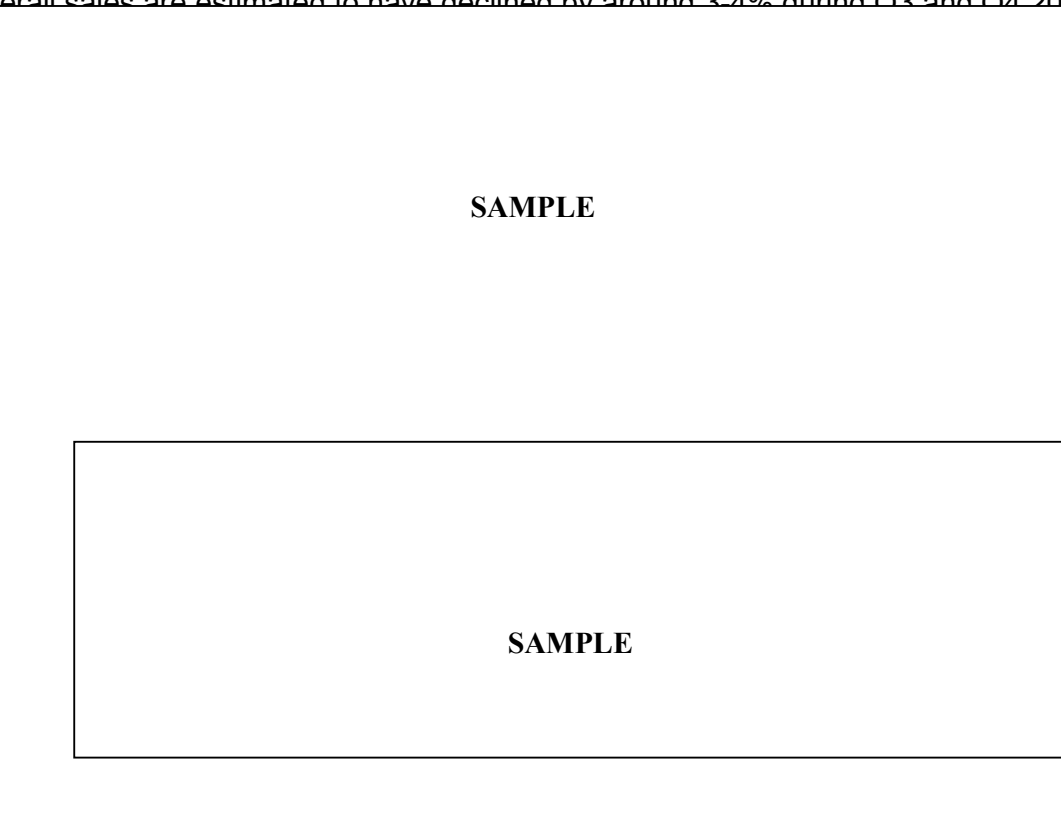
The impact of the 2010 as well as but also investment forecasts under 2%

Subsequent healthy drivers. an increase

for some sources 09, the first rapid house growth in

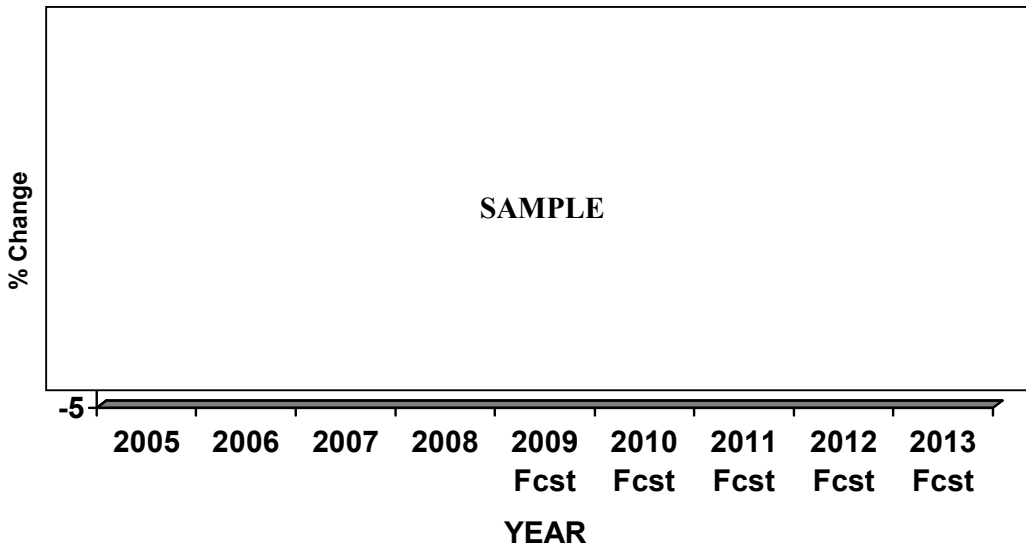
amid sectors, capital 2010, with of just

ly ket reflecting



The annual change in sales revenue by the underfloor heating suppliers market is illustrated in the following chart:-

Figure 3: Underfloor Heating Suppliers Market Total Sales % Change 2004-2013



Source: MTW Research / Company Financials

The chart illustrates that the

As such, the economic industry in market is 2008, part

Forecasts finish around March due low levels dampen g

Whilst con during 200 offer any s rapid level term, with application markets.

There are sector to r market pe energy eff traditional process w should rep

In addition good oppo market. C of a wider heating. F specially p application

Product de UFH secto much less

Further, a popular an installation are more e installation toward ea the installa

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robust ely to the short sector

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2.3.2 Underfloor Heating Suppliers Market Profit 2004-2013

The following table illustrates the performance of the Underfloor Heating suppliers market in terms of profitability between 2004 and 2008 and provides forecasts to 2013:-

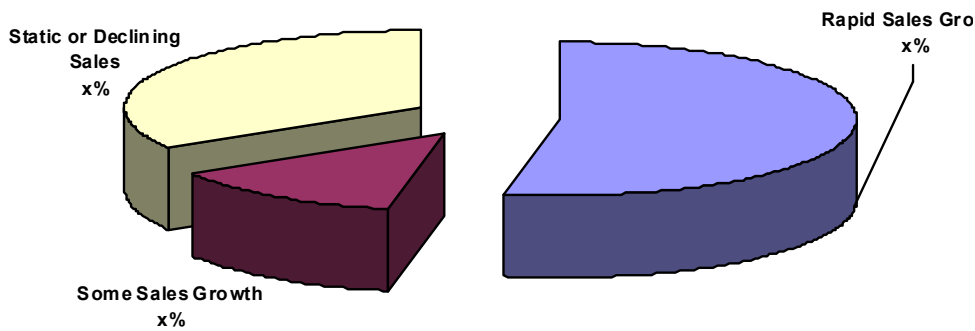
2.4 Underfloor Heating Suppliers Industry Trend Indicators

The following section represents the findings of MTW’s analysis of the UK underfloor heating suppliers industry based on primary research and quantitative statistics. The following data is based on representative samples from the total underfloor heating suppliers industry.

2.4.1 Underfloor Heating Market Share by Growth, Decline & Static Sales

The following chart illustrates the performance of the UK underfloor heating suppliers market during the last 12 months to April 2009 in terms of revenue performance:-

Figure 12: Underfloor Heating Suppliers – Market Share by 12 Month Sales Performance to April 2009

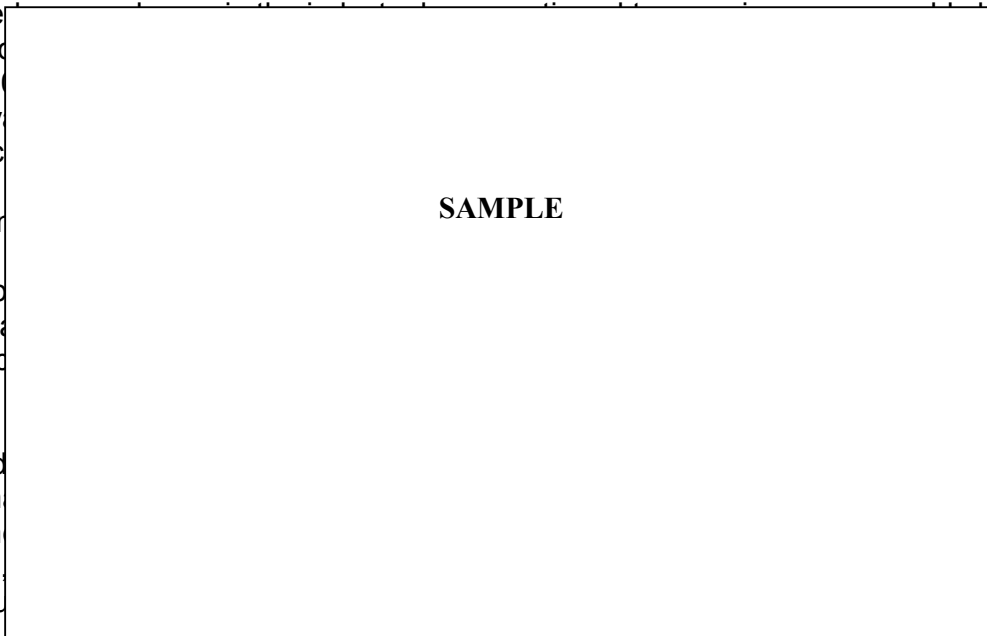


Source: MTW Research / Company Accounts

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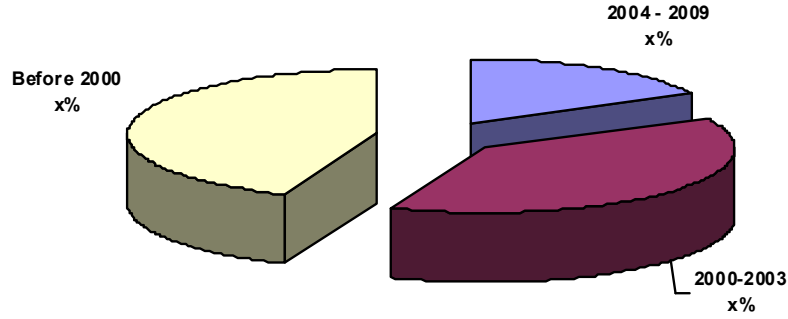
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2.4.2 Underfloor Heating Suppliers– Industry Structure by Age of Company

The mix by age of companies active in this sector are key indicators of an industry’s fundamental health and level of business confidence and also indicate the level of optimism regarding future performance. The following chart illustrates the mix by age of companies in 2009:-

Figure 13: Underfloor Heating Suppliers Industry – Market Share by Age of Company



Source: MTW Research / Trade Sources

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2.4.3 UK Underfloor Heating Industry – Volume Share by Risk Rating 2008

Credit ratings also provide a crucial indicator as to an organisation's performance and underlying health. When combined with other companies and viewed on an industry wide basis, credit ratings also offer an effective insight into the fundamentals of a market.

The following chart illustrates the credit ratings by volume for the underfloor heating suppliers market as at April 2009:-

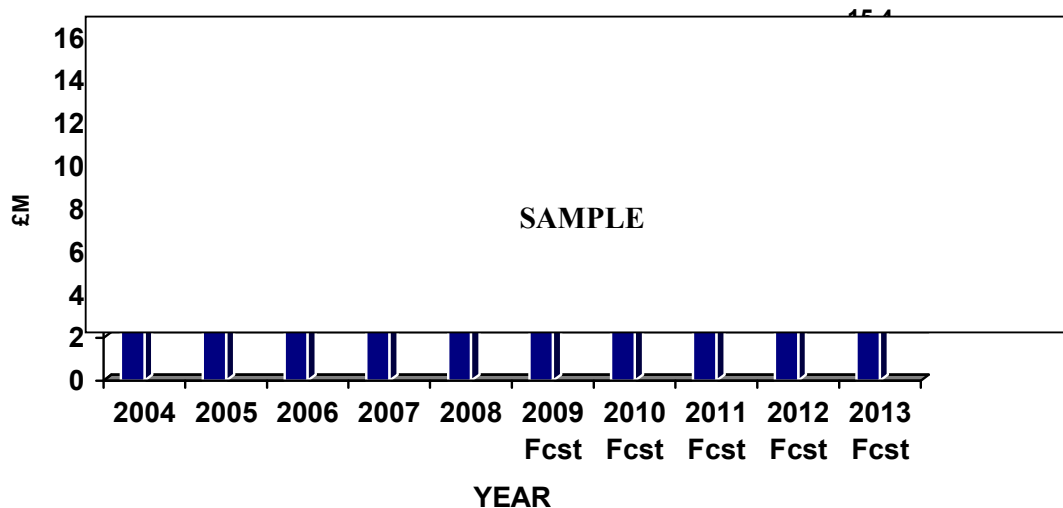
2.5 Underfloor Heating Suppliers Average Sales Performance 2004-2013

The following section illustrates the average performance of an underfloor heating supplier in terms of revenue, profit, assets, liabilities and net worth.

2.5.1 Underfloor Heating Suppliers Market Average Sales Revenue 2004-2013

The following table illustrates the average sales revenue of the underfloor heating suppliers market since 2004 and forecasts to 2013:-

Figure 18: Underfloor Heating Suppliers Market Average Sales Turnover 2004-2013

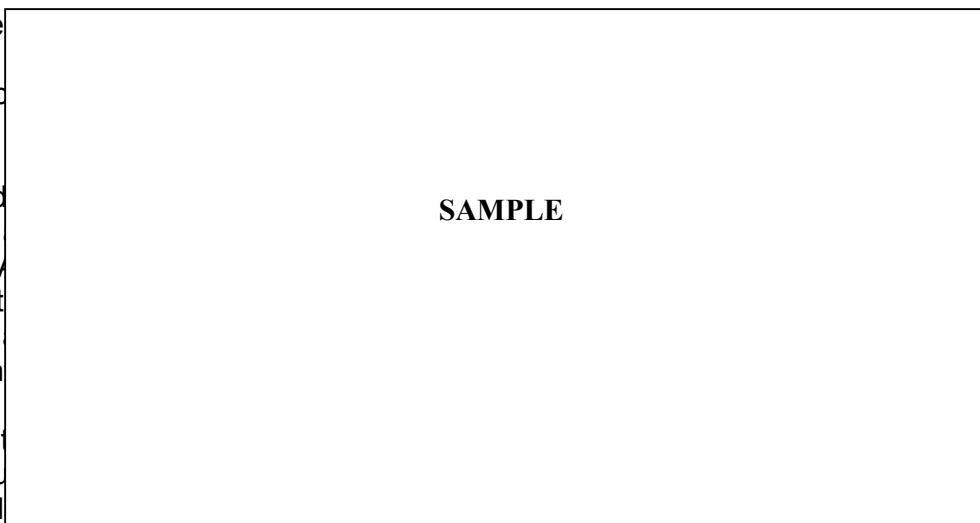


Source: MTW Research / Company Financials

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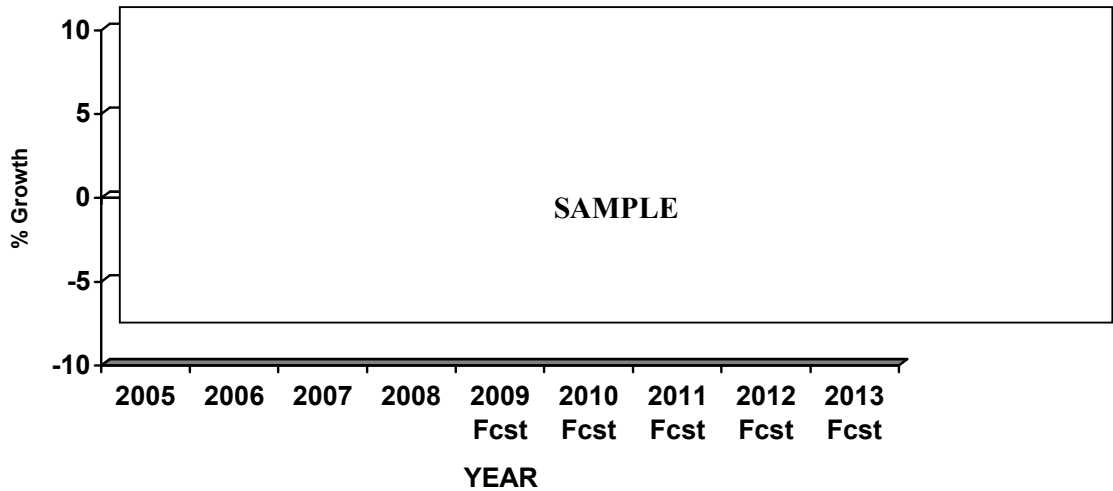
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The percentage change in average sales turnover is illustrated in the following chart:-

Figure 19: Underfloor Heating Suppliers Market Average Sales % Change 2004-2013



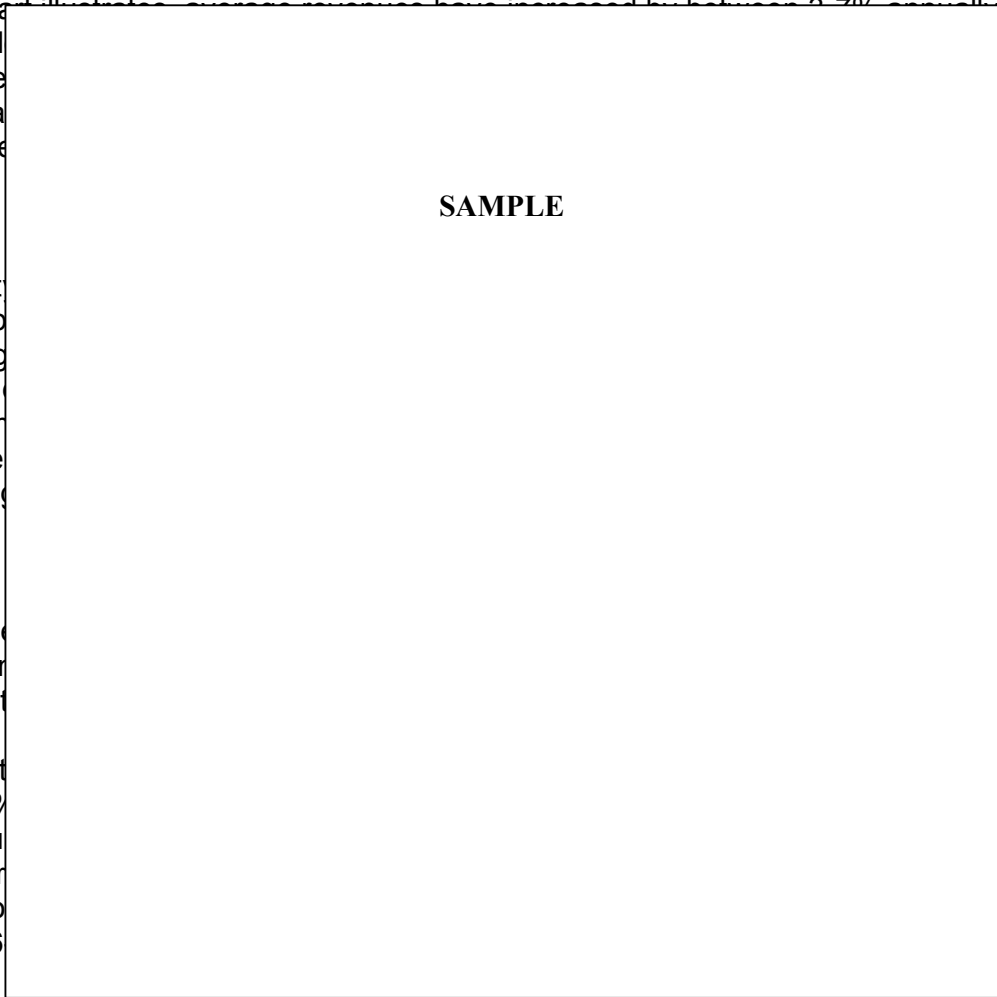
Source: MTW Research / Company Financials

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2.5.2 Underfloor Heating Suppliers Average Profitability 2004-2013

The following table illustrates the average profit levels of the underfloor heating suppliers market since 2004 and forecasts to 2013:-

3. Underfloor Heating Suppliers Company Rankings

3.1 Introduction to the Rankings

The following section ranks the companies identified in the previous chapter by various key financial indicators. It should be noted that each company will have varying degrees of activity within this sector and will include an element of variation in terms of product and service portfolio.

Where possible, we have used the financial information reported by each company. However, for small and medium sized companies reporting obligations are less strict and these companies are not obliged to disclose turnover, profit before tax and other information such as number of employees etc. Where this data does not exist, MTW have provided an estimate based on previous performance, industry averages, other financial indicators and background knowledge of the industry.

Whilst we endeavour to attain high levels of accuracy, it should be borne in mind, therefore, that the rankings and other information provided within this report may contain an element of estimation and whilst we endeavour to include all major companies within the market the following list is not exhaustive.

3.2 Underfloor Heating Suppliers Sales Estimates & Turnover Rank

3.2.1 Underfloor Heating Suppliers Ranking by Turnover - 2008

The table illustrates our estimates of the turnover rank for each company in 2008:-

Table 29: Ranking by Turnover 2008 - Underfloor Heating Suppliers

1. G	27. UK Underfloor Heating Limited
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4. G	d
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7. F	
8. U	
9. D	ited
10. C	
11. W	Limited
12. T	
13. N	
14. F	
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17. W	
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20. R	
21. E	imited
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25. D	
26. E	ed
27. K	
28. M	
29. M	
30. E	ited
31. H	
32. U	Limited
33. C	d
34. U	cts Ltd
35. B	Specialists Limited
36. T	

SAMPLE

Source: MTW Research / Company Accounts

3.3 Underfloor Heating Suppliers Ranking by Profit

The following table illustrates our estimates of the rank by profit for each of the underfloor heating suppliers in 2008:-

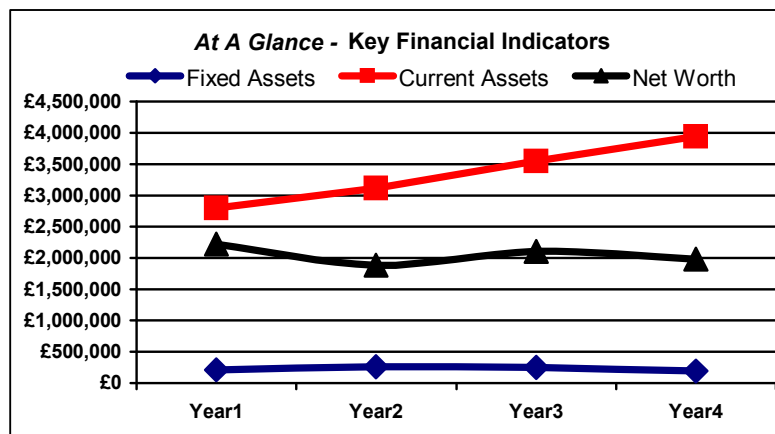
Table 31: Ranking by Profit 2008 - Underfloor Heating Suppliers

4. Underfloor Heating Suppliers Company Profiles

Sample Company PLC - Company Overview & 'At a Glance'

Address 1
Address 2
London
Postcode
Tel: 0845 #####

Sample PLC is a Public limited with share capital company, incorporated on August 3, 1994. The company's main activities are recorded by Companies House as "A group engaged in the design, manufacture and sale of underfloor heating products." In early 2009, the company has an estimated 80-90 employees.



To year end 31-Dec-07, Sample PLC is estimated to have achieved a turnover of around £10.4 million. Pre-tax profit for the same period is estimated at around £2.10 million.

The following table briefly provides a top line overview on Sample PLC:-

Company Name	Sample PLC
Brief Description of Activities	A group engaged in the design, manufacture and sale of underfloor heating products.
Parent Company	n/a
Ultimate Holding Company	n/a
Estimated Number of Employees	80-90
Senior Decision Maker / Director	Sample Name

The following table illustrates the company's key performance indicators for the last 4 years:-

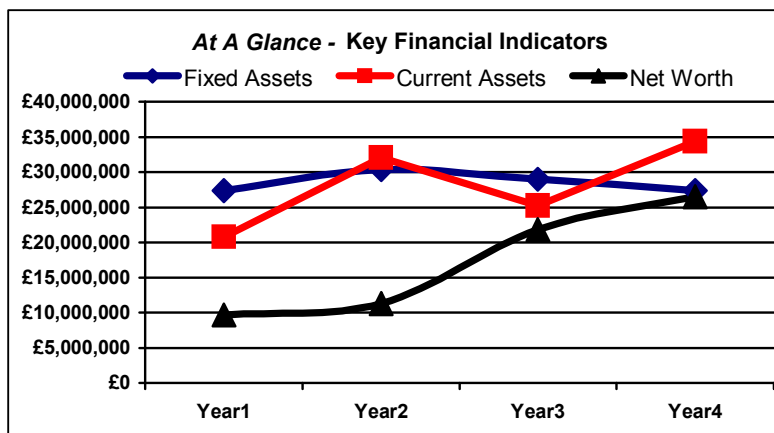
Sample PLC - 4 Year KPIs to Year End 31-Dec-07

Key Indicator £	Year End 31-Dec-04 (Year1)	Year End 31-Dec-05 (Year2)	Year End 31-Dec-06 (Year3)	Year End 31-Dec-07 (Year4)
Fixed Assets	£207,000	£264,000	£250,000	£191,000
Current Assets	£2,800,000	£3,119,000	£3,550,000	£3,939,000
Current Liabilities	£776,000	£1,496,000	£1,697,000	£2,149,000
Long Term Liabilities	£8,000	£0	£0	£0
Net Worth	£2,223,000	£1,887,000	£2,103,000	£1,981,000
Working Capital	£2,024,000	£1,623,000	£1,853,000	£1,790,000
Profit per Employee	£15,653	£1,690	£1,271	£-1,333
Sales per Employee	£132,020	£124,879	£135,471	£124,238

Sample Ltd - Company Overview & 'At a Glance'

Sample Address
Sheffield
South Yorkshire
Postcode
Tel: 01249 #####

Sample Ltd is a private limited with share capital company, incorporated on March 8, 1946. The company's main activities are recorded by Companies House as "The manufacture and marketing of PVC and polyethelene pipe extrusions and plastic mouldings and the supply of plastic products to the house building and construction industries." In early 2009, the company has an estimated 631 employees.



To year end 31-Dec-07, Sample Ltd is estimated to have achieved a turnover of around £72.1 million. Pre-tax profit for the same period is estimated at around £11.60 million.

The following table briefly provides a top line overview on Sample Ltd:-

Company Name	Sample Ltd
Brief Description of Activities	The manufacture and marketing of PVC and polyethelene pipe extrusions and plastic mouldings and the supply of plastic products to the house building and construction industries.
Parent Company	Sample LIMITED
Ultimate Holding Company	Sample BV
Estimated Number of Employees	631
Senior Decision Maker / Director	Sample Sample

The following table illustrates the company's key performance indicators for the last 4 years:-

Sample Ltd - 4 Year KPIs to Year End 31-Dec-07

Key Indicator £	Year End 31-Dec-04 (Year1)	Year End 31-Dec-05 (Year2)	Year End 31-Dec-06 (Year3)	Year End 31-Dec-07 (Year4)
Fixed Assets	£27,376,000	£30,345,000	£28,988,000	£27,352,000
Current Assets	£20,754,000	£32,038,000	£25,240,000	£34,356,000
Current Liabilities	£22,971,000	£24,023,000	£27,814,000	£32,041,000
Long Term Liabilities	£15,512,000	£26,856,000	£4,613,000	£3,169,000
Net Worth	£9,647,000	£11,324,000	£21,803,000	£26,498,000
Working Capital	-£2,217,000	£7,835,000	-£2,572,000	£2,315,000
Profit per Employee	£8,863	£8,361	£7,180	£18,445
Sales per Employee	£146,123	£155,038	£161,862	£207,643