

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

PRESS RELEASE

FOR IMMEDIATE RELEASE

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STEP Warmfloor® is the Ultimate Home Renovation for Warmth and Comfort this Fall and Winter
Warm your heart and toes with this must-have "cold season" upgrade for the fall and winter of 2021 and beyond.

ST LOUIS, MO (JULY 2021) —[STEP Warmfloor](#) is the future of warmth, delivering even, gentle and consistent underfloor heating solutions to homeowners around the world. According to Farmer's Almanac, the western states and northeastern New England will experience uncommonly chilly temperatures later this year and into 2022. Specifically, winter will be colder than normal in Maine; the Intermountain, Desert Southwest, and Pacific Southwest regions; and eastern Hawaii¹. Imagine stepping out of the shower on a cold morning to welcoming warm floors or saying sayonara to slippers entirely this fall and winter when temperatures plunge and icy weather prevails. STEP Warmfloor is an innovative, self-regulating heating element that can easily be installed under any flooring type, including tile, wood, stone, carpet and more. It's been installed throughout the home, in the garage, barn, or any other secondary property, bringing homeowners everywhere the future of warmth.

"STEP Warmfloor has transformed the way we warm our homes with its innovative, sustainable, and safe radiant heating solutions," said STEP Warmfloor President, Monica Irgens. "Our customers love researching and installing new technologies and products that help improve their quality of life, making their home smarter, more comfortable, and easier. STEP Warmfloor is an energy-efficient heating system, which emits gentle, consistent warmth that is in alignment with nature."

It is a 24 Volt AC/DC heating system that warms the air by heating the objects within the space from the ground up. Forced air blows dry heated air into a room only for the temperature to fluctuate when the system turns off. STEP Warmfloor is comprised of a unique self-regulating heating element that decreases its electrical consumption when the ambient temperature increases. This maintains a comfortable environment and makes for a system that is energy efficient and does not overheat.

Its Positive Temperature Coefficient (PTC) nanotechnology is self-regulating by nature and allows the elements to use maximum power to heat up in cold conditions and decrease electrical power as the environment warms up. STEP Warmfloor products are energy efficient and safe because they cannot overheat. To be even more energy efficient STEP Warmfloor operates on extra-low-voltage, AC or DC, and can be connected directly to renewable energy, such as solar or wind.

For more information about STEP Warmfloor and its radiant heating solutions, visit warmfloor.com

¹ The Farmer's Almanac: [Winter Weather Forecast](#)



About STEP Warmfloor

STEP Warmfloor is transforming the way we heat our homes, delivering healthy warmth for a consistently comfortable environment. Its radiant heating systems warm 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's floor-installed heating elements are self-regulating, they decrease electrical power usage as ambient temperature increases, making them energy-efficient, without risk of overheating. STEP Warmfloor radiant heating systems are manufactured in Maryland Heights, Missouri, and the company is owned by Stephan and Monica Irgens. The Self-regulating Technology of Electro Plastics 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 homes, roofs for deicing, tiny homes, recreational vehicles, and boats. 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 for various applications throughout the world.

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