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SUPPLIER NEWS

F.W. Webb adds aluminum fin radiant system to product list

RUTLAND, VT. — The F.W. Webb Company, the largest distributor of plumbing, heating, cooling, and piping products in the Northeast, is embracing an innovative new radiant heating product in their distribution chain.

After reviewing the installation and performance benefits of the Ultra-Fin Radiant Floor Heating System, F.W. Webb has added Ultra-Fin to their product list, and they are actively promoting the system. According to Rutland, Vt.

outside sales representative Jeff Grenier, the decision to product list Ultra-Fin reflects F.W. Webb's continuing aim to offer the newest and most innovative products to customers.

The Ultra-Fin system uses louvered aluminum 'fins' that attach to the hot water tubing beneath the floor. The tubing runs through the floor joists about three inches below the floor sheathing, and the fins distribute the heat through

installation and material costs are opening up radiant heating to a much broader consumer market. "There's so much radiant heat out there, but there's so much more that could be done if more people knew about the Ultra-Fin system," he maintains.

Grenier says he has received good service from MacDuffco Inc - the manufacturers of Ultra-Fin - and their product representatives in the Northeast. "They've always gotten back to me when they said they would, and their local representative has always been accessible with information on the product."

Scott Harrington of Harrington Plumbing and Heating in Westminster, Vt. was the customer who first spoke to Grenier about



Jeff Grenier, outside sales representative at FW Webb Company, Rutland, Vt. (right) and Mike Shee of Shee's Heating & Home Improvements, Inc. of Clarendon Vt. (left) display the distinctive louvered aluminum fins at the heart of the Ultra-Fin radiant heating system.

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the joist spaces to warm the floor above. In this way the system does not limit the choice of floor coverings and is particularly suitable for wood floors.

Grenier was initially skeptical of Ultra-Fin's enigmatic design, but he says installations of the system won him over. "The proof was basically in the completed job. I've designed many different systems, and I've installed well over a hundred systems myself by different manufacturers. Ultra-Fin is a nice, even system that's cost-efficient and effective, and its installation cost is much less than other radiant systems."

According to Grenier, Ultra-Fin's low

Ultra-Fin. Harrington is delighted that he can get Ultra-Fin through his regular distributor, and he is also pushing the system.

"It's a great product," says Harrington. "It eliminates a lot of the potential problems other radiant heating systems have, and it's a lot easier to install. The Ultra-Fin tech support is also excellent."

With the distribution support of F.W. Webb, contractors and homeowners in the Northeast will be hearing more about the Ultra-Fin radiant heating system in coming months. For more information, call Jeff Grenier at (802) 775-1922 ext. 21, or talk to Ultra-Fin representative Dick Quinn at (603) 860-2849.

The louvered aluminum 'fins' of the Ultra-Fin system attach to the hot water tubing beneath the floor. The tubing runs through the joists below the floor sheathing and the fins distribute the heat through the joist spaces to warm the floor above, allowing a wide choice of floor coverings, particularly wood floors.



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