



Press release

KÜBLER's new price-performance miracle is PRIMA.

The new standard heating line for high-performance requirements and tight budgets.

Industrial buildings and warehouses can be traditionally heated either saving costs or saving energy. But what if you want to save costs but legal requirements mandate that you must save energy? A conundrum for most businesses, but one that infrared heating specialist KÜBLER elegantly solves with its latest heating line PRIMA.

What exactly is behind this new line? We want to know and ask Dr. Jens Findeisen, Development Manager at KÜBLER. "PRIMA is our latest standard series. It's tailor-made for a more price-sensitive market yet equipped with all the advantages you can expect from the KÜBLER brand," says Dr. Findeisen. Anyone familiar with the infrared heating specialist's radiant tube heating technologies knows what they can count on: robust workmanship, long life cycles, simple installation, easy maintenance, intelligent connections and much more. Most importantly, KÜBLER products are known for their exceptional energy efficiency*.

"Price, performance and high environmental sustainability were our primary objectives in developing the new PRIMA product line", says Dr. Findeisen. "With PRIMA we are using our best burner technology, which was originally developed for the MAXIMA high-end series." The result is remarkable for standard class heaters. The new line offers around 60% radiation efficiency in the form of comfortable infrared heat that can be used directly in the working area. With the PRIMA plus device, an astounding 70% is achieved. This can also be expressed in terms of cost savings: around 10% reduction annually in energy consumption and costs compared to conventional standard

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devices. Thus both users of this new technology and the environment benefit from an immediate payoff.

Speaking of the environment: Anyone thinking of ISO 50001 certification or the strict European environmental regulations requirements is on the safe side with the new PRIMA standard line. Dr. Findeisen: "Its high energy efficiency even has room for tighter environmental regulations – and makes it easier to plan for energy-efficient designs of industrial buildings."

PRIMA space heating systems are wide in scope. They can be used in all kinds of industrial buildings, whether new constructions or renovations. There are virtually no restrictions with respect to building type. Only the ceiling height is important and should measure at least four meters. Featuring an impressive performance range, PRIMA comes in different models: the basic version, the PRIMA plus version with extra insulation, or the stainless steel model for damp areas. The PRIMA device architecture is just like that of other KÜBLER tube heating systems: modular. This enables tailor-made heating concepts, which can be adapted or extended to changing usage conditions at any time.

"When it comes to energy efficiency, it is also important that all our heating and software solutions are compatible with each other. Of course, this also applies to PRIMA," says Dr. Findeisen. This means that the new product line can be seamlessly integrated into existing systems. It can be designed as a H.Y.B.R.I.D. or Helio.B.R.I.D. system and can communicate with all KÜBLER control modules. And, of course, it can also be a component of WÄRME 4.0, KÜBLER's game-changing heating strategy, which takes space heating to new dimensions in digital and networked efficiency.

Infrared heat is perceived as particularly pleasant because it resembles the natural heat principle of the sun. It enables floors and objects to be heated without creating significant amounts of warm air. This is also an important reason for the high efficiency of KÜBLER

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heating technologies: if the air is not heated, it cannot rise to form a layer of warm air under the hall ceiling, where it dissipates unused. Following the natural heating principle, PRIMA ensures even, pleasant temperatures in an industrial building or warehouse without dust turbulence or drafts.

"We are taking our standard portfolio to a completely new level with PRIMA," says Dr. Findeisen, when asked how the new line fits into KÜBLER's product strategy. "But what is striking about PRIMA is that it makes high efficiency readily available to user groups for whom energy-saving heating was previously too costly.

*KÜBLER has received several awards for its energy-saving industrial building heating solutions, including the German Sustainability Award for special energy efficiency in the H.Y.B.R.I.D. system, most recently as Hidden Champion by the Pfalz Chamber of Industry and Commerce.



Picture 1: Typical for the new standard line: PRIMA impresses with KÜBLER's most modern and powerful burner technology – at an excellent price-performance ratio. (Source: KÜBLER Energy-Efficient Space Heating)



Picture 2: Robust, easy to maintain, wide ranging: KÜBLER's latest infrared heating line can be used for almost all types of industrial buildings and warehouses. (Source: KÜBLER Energy-Efficient Space Heating)

The KÜBLER Group

KÜBLER is an internationally active group specializing in the development and production of highly efficient premium technologies for energy-saving space heating. With its extraordinarily broad product range for almost all types of facilities and spaces, KÜBLER is an innovation leader in modern infrared heating solutions. Its products and innovations are regularly distinguished by prestigious national and international awards, including the German Award for Outstanding Innovative Achievements of the Ministry of Economic Affairs, the Bavarian State Award and the German Sustainability Award. For the special energy efficiency of the H.Y.B.R.I.D system, the KÜBLER Group received the highest German award for sustainable entrepreneurship in the category "Germany's most sustainable product." In 2018, KÜBLER was honored for the third time with the Innovation Award of the State of Rhineland-Palatinate for its innovative digital space heating WÄRME 4.0. Founded in 1989, KÜBLER employs over 120 people and is one of Europe's leading suppliers of space heating systems with locations in Germany, Czech

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Republic, and Hungary. A dynamic and committed international network of sales and customer service representatives ensures optimal results for KÜBLER customers worldwide.

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