

New Heating Solution Launches to Cut Bills as UK Households Face Winter Energy Price Cap Rise

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As UK Energy Bills Rise Again This October, Heat Geek Launches ZeroDisrupt: Boiler-Price Heat Pumps for Every Home

With the UK energy price cap rising again on 1 October, millions of households are braced for higher bills as winter approaches. In response, Heat Geek today announced the launch of ZeroDisrupt, the world's first AI Heating System Designer, which makes heat pump installs as affordable as a gas boiler – around £3,000. Homeowners can now save money on a heat pump install and take advantage of cheaper bills as winter starts to set in.

This breakthrough removes the single biggest barrier to heat pump adoption and gives homeowners a real alternative to gas at the moment they need it most.

For decades, heat pumps have been recognised as the most efficient way to heat a home, proven in some of the coldest countries in Europe. Yet adoption in the UK has lagged because installs typically cost £15,000, making them affordable only for higher income early adopters.

ZeroDisrupt changes that. By using training data from thousands of homes that Heat Geek has surveyed and pairing it with data from monitored heat pumps all over the country, the AI is able to build a heating system design that strips out 40% of the changes typically specified by human designers. These systems are designed to ensure running cost parity with gas boilers at a minimum, with most homeowners unlocking a significant saving when moving to a heat pump.

Heat Geek Customer

"Excellent, I just had to pay the money and pick a date, the rest was totally hands off from my side. Through a combination of slick automation, very efficient design and passionate people behind the HeatGeek name. Truly outstanding and highly recommended."

Aadil Qureshi, CEO of Heat Geek, said:

"We've torn down the biggest barrier to heat pump adoption: price. This couldn't come at a more critical time, with households facing yet another rise in energy bills. ZeroDisrupt opens the market to every homeowner in the country."

In trials prior to the launch, the outcome of the showing homeowners the new system were transformative: a high-quality heat pump installation costing homeowners around £3,000 – cheaper than the average cost of a new gas boiler. As a result, many homeowners who were unfamiliar with heat pumps saw the benefits of moving to them to bring comfort to their homes

Adam Chapman, Chief Geek at Heat Geek, added:

"This isn't about cutting corners and reducing quality. It's about using data and engineering expertise to design smarter systems that are quicker to install, cheaper for the homeowner and better for the installer. ZeroDisrupt is only possible with the support of a highly skilled network of heating engineers"

What It Means for Homeowners, Installers and the Industry

- **For homeowners**, ZeroDisrupt means an affordable, proven alternative to gas. A system that costs the same to install as a boiler but delivers lower monthly bills and long-term peace of mind – especially vital as the October price cap rise hits.
- **For installers**, it means no more unpaid evenings spent generating complex designs, parts lists

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and quotes for jobs that don't convert. With fewer radiator upgrades, installer need up to 40% fewer materials per job. Independent installers – long known for higher-quality work than many national companies – can now compete on price as well as quality.

- **For the heating industry**, the impact is profound. Instead of competing in a narrow pool of cash-rich early adopters, the market opens up to the 24 million UK homes currently heated by fossil fuels. This changes the economics of the heating market entirely and accelerates the UK's transition to low-carbon heating.

A Proven Approach

Heat pumps are not a new technology. They have been installed for decades in countries colder than the UK, including Sweden, Norway, and Finland, where they are now standard in the majority of homes. Heat Geek itself has already installed and monitored hundreds of systems across the UK, generating millions of datapoints that underpin the ZeroDisrupt design engine.

Every system is backed by the **Heat Geek Guarantee**: if a heat pump does not deliver its designed efficiency, Heat Geek will return, repair, and optimise it at no cost to the homeowner.

More information about ZeroDisrupt and Heat Geek can be found at heatgeek.com.

Company Contact:

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Heat Geek

T. 08081689403

E. hello@heatgeek.com

W. <http://www.heatgeek.com>

Additional Contact(s):

Aadil Qureshi, CEO

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