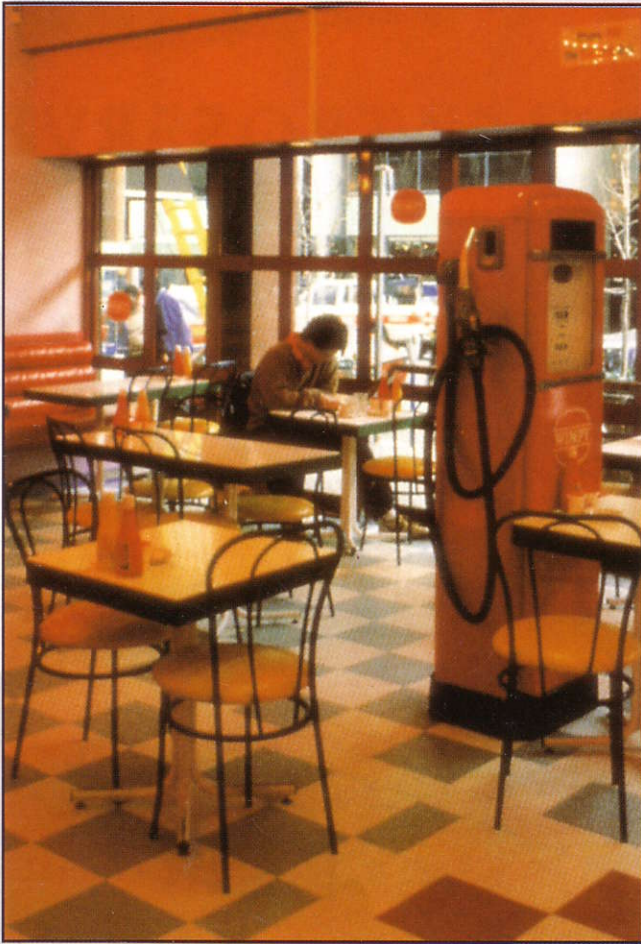


WIMPY WARMED
UP FOR WINTER



Management was understandably concerned when they noticed a drop of up to 60% in their clientele during winter. They decided on the installation of electrical infra-red zone heaters due to their quick warm-up period, economical energy usage and low maintenance.



THE PROBLEM

During winter months, Wimpy's management noticed a drop in clientele of up to 60%. The problem occurred especially in the early mornings when clientele travelling via public transport arrived early for work and came in for a cup of coffee or breakfast. An economical method of heating was needed to create a comfortable, warm environment for these early customers.

THE SOLUTION

Electrical infra-red zone heating

An Eskom ElektroServe advisor approached the management of Wimpy and suggested the installation of electrical infra-red zone heaters as the most efficient and economical solution to their particular problem. The Wimpy has a seating capacity of 260 people and therefore the installation of 20 electrical



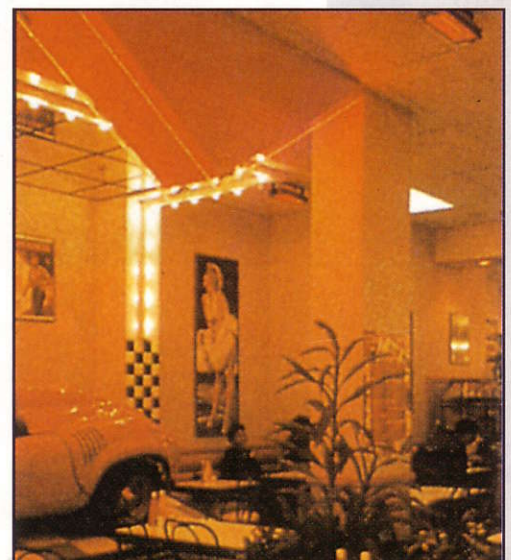
infra-red zone heaters was proposed. ElektroServe was involved in calculating costs, negotiating with suppliers and providing an after-sales service.

BENEFITS TO THE WIMPY

- Warm and comfortable environment
- Retained early morning clientele
- Possible expansion of customer base

FEATURES OF ELECTRICAL INFRARED ZONE HEATERS

- Compact
- Low capital outlay
- Minimal warm-up period



HELPING YOU MANAGE YOUR ENERGY NEEDS

Serve CS01/95

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