

# CHRISTIE & CO

FROM DREAM TO MAINSTREAM

## PRESS RELEASE

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## STEP RV Brings Warmth and Comfort to the Open Road

*Upgrade the interior of your RV with STEP RV, innovative underfloor radiant heating sure to make any camper feel more at home in the great outdoors.*

**St. Louis, Missouri (May 2021)** - Summer is right around the corner and trekking to your destination in an RV is many Americans choice these days. RV sales reached record heights in 2020, motivated by the COVID-19 pandemic, and there's no slowing in sight.<sup>1</sup> RV shipments in 2021 are projected to be 20% higher than they were last year.<sup>2</sup> Also, the RV industry is expected to grow to \$75 billion by 2025.<sup>3</sup> With the RV lifestyle on the rise, so is the demand for comfort while hitting the open road. Savvy campers and avid adventurers love connecting with nature but appreciate the creature comforts of home. [STEP RV](#) offers radiant underfloor heating to keep campers warm during chilly mornings and evenings, long after the campfire has dwindled. It is the luxury RV upgrade of the season, bringing the future of warmth, safety, and wellness to travelers everywhere.

STEP RV's low voltage (12V- 48V) polymer heating elements can be installed under the floor, bed(s), dinette seating, and inside walls to keep the entire RV warm. The heating elements provide radiant heating, which warms the space by heating cold objects within it, instead of blowing warm air into the living space like a forced air heating system. Additionally, they are self-regulating and reduce energy consumption as an RV's ambient temperature increases, this prevents overheating and is a safe sustainable heat solution.

"At STEP Warmfloor® we envision a world where all living systems and nature are in alignment, optimizing



<sup>1</sup> Park, S. (2021, January 23). *RV sales soar during coronavirus pandemic*. FoxBusiness.com. <https://www.foxbusiness.com/lifestyle/rv-sales-soar-during-pandemic-travel-road-trip>.

<sup>2</sup> RV Industry Association Staff. (2020, November 30). *RV Shipments Project To Climb By Nearly 20 Percent In 2021, Eclipse 500,000 Units*. RVIA.org. <https://www.rvia.org/news-insights/rv-shipments-project-climb-nearly-20-percent-2021-eclipse-500000-units>.

<sup>3</sup> RV Pro Staff. (2019, February 13). *Study: RV Market to be Worth \$75 Billion by 2025*. RV-PRO.com. <https://rv-pro.com/news/study-rv-market-be-worth-75-billion-2025/>.



quality of life for all,” said STEP Warmfloor Co-Founder and President, Monica Irgens. “STEP RV embodies this vision and represents an alignment of nature and engineering, giving RV enthusiasts everywhere an energy-efficient way to get the comfort they need from their vehicle.”

STEP Warmfloor’s self-regulating heating elements are installed in residential homes, commercial buildings, recreational vehicles, and boats. STEP RV heating elements can be connected to a 24V AC power supply, a 24 V battery pack, or to solar and wind power sources by using a DC controller. The STEP RV heating elements come in 12” and 9” widths.

For more information about STEP Warmfloor products, and to request a quote, visit us at [warmfloor.com](http://warmfloor.com).

### **About STEP Warmfloor**

STEP Warmfloor is transforming heating by delivering warmth in a way that is healthy and creates a consistently comfortable environment. Its radiant floor heating system warms up a room by first heating cold objects within it. This avoids spreading allergens, which can happen with forced air systems that provide warmth by blowing heated air into rooms. Because STEP Warmfloor heating elements are self-regulating, they decrease electrical power usage as ambient temperature increases, making them energy-efficient and without risk of overheating. STEP Warmfloor’s radiant heating systems are manufactured in St. Louis, Missouri, home of founders Stephan and Monica Irgens. The Self-regulating Technology of Electro Plastics (STEP) from which the company derives its name was first developed in 1981 as a method of heating automobile seats, but has since been adapted for application to heating homes, recreational vehicles, roof deicing and ships. In 1994, Stephan and Monica introduced the United States to their radiant heating system through Electro Plastics, Inc. To date millions of square feet have been installed throughout the world.

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