



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

Rank & Profile Report Contents

1.	INTRODUCTION TO RANK & PROFILE REPORTS	7
2.	UK UNDERFLOOR HEATING SUPPLIERS MARKET	8
2.1	Introduction to this Rank & Profile Report	8
	Underfloor Heating Suppliers Industry Overview 2004-2013	8
	Average Underfloor Heating Industry Performance 2004-2013	8
	Underfloor Heating Suppliers Market Ranking	8
	Company Profile & Sales Leads	8
2.2	Underfloor Heating Industry Competitor Listing	9
2.3	Underfloor Heating Market Performance 2004-2013	11
2.3.1	Underfloor Heating Market Sales Revenue 2004-2013	11
2.3.2	Underfloor Heating Suppliers Market Profit 2004-2013	14
2.3.3	Underfloor Heating Suppliers Market Assets 2004-2013	17
2.3.4	Underfloor Heating Suppliers Market Liabilities 2004-2013	19
2.3.5	Underfloor Heating Suppliers Market Net Worth 2004-2013	21
2.4	Underfloor Heating Suppliers Industry Trend Indicators	23
2.4.1	Underfloor Heating Market Share by Growth, Decline & Static Sales	23
2.4.2	Underfloor Heating Suppliers– Industry Structure by Age of Company	23
2.4.3	UK Underfloor Heating Industry – Volume Share by Risk Rating 2008	25
2.4.4	Underfloor Heating Market Structure – Share by Region 2009	26
2.4.5	Underfloor Heating Market–Share by Number of Employees 2009	27
2.4.6	Underfloor Heating Market Structure –Share by Turnover Band 2009	28
2.5	Underfloor Heating Suppliers Average Sales Performance 2004-2013	29
2.5.1	Underfloor Heating Suppliers Market Average Sales Revenue 2004-2013	29
2.5.2	Underfloor Heating Suppliers Average Profitability 2004-2013	31
2.5.3	Underfloor Heating Suppliers Market Average Assets 2004-2013	33
2.5.4	Underfloor Heating Suppliers Market Average Liabilities 2004-2013	35
2.5.5	Underfloor Heating Suppliers Market Average Net Worth 2004-2013	36
2.5.6	Underfloor Heating Market Average Employee/Sales Ratio 2004-2013	37
3.	UNDERFLOOR HEATING SUPPLIERS COMPANY RANKINGS	38
3.1	Introduction to the Rankings	38
3.2	Underfloor Heating Suppliers Sales Estimates & Turnover Rank	39
3.2.1	Underfloor Heating Suppliers Ranking by Turnover - 2008	39
3.2.2	Individual Underfloor Heating Suppliers Company Sales Revenues	40
3.3	Underfloor Heating Suppliers Ranking by Profit	41
3.4	Company Ranking by Total Assets	42
3.5	Company Ranking by Net Worth	43
3.5	Ranking by Number of Employees	44
4.	UNDERFLOOR HEATING SUPPLIERS COMPANY PROFILES	45
	Allbrite UK Limited - Company Overview & 'At a Glance'	45
	Anderson Floor Warming Limited - Company Overview & 'At a Glance'	46
	Begetube UK Limited - Company Overview & 'At a Glance'	47
	Chelmer Heating Supplies Ltd - Company Overview & 'At a Glance'	48
	Chromalox UK Limited - Company Overview & 'At a Glance'	49
	Comfort Zone Systems Limited - Company Overview & 'At a Glance'	50
	Continental UFH Ltd - Company Overview & 'At a Glance'	51
	Cross Electrical Nottingham Limited - Company Overview & 'At a Glance'	52
	D C Sales & Sons Limited - Company Overview & 'At a Glance'	53
	Danfoss Holding UK Limited - Company Overview & 'At a Glance'	54
	David Robbins Underfloor Heating Systems Limited - Company Overview & 'At a Glance'	55
	Devi (Danfoss Floor Heating Electrical) - Company Overview & 'At a Glance'	56
	Ebeco UK Limited - Company Overview & 'At a Glance'	57
	Eco Hometec UK Limited - Company Overview & 'At a Glance'	58
	Encompas Limited - Company Overview & 'At a Glance'	59
	Evenheat Limited - Company Overview & 'At a Glance'	60
	Flexel International Limited - Company Overview & 'At a Glance'	61
	Floor Heatech Limited - Company Overview & 'At a Glance'	62
	Floor Heating Systems Limited - Company Overview & 'At a Glance'	63
	Floor Heating Systems Projects Ltd - Company Overview & 'At a Glance'	64
	Flowcrete Group Plc - Company Overview & 'At a Glance'	65
	Glen Dimplex Home Appliances Limited - Company Overview & 'At a Glance'	66
	Global Trace Heating Limited - Company Overview & 'At a Glance'	67
	Heatmiser UK Ltd - Company Overview & 'At a Glance'	68
	Heatwave Associates Limited - Company Overview & 'At a Glance'	69
	Hidden Heat Limited - Company Overview & 'At a Glance'	70
	Hypocaust Limited - Company Overview & 'At a Glance'	71
	Invisible Heating Systems Limited - Company Overview & 'At a Glance'	72
	Ippec Systems Limited - Company Overview & 'At a Glance'	73
	John Guest International Limited - Company Overview & 'At a Glance'	74
	John Guest Limited - Company Overview & 'At a Glance'	75
	John Hale Bognor Regis Limited - Company Overview & 'At a Glance'	76
	Karaden Limited - Company Overview & 'At a Glance'	77
	Klima Underfloor Heating Limited - Company Overview & 'At a Glance'	78
	Lakeland Underfloor Heating Specialists Limited - Company Overview & 'At a Glance'	79
	Leemick Limited - Company Overview & 'At a Glance'	80
	Mathewson Limited - Company Overview & 'At a Glance'	81
	Multibeton Limited - Company Overview & 'At a Glance'	82

Nu Heat UK Limited - Company Overview & 'At a Glance'	83
Paragon Systems Scotland Limited - Company Overview & 'At a Glance'	84
Pederson Limited - Company Overview & 'At a Glance'	85
Plumb Partners Group Limited - Company Overview & 'At a Glance'	86
Polypipe Building Products Limited - Company Overview & 'At a Glance'	87
Radiant Heating Solutions Limited - Company Overview & 'At a Glance'	88
Rayotec Limited - Company Overview & 'At a Glance'	89
Reid Underfloor Heating Scotland Limited - Company Overview & 'At a Glance'	90
Rettig Heating Group UK Limited - Company Overview & 'At a Glance'	91
Speedheat UK Limited - Company Overview & 'At a Glance'	92
Step Warmfloor UK Limited - Company Overview & 'At a Glance'	93
Supawarm Limited - Company Overview & 'At a Glance'	94
The Floor Warming Company Limited - Company Overview & 'At a Glance'	95
The Underfloor Heating Company Limited - Company Overview & 'At a Glance'	96
Thermal Reflections Limited - Company Overview & 'At a Glance'	97
Thermalfloor Underfloor Heating Systems Limited - Company Overview & 'At a Glance'	98
Thermoboard Limited - Company Overview & 'At a Glance'	99
Tog Systems Limited - Company Overview & 'At a Glance'	100
UK Underfloor Heating Limited - Company Overview & 'At a Glance'	101
Underfloor Direct Limited - Company Overview & 'At a Glance'	102
Underfloor Heating Now Limited - Company Overview & 'At a Glance'	103
Underfloor Heating Supplies Limited - Company Overview & 'At a Glance'	104
Underfloor Heating Systems Limited - Company Overview & 'At a Glance'	105
Underfloor Solutions Limited - Company Overview & 'At a Glance'	106
Uponor Housing Solutions Limited - Company Overview & 'At a Glance'	107
Uponor Limited - Company Overview & 'At a Glance'	108
Warmafloor GB Limited - Company Overview & 'At a Glance'	109
Warmfloor Limited - Company Overview & 'At a Glance'	110
Warmfloor Solutions Limited - Company Overview & 'At a Glance'	111
Warmfloors Limited - Company Overview & 'At a Glance'	112
Warmup PLC - Company Overview & 'At a Glance'	113
Wavin Plastics Ltd - Company Overview & 'At a Glance'	114
Willis Heating and Plumbing Co Ltd - Company Overview & 'At a Glance'	115

Market Report Tables & Charts

Figure 1: Underfloor Heating Companies Listing	10
Figure 2: Underfloor Heating Market Sales 2004-2013 £M	12
Figure 3: Underfloor Heating Suppliers Market Total Sales % Change 2004-2013	13
Figure 4: Underfloor Heating Suppliers Market Total Profit 2004-2013	15
Figure 5: Underfloor Heating Suppliers Industry Total Profit % Change 2004-2013	16
Figure 6: Underfloor Heating Suppliers Market Total Assets (Current & Fixed) 2005-2013	18
Figure 7: Underfloor Heating Suppliers Industry Assets % Change 2005-2013	19
Figure 8: Underfloor Heating Suppliers Market Total Liabilities (Current & Long Term) 2004-2013	20
Figure 9: Underfloor Heating Suppliers Market Total Liabilities % Change 2004-2013	21
Figure 10: Underfloor Heating Suppliers Industry Net Worth 2004-2013	22
Figure 11: Underfloor Heating Suppliers Market Total Net Worth % Change 2004-2013	23
Figure 12: Underfloor Heating Suppliers – Market Share by 12 Month Sales Performance to April 2009	24
Figure 13: Underfloor Heating Suppliers Industry – Market Share by Age of Company	25
Figure 14: Underfloor Heating Suppliers Industry Structure– Market Share by Credit Rating April 2009	26
Figure 15: Underfloor Heating Suppliers Industry Structure –Share by Geographical Region 2009	27
Figure 16: Underfloor Heating Industry - Share by Employees by Volume April 2009	28
Figure 17: Underfloor Heating Suppliers Industry Structure - Share by Turnover Band by Volume 2008	29
Figure 18: Underfloor Heating Suppliers Market Average Sales Turnover 2004-2013	30
Figure 19: Underfloor Heating Suppliers Market Average Sales % Change 2004-2013	31
Figure 20: Underfloor Heating Suppliers Market Average Profitability 2004-2013	32
Figure 21: Underfloor Heating Suppliers Market Average Profitability % Change 2004-2013	33
Figure 22: Underfloor Heating Suppliers Market Average Total Assets 2005-2012	34
Figure 23: Underfloor Heating Suppliers Market Average Assets % Change 2005-2012	35
Figure 24: Underfloor Heating Suppliers Market Average Total Liabilities 2004-2013	36
Figure 25: Underfloor Heating Suppliers Market Average Liabilities % Change 2004-2013	36
Figure 26: Underfloor Heating Suppliers Market Average Net Worth 2004-2013	37
Figure 27: Underfloor Heating Suppliers Market Average Net Worth % Change 2004-2013	38
Figure 28: Underfloor Heating Suppliers Industry Average Sales / Employees Ratio 2004-2013	38
Table 29: Ranking by Turnover 2008 - Underfloor Heating Suppliers	40
Table 30: Turnover Estimates (£M) 2008 - Underfloor Heating Suppliers	41
Table 31: Ranking by Profit 2008 - Underfloor Heating Suppliers	42
Table 32: Ranking by Assets 2008– Underfloor Heating Suppliers	43
Table 33: Ranking by Net Worth 2008 – Underfloor Heating Suppliers	44
Table 34: Ranking by Number of Employees 2008	45
Allbrite UK Limited - 4 Year KPIs to Year End 31-May-08	46
Anderson Floor Warming Limited - 4 Year KPIs to Year End 31-Mar-08	47
Begetube UK Limited - 4 Year KPIs to Year End 31-Jul-08	48
Chelmer Heating Supplies Ltd - 4 Year KPIs to Year End 30-Apr-06	49
Chromalox UK Limited - 4 Year KPIs to Year End 30-Sep-08	50
Comfort Zone Systems Limited - 4 Year KPIs to Year End 31-Mar-08	51
Continental UFH Ltd - 4 Year KPIs to Year End 31-May-07	52
Cross Electrical Nottingham Limited - 4 Year KPIs to Year End 30-Jun-08	53
D C Sales & Sons Limited - 4 Year KPIs to Year End 31-Mar-08	54
Danfoss Holding UK Limited - 4 Year KPIs to Year End 31-Dec-07	55
David Robbins Underfloor Heating Systems Limited - 4 Year KPIs to Year End 30-Apr-08	56
Ebeco UK Limited - 4 Year KPIs to Year End 30-Jun-08	58
Eco Hometec UK Limited - 4 Year KPIs to Year End 30-Nov-07	59
Encompas Limited - 4 Year KPIs to Year End 31-Jul-08	60
Evenheat Limited - 4 Year KPIs to Year End 31-Mar-08	61
Flexel International Limited - 4 Year KPIs to Year End 31-May-08	62
Floor Heatech Limited - 4 Year KPIs to Year End 31-Jan-06	63
Floor Heating Systems Limited - 4 Year KPIs to Year End 31-Mar-08	64
Floor Heating Systems Projects Ltd - 4 Year KPIs to Year End 31-Mar-08	65
Flowcrete Group Plc - 4 Year KPIs to Year End 31-Dec-07	66
Glen Dimplex Home Appliances Limited - 4 Year KPIs to Year End 31-Mar-08	67
Global Trace Heating Limited - 4 Year KPIs to Year End 31-Oct-07	68
Heatmiser UK Ltd - 4 Year KPIs to Year End 29-Feb-08	69
Heatwave Associates Limited - 4 Year KPIs to Year End 31-Mar-08	70
Hidden Heat Limited - 4 Year KPIs to Year End 31-Aug-07	71
Hypocaust Limited - 4 Year KPIs to Year End 30-Jun-07	72
Invisible Heating Systems Limited - 4 Year KPIs to Year End 31-Dec-07	73
Ipec Systems Limited - 4 Year KPIs to Year End 31-Dec-07	74
John Guest International Limited - 4 Year KPIs to Year End 31-Dec-07	75
John Guest Limited - 4 Year KPIs to Year End 31-Dec-07	76
John Hale Bognor Regis Limited - 4 Year KPIs to Year End 31-Jul-06	77
Karaden Limited - 4 Year KPIs to Year End 31-Mar-08	78
Klima Underfloor Heating Limited - 4 Year KPIs to Year End 31-Dec-07	79
Lakeland Underfloor Heating Specialists Limited - 4 Year KPIs to Year End 31-Jan-05	80
Leemick Limited - 4 Year KPIs to Year End 31-Mar-08	81
Mathewson Limited - 4 Year KPIs to Year End 31-Aug-07	82
Multibeton Limited - 4 Year KPIs to Year End 31-Dec-07	83
Nu Heat UK Limited - 4 Year KPIs to Year End 30-Nov-07	84
Paragon Systems Scotland Limited - 4 Year KPIs to Year End 31-Jul-08	85
Pedarson Limited - 4 Year KPIs to Year End 31-Mar-08	86
Plumb Partners Group Limited - 4 Year KPIs to Year End 31-May-07	87
Polypipe Building Products Limited - 4 Year KPIs to Year End 31-Dec-07	88

Radiant Heating Solutions Limited - 4 Year KPIs to Year End 31-Dec-07	89
Rayotec Limited - 4 Year KPIs to Year End 31-Dec-07	90
Reid Underfloor Heating Scotland Limited - 4 Year KPIs to Year End 30-Sep-07	91
Rettig Heating Group UK Limited - 4 Year KPIs to Year End 31-Dec-05	92
Speedheat UK Limited - 4 Year KPIs to Year End 30-Sep-07	93
Step Warmfloor UK Limited - 4 Year KPIs to Year End 31-Oct-07	94
Supawarm Limited - 4 Year KPIs to Year End 30-Apr-08	95
The Floor Warming Company Limited - 4 Year KPIs to Year End 31-Dec-07	96
The Underfloor Heating Company Limited - 4 Year KPIs to Year End 31-Dec-07	97
Thermal Reflections Limited - 4 Year KPIs to Year End 31-Oct-07	98
Thermafloo Underfloor Heating Systems Limited - 4 Year KPIs to Year End 31-Jan-05	99
Thermoboard Limited - 4 Year KPIs to Year End 31-Dec-07	100
Tog Systems Limited - 4 Year KPIs to Year End 31-Mar-08	101
UK Underfloor Heating Limited - 4 Year KPIs to Year End 30-Nov-07	102
Underfloor Direct Limited - 4 Year KPIs to Year End 31-Oct-07	103
Underfloor Heating Now Limited - 4 Year KPIs to Year End 31-Oct-07	104
Underfloor Heating Supplies Limited - 4 Year KPIs to Year End 30-Sep-07	105
Underfloor Heating Systems Limited - 4 Year KPIs to Year End 31-Oct-07	106
Underfloor Solutions Limited - 4 Year KPIs to Year End 30-Jun-08	107
Uponor Housing Solutions Limited - 4 Year KPIs to Year End 31-Dec-07	108
Uponor Limited - 4 Year KPIs to Year End 31-Dec-07	109
Warmafloor GB Limited - 4 Year KPIs to Year End 30-Sep-07	110
Warmfloor Limited - 4 Year KPIs to Year End 31-Aug-07	111
Warmfloor Solutions Limited - 4 Year KPIs to Year End 30-Sep-08	112
Warmfloors Limited - 4 Year KPIs to Year End 30-Apr-08	113
Warmup PLC - 4 Year KPIs to Year End 31-Dec-07	114
Wavin Plastics Ltd - 4 Year KPIs to Year End 31-Dec-07	115
Willis Heating and Plumbing Co Ltd - 4 Year KPIs to Year End 30-Apr-08	116

This report reflects MTW Research's independent view of the market which may differ from other third party views. Whilst we try to ensure that our reports are an accurate depiction of their respective markets, it must be emphasised that the figures and comment contained therein are estimates based on a mix of primary and secondary research, and should therefore be treated as such.

Terms & Conditions of Use

The information contained within this report remains the copyright of MTW Research. Subject to these Terms and Conditions (this "Agreement"), MTW Research ("we", "our", "us") makes available this publication and data or information contained therein (the "Report"). Your use of this report constitutes your acknowledgment and assent to be bound by this Agreement.

Permitted Use, Limitations on Use

You may access purchased Reports only as required to view the Reports for your individual use, and may print/copy a purchased Report once for your use. You may copy extracts from purchased Reports onto your own documents, provided that all citations are attributed to "MTW Research", and are for internal use only. You may not republish, resell or redistribute any Report, or do anything else with any Report, which is not specifically permitted in this Agreement. You may not reproduce, store in a retrieval system or transmit by any means, electronic or mechanical, any report without the prior permission of MTW Research.

Limitation of Liability

You are entirely liable for activities conducted by you or anyone else in connection with your use of the Report. We take no responsibility for any incorrect information supplied to us during the research process. Market information is based on telephone interviews and secondary sources whose accuracy we cannot guarantee. You acknowledge when ordering that MTW Research Reports are for your internal use and not for general publication or disclosure to third parties, unless otherwise agreed. Neither MTW Research nor any of its affiliates, owners, employees or other representatives will be liable for damages arising out of or in connection with the use of the Report or the information, content, materials or products included in the Report. This is a comprehensive limitation of liability that applies to all damages of any kind, including (without limitation) compensatory, direct, indirect or consequential damages, loss of data, income or profit, loss of or damage to property and claims of third parties.

Applicable Law

This Agreement will be governed by and construed in accordance with the laws of England and Wales without giving effect to the principles of conflict of laws thereof, and to the extent permitted by applicable law, you consent to the jurisdiction of courts situated in England and Wales in any action arising under this agreement.

Intellectual Property Rights

You acknowledge that legal and beneficial interest in Intellectual Property Rights in connection with the Report belong to us. This includes all Intellectual Property Rights in any Material. You have no rights in or to the Report and you may not use any Material other than as permitted under this Agreement. We grant you a non-exclusive, non-transferable licence to use the Intellectual Property Rights referred to above solely for the use of Material as permitted under this agreement.

Companies Included

Whilst MTW endeavour to ensure that the majority of the major companies active in the market with which this report is concerned are included, it should be noted that the list of companies included in this report is not exhaustive and the inclusion or otherwise of a company in this report does not necessarily indicate, nor should be interpreted as, a company's relevance or otherwise in a particular market. Whilst we endeavour to attain high levels of accuracy, it should be borne in mind that the rankings and other information provided within this report contain an element of estimation, should be regarded as such and treated with a degree of caution.

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.

2.2 Underfloor Heating Industry Competitor Listing

The following table provides a listing of the companies which are included, and for the purposes of this report, defined as ‘the market’.

Figure 1: Underfloor Heating Companies Listing

Allbrite UK	Hidden Heat	The Floor Warming Company
Anderson Floor Warming	Hypocaust	The Underfloor Heating Company
Begetube UK	Invisible Heating Systems	Thermal Reflections
Chelmer Heating Services	Ippec Systems	Thermalfloor Underfloor Heating Systems
Chromalox UK	John Guest International	Thermoboard
Comfort Zone Systems	John Guest	Tog Systems
Continental UFH	John Hale Bognor Regis	UK Underfloor Heating
Cross Electrical Nottingham	Karaden	Underfloor Direct
D C Sales & Sons	Klima Underfloor Heating	Underfloor Heating Now
Danfoss Holding UK	Lakeland Underfloor Heating Specialists	Underfloor Heating Supplies
David Robbins Underfloor Heating Systems	Leemick	Underfloor Heating Systems
Devi (Danfoss)	Mathewson	Underfloor Solutions
Ebeco UK	Multibeton	Uponor Housing Solutions
Eco Hometec UK	Nu Heat UK	Uponor
Encompas	Paragon Systems Scotland	Warmafloor GB
Evenheat	Pedarson	Warmfloor
Flexel International	Plumb Partners Group	Warmfloor Solutions
Floor Heatech	Polypipe Building Products	Warmfloors
Floor Heating Systems	Radiant Heating Solutions	Warmup PLC
Floor Heating Systems Projects	Rayotec	Wavin Plastics
Flowcrete Group Plc	Reid Underfloor Heating Scotland	Willis Heating and Plumbing Co
Glen Dimplex Home Appliances	Rettig Heating Group UK	Allbrite UK
Global Trace Heating	Speedheat UK	Anderson Floor Warming
Heatmiser UK	Step Warmfloor UK	Begetube UK
Heatwave Associates	Supawarm	

Source: MTW Research

Total sales of the suppliers active in the UK underfloor heating industry are estimated to have reached around £959 million in 2009, with the sector overall increasing by just under 2% over the year, reflecting a relatively flat market for the product. This is in contrast to the overall UK construction sales which have fallen by 10% over the same period. Our estimates are based on a detailed analysis of the industry and are considered to be definitive.

In 2009, the industry reported a decline in sales of underfloor heating, with the industry reporting a 10% decline in sales of underfloor heating. This is in contrast to the overall UK construction sales which have fallen by 10% over the same period. The impact of the recession on the house building sector is significant. Given the relatively small size of the underfloor heating sector, it is likely that the industry will continue to experience a decline in sales over the next few years.

In addition, the industry is also underpinned by a number of factors, including the fact that the industry is relatively young and is still in the process of establishing itself. This is likely to result in a number of companies exiting the market over the next few years. The industry is also facing a number of challenges, including the fact that the industry is relatively young and is still in the process of establishing itself. This is likely to result in a number of companies exiting the market over the next few years.

SAMPLE

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

SAMPLE

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.

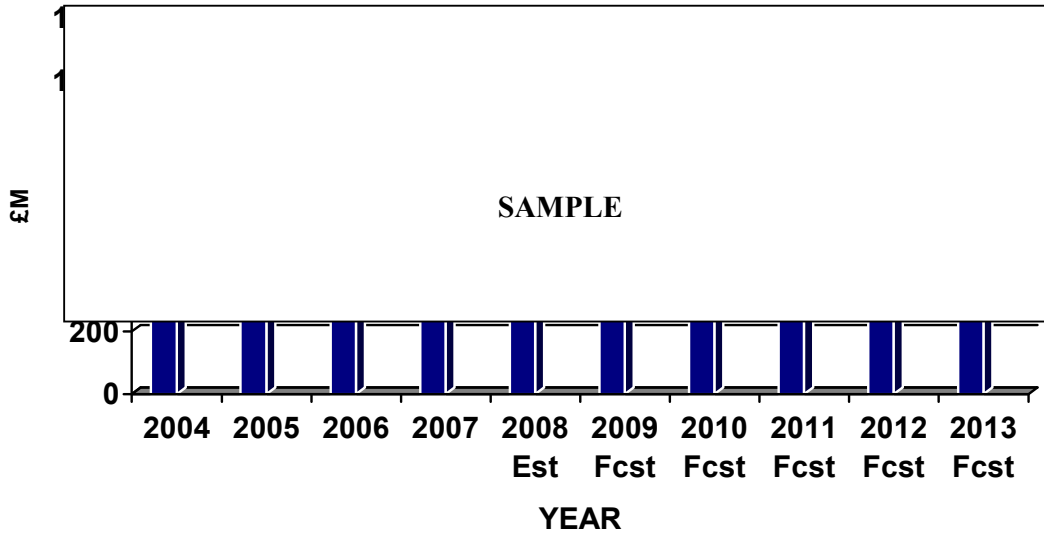
2.3 Underfloor Heating Market Performance 2004-2013

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 value saw a significant slowdown, largely due to a lack of confidence in the housebuilding sector.

However, commentators have noted a 'drying-up' of US banks, which were sold on real estate, and the UK economic commodity market.

Whilst some of the recession's impact on housebuilding has been felt by consumers,

s and
 mated
 bid
 sed by
 umer
 h
 a
 le by
 h were
 ors of
 act of
 y in the
 ack of
 orts. As

SAMPLE

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

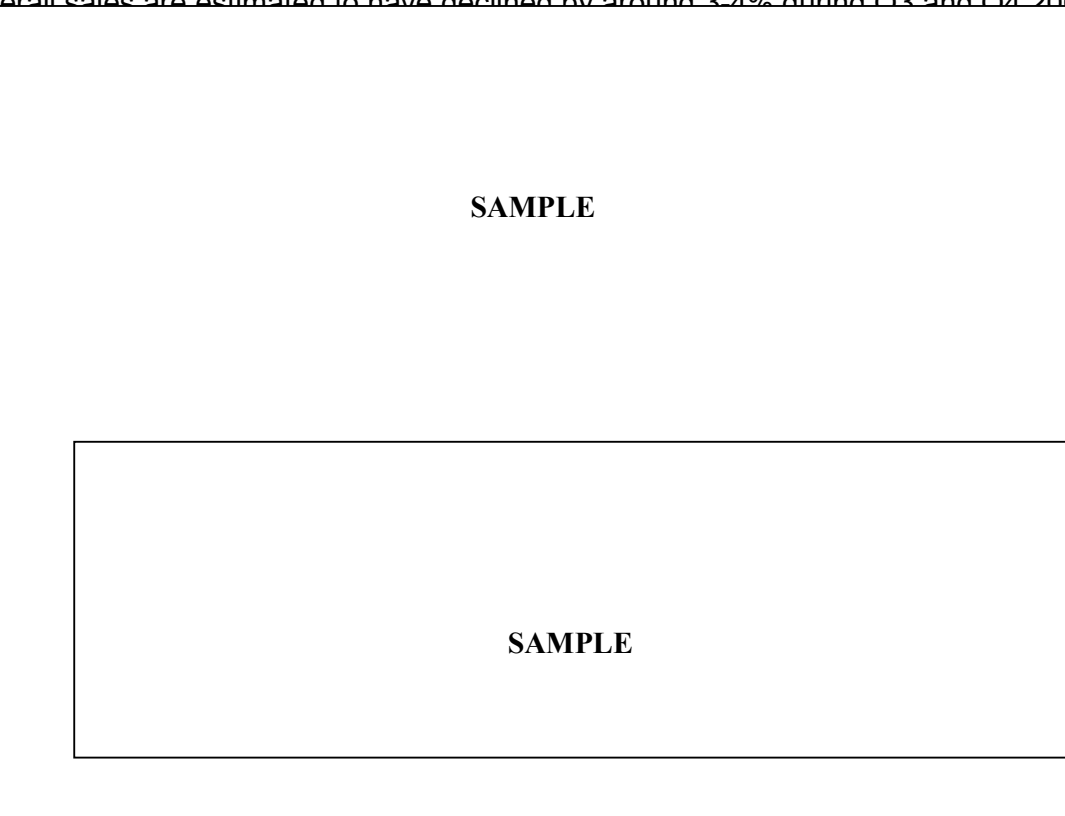
The impact of the 2010 as well as but also investment forecasts under 2%

Subsequent healthy market drivers. an increase

for some sources in 2009, the first rapid house growth in

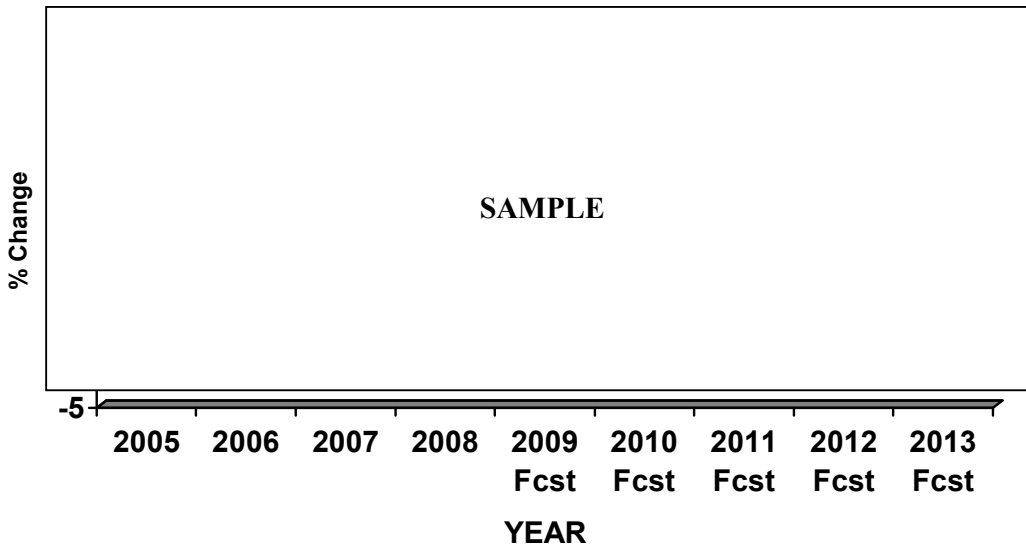
amid sectors, capital in 2010, with a of just

ly market 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

SAMPLE

macro- the ms, the n in

ected to 9% in h as inue to

robust ely to the short sector

r the oyant on

tion ue

o offer c UFH terms or ate and

etric d to be

y ed of s which s of s trend rity of

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:-

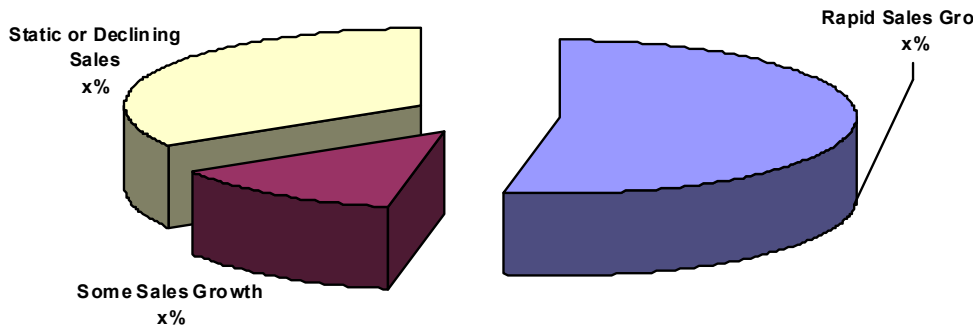
2.4 Underfloor Heating Suppliers Industry Trend Indicators

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

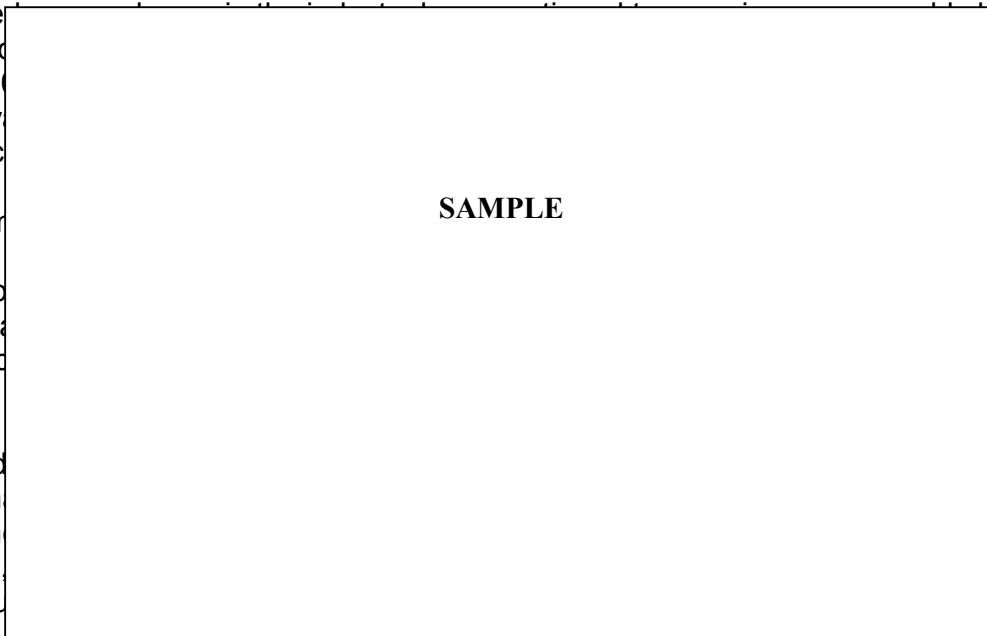


Source: MTW Research / Company Accounts

As illustrate market cond excess of 1 of this buoy as market c

Just over or 12 months, market, dep reporting sta is not expect onwards.

Sources ind domestic m rapid declin low in 2009 short term u



buoyant growth in er, much mid 2008,

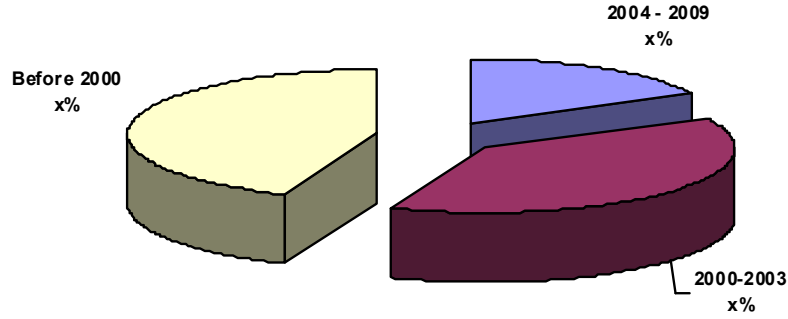
g the last w in the nies this trend late 2009

the following a t to remain rket in the

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

Despite
have d
compe
propos
establi
next 1-
bankin

The re
market
combin
compa
exacer
in a gr
compa

Compa
these c
further
an indu

These
more li
produc
provide
such, t
whilst
sector
curren

SAMPLE

cated to
els of
ess
or those
ing the
e UK
is.

n for the
e to a
y those

to result
hat larger

, with
n, a
reflecting

nd are
er
ould
es. As
alth and
the
from the

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:-

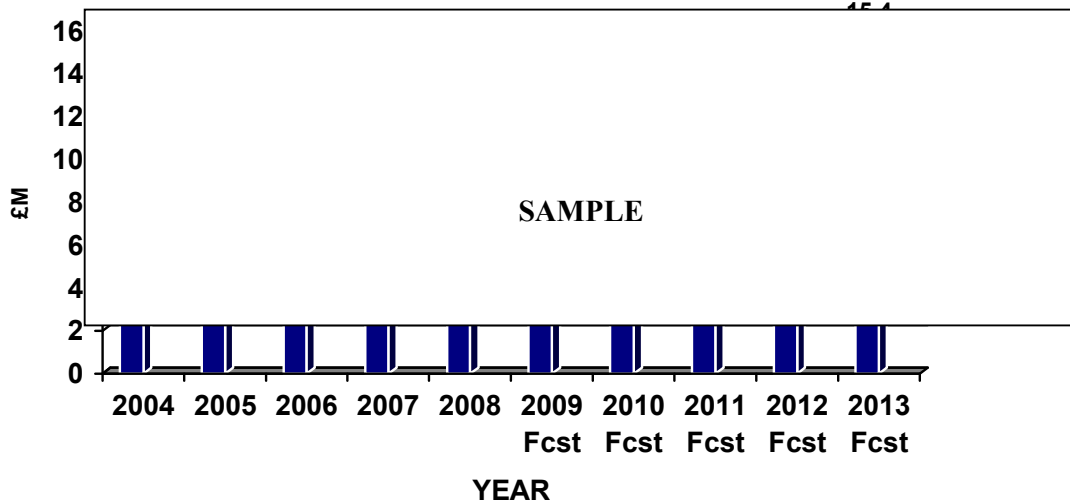
2.5 Underfloor Heating Suppliers Average Sales Performance 2004-2013

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

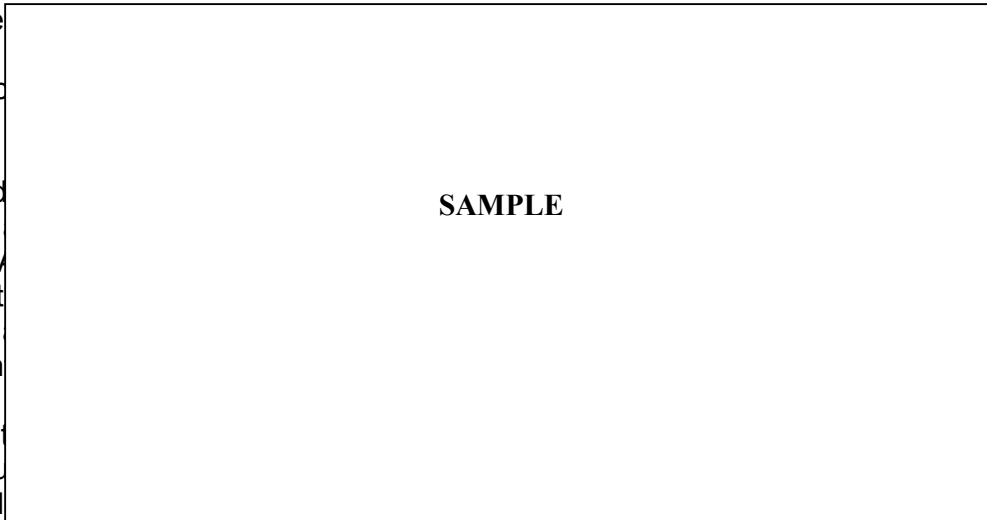


Source: MTW Research / Company Financials

As illustrate reflecting a number of d industry.

Sources ind which offer downturn. A subsequent companies some exten

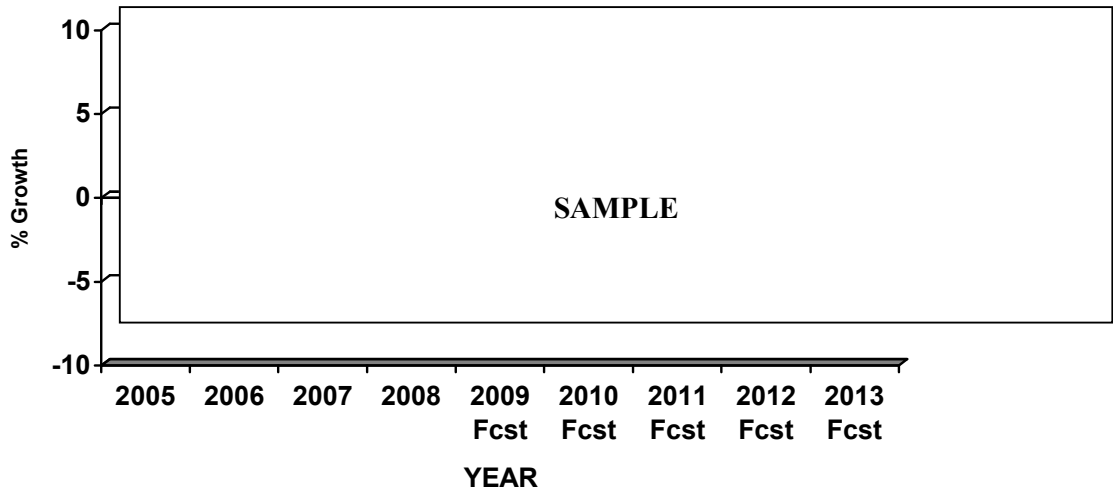
In the near declining nu average sal



h 2008, s of s to the companies economic ers of nishes to ue and e for onwards.

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

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



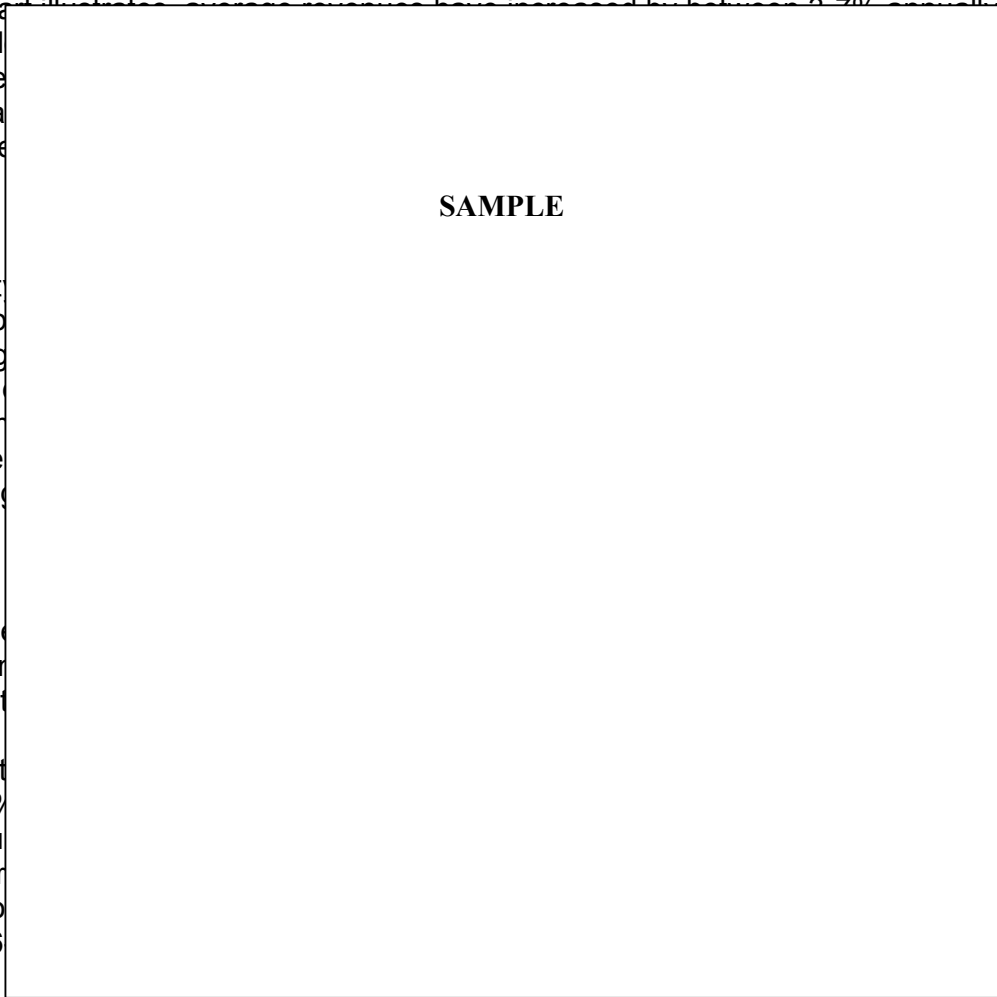
Source: MTW Research / Company Financials

As the cha... years, refl... non-dome... 2008, hea... rise for the

Given the decline in commodity bear the b... return to g... economy... retail sper... years, the stimulate

Based on economic confidence market. In further opt

By 2010, t... around 2%... the mediu... most appr... market po... the next 6



in recent domestic and d in H2 ted in an 3%

with a on- is likely to ven this, a he wider at like for like rease in 3 ould

that er g suppliers also offer

rise by ary levels in ely to be ell defined l period of

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
2. P	Limited
3. U	ited
4. G	d
5. J	
6. W	
7. F	
8. U	
9. D	ited
10. C	
11. W	Limited
12. T	
13. N	
14. F	
15. T	imited
16. I	
17. W	
18. D	
19. H	
20. R	
21. E	imited
22. F	land Limited
23. W	
24. T	
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	

Source: MTW Research / Company Accounts

3.2.2 Individual Underfloor Heating Suppliers Company Sales Revenues

The following table illustrates the estimated turnover for each company for 2008:-

Table 30: Turnover Estimates (£M) 2008 - Underfloor Heating Suppliers

Trading Name	Turnover	Trading Name	Turnover
--------------	----------	--------------	----------

Source: MTW Research / Company Financials

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:-

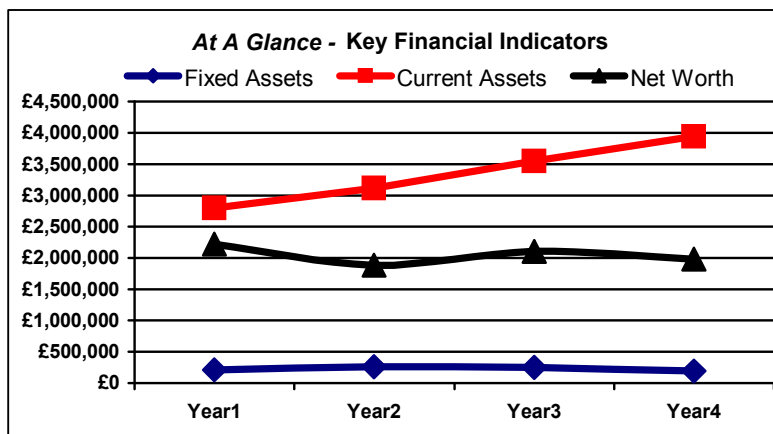
Table 31: Ranking by Profit 2008 - Underfloor Heating Suppliers

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:-

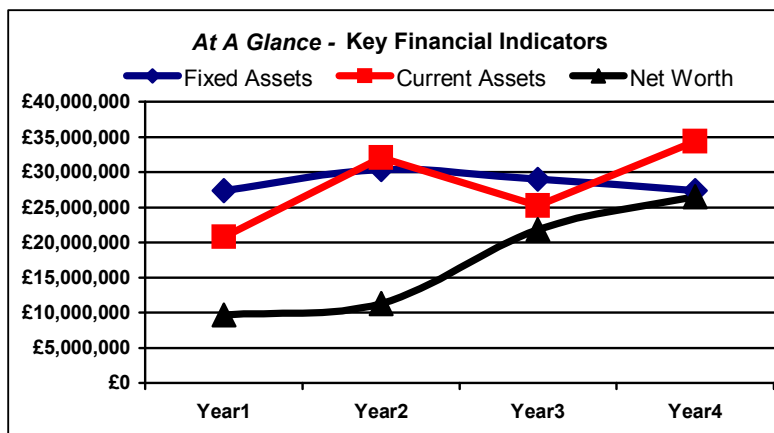
Sample PLC - 4 Year KPIs to Year End 31-Dec-07

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