



A ground breaking energy saving product that prevents heat radiating to the wall, reducing your carbon footprint and energy bills, has been recognised for its innovation.

Produced by Anchor Magnets, a manufacturer of cutting-edge products, the Warmroom® magnetic foil strip was runner up in the Innovation category of the Sheffield Telegraph Environment Awards, which applauds green-minded organisations and individuals who are making a difference to the environment.

The aptly named Warmroom® magnetic foil saves around 19kg of CO₂ /m² per year. It clings to the back of radiators in seconds and reduces the amount of heat escaping through walls by up to 60 per cent.

Mike Burton, Anchor Magnets sales director and inventor of the product, said: “It is tremendous that Warmroom® has been acknowledged for its innovation. It encourages householders and wide-ranging organisations to make a difference to the environment by lowering their carbon footprint and saving them money on fuel bills – a benefit which is particularly important in today’s challenging economic environment.”

Warmroom® is available to buy online at www.warmroom.co.uk and costs £11.95 (incl VAT) + carriage. For more energy saving tips follow Warmroom® on Twitter (@warmroom1) and Facebook (warmroom).

Founded in 1984, Anchor Magnets - which focuses on innovating cutting-edge products and pioneering processes - is the only European organisation with the capability to recycle flexible magnets, potentially saving thousands of tonnes from landfill every year. The manufacturer has also won the right to use the internationally famous “Made in Sheffield” mark which symbolises world-class quality and a proud heritage.