

AUSTRIAN ENVIRONMENTAL TECHNOLOGY EXPERT

Rays of warmth

With more than 15 years of experience in producing high-quality heaters, Redwell is considered a pioneer supplier on the infrared market.

TEXT: CORNELIA BRELOWSKI | PHOTOS: REDWELL

Independent of fossil fuels, infrared heating reflects heat like the sun itself – the warmth is being stored by objects and walls, making the process much healthier, more comfortable and more effective than conventional heating systems.

Manufactured by hand in Austria, Redwell products use the highest quality materials only; all of which have been previously checked and approved by independent institutes such as universities and technical colleges.

A big advantage is the firmly fitted storage core which makes Redwell heaters both energy efficient and sustainable. Due to the firm's longtime experience, Redwell nowadays grants a 90-month warranty with no hidden costs. With a strong emphasis on design, the Redwell product portfolio includes panels for all tastes and can also be disguised as mirrors or paintings. The 2015 launched product 2IN1 - Heat & Light, an infrared heater combined with an energy

saving LED-light system, won the Red Dot Award. The latest Redwell hit is an infrared bathroom heater, which keeps the bath cosy throughout the winter months and can be installed as a towel warmer panel.

Hands-on approach

Redwell founder and mastermind Mike Buschhoff started out by building innovative heaters in his own garage. The first prototype was developed in 2001 in co-operation with the GSF Institute for Ecology and Health in Munich, and 2002 saw the first product series. Meanwhile distributing to 20 countries, the company today resides in 3,600-square-metre production premises in the Ökopark Hartberg in Styria and in an additional production and development hall in Rotenturm.

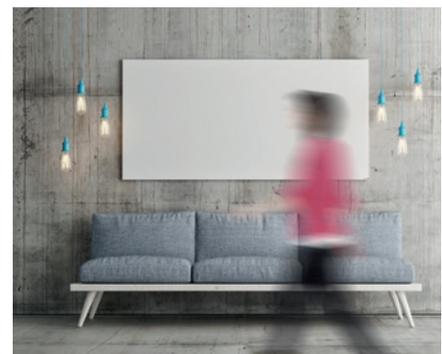
For energy-conscious users

Managing director Hr. Christian Röck, who has been with Redwell from the early beginnings, is glad that people from all walks of life feel inspired by Redwell products:

“Students and young builders who strive to equip their home with energy efficient infrared heating are to be found among the Redwell customers as well as older people, who appreciate the comfort and sustainable nature of the service-free heating source. Furthermore, a growing number of allergy sufferers turn to installing infrared heaters because they guarantee a dust-free living atmosphere.”

By steadily optimising quality and efficiency through inhouse product development, Redwell continue to enhance the infrared market armed with strong partners and a steadily growing net of distributors.

www.redwell.com



Top left: Company headquarters in Rotenturm – Burgenland.
 Right: Managing director Christian Röck, MBA, MPA.
 Left: Red Dot Award winner 2IN1 - Heat & Light.
 Middle: Panel heater.
 Bottom: WE-Line heater.