

# CHRISTIE & CO

FROM DREAM TO MAINSTREAM

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

Christina Madrid  
Christie & Co  
(818) 621-1897  
[christina@christieand.co](mailto:christina@christieand.co)



### **Energy-Efficient Radiant Heating Solutions by STEP HEAT are the “Future of Warmth” at the Greenbuild International Conference + Expo**

*STEP HEAT makes true warmth accessible to all, improving life and the planet.*

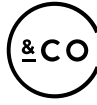
**SAN DIEGO, CA (SEPTEMBER 21-23, 2021 – BOOTH # 4829)** — [STEP HEAT](#) underfloor radiant heating solutions are the latest innovation for building a future of warmth, safety, wellness, and sustainability. According to Green Building Insider, sustainable construction is becoming more important than ever. Even in the face of the pandemic, the green building market remained resilient, as consumers and businesses spent over \$79 billion on green construction.<sup>1</sup> With a greater focus on health and wellbeing, spurred by the pandemic, the building trade has its sights set on products that reduce energy consumption, while improving indoor air quality. STEP Warmfloor® by STEP HEAT does both. Don't miss their latest innovations in radiant heating at the GreenBuild International Conference + Expo at the San Diego Convention Center, September 21-23, 2021.

“We are excited to share STEP HEAT with the GreenBuild community this year, both in person and virtually. Improving indoor air quality is an important topic these days and the new ‘Managing Indoor Air Quality During COVID-19 credit’ is designed to minimize the spread of COVID-19 through the air,” said President of STEP HEAT, Monica Irgens. “Radiant heat, like STEP Warmfloor, doesn't use blowers or fans like forced air heating systems to circulate allergens and micro-particles throughout the room. Radiant heat provides cleaner air, better energy efficiency, and comfort, for a healthier and safer indoor air quality.”

Since its inception, architects, sustainability managers, designers, engineers, and builders have been flocking to GreenBuild to see the latest industry innovations, cutting edge technology, and radical sustainable advancements. STEP HEAT brings the future of warmth to our homes, buildings, RVs, boats, and more.

STEP Warmfloor 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. Made of a proprietary electrically conductive polymer material, STEP Warmfloor products can be used in multiple applications.

<sup>1</sup> Green Building Insider: [Green Construction Trends That Are Emerging in 2021](#), November 2020



Their residential products are perfect for homeowners who seek the best technologies and products to improve their way of life, as well as architects seeking sustainable heating systems for their developments.

STEP Warmfloor products are installed by laying out the heating elements to the pre-designed layout and connecting to a low-voltage electrical power supply. The elements can be put under most non-conductive floor covering be it hardwood, ceramic or porcelain tiles, natural stone, laminate, or carpet.



Conserving 40 to 60 percent more energy than conventional heating systems, STEP Warmfloor elements align engineering with nature and are the latest innovation for building a future of warmth, safety, and wellness. STEP Warmfloor can run on extra-low voltage, AC or DC, and can be powered by renewable energy sources like solar and wind.

For more information about STEP HEAT and its radiant heating solutions, visit <https://stepheat.com>.

For media inquiries, contact Christina Madrid at Christie & Co, [www.christieand.co](http://www.christieand.co), by phone (818) 621-1897 and/or email [christina@christieand.co](mailto:christina@christieand.co).

## About STEP HEAT

STEP HEAT 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. STEP Warmfloor® underfloor radiant heating elements are self-regulating, they decrease electrical power usage as ambient temperature increases, making them energy-efficient, without risk of overheating. STEP HEAT radiant heating systems are manufactured in St. Louis, Missouri, and the company is owned by 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, 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 for various applications throughout the world.

For media inquiries, contact Christina Madrid at Christie & Co, [www.christieand.co](http://www.christieand.co), by phone (818) 621-1897 and/or email [christina@christieand.co](mailto:christina@christieand.co).

###