

Designer Radiators Direct expands the family welcoming Great Radiators, formerly Great Rads

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Designer Radiators Direct, the online retailer and showroom for all of your room warming needs, has added a new brand to the family: Great Radiators

The acquisition occurred in November 2018, and, since then, the Designer Radiators Direct team has been hard at work re-launching [Great Rads website](#), enriching its existing catalogue with more of the very best radiators, accessories and designer brands in the UK, and streamlining order and delivery processes to ensure customer satisfaction.

We are proud to announce that the most recent version of the website went live at the beginning of May and that anyone shopping with Great Radiators can expect the same diverse ranges, 5-star service, and competitive prices including [designer radiators](#), [vertical radiators](#), [traditional column radiators](#) and [heated towel rails](#) and more, and that have always been offered by Designer Radiators Direct. The e-commerce is supported by Designer Radiators Direct Manager Sophie McBride and her team of heating and radiators expert.

"Great Radiators is our new platform to propose our *selection of radiators and underfloor heating* and offering consultations and personalised support to our clients. We believe that buying a radiator should not be difficult or boring. For this reason, we are working hard to improve this new site and establish strong relationships with new homeowners or building companies interested in our expertise and products", said Designer Radiators Direct Manager, Sophie McBride.

The content featured on the [Great Radiators blog](#) covers an extensive range of topics including information about how to calculate the right BTU of a new radiator, benefits of heated rails, the technical difference between a vertical or horizontal rad, DIY top tips, and much more. We've taken special care to write for our audience, meaning that the advice we offer is easy-to-follow and genuinely useful.

At Great Radiators, the top priority is to offer the best heating deals on some of the most popular and famous radiator brands to our consumers. This includes brands like **Reina**, **DQ**, **LussoDesign**, **Zehnder**, **Bisque** and **The London Collection**. With these designer radiators, homeowners, construction companies, and designers can bring style, comfort, and functionality into a space.

If you are interested in a specific heating solution, you can browse the website or get in touch using the contact form online. Alternatively, you can call our customer service expert team at Great Radiators on 01257 758247.

Full details of the services and products available can be found by visiting the URL above.

Contact info:

Name: Sophie McBride
Organization: Designer Radiators Direct & Great Radiators
Address: Unit 15 Matrix Way - Buckshaw Village - PR7 7ND
Phone: 01257 758247

Company Contact:

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Designer Radiators Direct

T. 01257 442911

E. enquiries@designerradiatorsdirect.co.uk

W. [https://www.designerradiatorsdirect.c...](https://www.designerradiatorsdirect.co.uk)

Additional Contact(s):

Business Relations - enquiries@designerradiatorsdirect.co.uk

Wholesale Enquiries - enquiries@designerradiatorsdirect.co.uk

Technical Assistance - enquiries@designerradiatorsdirect.co.uk

Product Inquiries - enquiries@designerradiatorsdirect.co.uk

Order Status - sales@designerradiatorsdirect.co.uk

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