

Seconde partie de l'épreuve**RADIANT HEATING SYSTEMS**

Radiant heat is the most comfortable and efficient form of home heating. Radiant floor heating systems conduct heat through the floor, which then broadcasts heat to every cold object in the room—especially you. It's an unparalleled sense of comfort, and the fuel efficiencies can be tremendous. Hydronic heating systems are clean, quiet, and can be installed under any type of floor covering. Warm your home, business, warehouse, or garage with radiant heating and you'll be thanking yourself again and again.

Why Choose Radiant?

- More efficient than air
- Improved comfort
- Less allergens
- No radiators
- Quiet operation
- Low energy bills
- Higher resale value
- Eliminate fan noise and temperature variability associated with forced air systems
- Reduce particulates, dust, and mold by not distributing allergens typically found in forced air systems
- Can be zoned to customize temperatures in various areas and rooms
- Eliminate unsightly radiators

www.esquireme.com

Situation

You work for Radiant. They want to advertise their heating systems on the web, including social media. Prepare some ideas and arguments for an online marketing campaign.

Use the following hints:

- Advantages of this heating system over traditional ones
- Target market
- Long-term financial benefits.