

Underfloor Heating Now is a lengthy name.
So too is Llanfairpwllgwyngyllgogerychwyrn
drobwlllantysiliogogogoch.

One is very memorable, even though it's impossible to pronounce.

And the other hasn't quite cracked it.

Not yet, anyway.

That's because it's a new company.

Our company.

Needless to say, we're hoping that very soon it will roll off the tongue whenever the subject of warm floors and cosy rooms are discussed.

Bernard Piggott is a memorable name too.

He's the man who calls the shots at Underfloor Heating Now.

Phone him on 01202 894976.

And tell him what a great name he's chosen for his new company.

He likes it.

And it appears to be working.

So perhaps we should humour him.

