



Statio

Table with **INFRARED** heating

1.1 General Material Statio

Targeting Segment: B2B

Media Segment: All media

Main message: Product functionality

1.2 How do infrared light waves work?

Infrared light waves generate body-heat by stimulating harmless vibration in our cells. Statio harnesses the power of infrared to ensure that the body's own natural heating system creates the most pleasant and soothing outdoor heat.

The sun's warmth is absorbed through its infrared light waves. Unlike ultraviolet waves, which can cause sunburns and damage to the skin, infrared light is harmless and is commonly used to incubate premature babies. Infrared radiation is electromagnetic radiation: a combination of electrical fluctuations and magnetic force fields that transport energy from one place to another. The human body is extremely efficient at absorbing this type of energy, transforming the vibrations it causes in our cells into a body heat that opens up and increases our blood circulation for an incredibly efficient and embracing warmth.

1.3 Body heat: It all starts with warm feet!

When we get cold our feet and arms are usually the first places to feel it because the body protects its vital organs by reducing the blood flowing to its extremities. By containing heat within its core the body optimizes the remaining heat until it circulates up towards the head and evaporates.

A typical outdoor heater on the other hand blasts heat downwards, overheating our heads while our feet remain frozen. Not only is this highly inefficient it also creates an uncomfortable, almost feverish sensation. Real warmth and comfort comes from deep, uniform heat. By placing our elements down low Mensa Heating ensures that warmth is absorbed by the feet first and then circulated up through the body. In this way we stimulate the body's natural systems for the most efficient and pleasurable heat circulation. And, since our products are incredibly efficient and eco-friendly, all this pleasure can be enjoyed without the hint of a guilty conscience.

2.1 Material Statio B2B

Target segment: B2B

Media segment: Branch magazines

Main message: Cheaper running cost, space saving, safety

Danish design and innovative heating technology combined with a green mind set:

2.2 Outdoor heater extends the season

Statio integrates our innovative technology into a freestanding bar table. Offering the most environmentally friendly outdoor solution on the market our unique heaters stimulate the body's natural heating system for a thoroughly soothing warmth.

Statio is the ideal freestanding table solution for any café or restaurant and can be bolted into pavement or floor. Statio's innovative heating technology not only ensures maximum comfort long into season - it's functional, efficient design makes life easier, cuts costs, and minimizes harmful emissions.

Large, ugly, expensive, polluting gas patio-heaters are now a thing of the past. No more checking to see if there's gas in the canister, no need to drive round trying to find a service station to refuel.

With Statio, your customers can enjoy instant heat at the flick of a switch.

Innovative heat technology ensures low CO2-emissions

Statio is Latin for 'standing' and integrates our innovative technology into an elegant standing bar table for you to enjoy a quick drink or cup of coffee. Statio is the most environmentally friendly outdoor heater on the market and generates heat using infrared light waves which are absorbed by the body for a deep, lasting warmth. Statio even comes with a simple on/off switch so there's absolutely no expertise needed and no danger involved. Just hassle-free outdoor heat at your fingertips.

Our infrared light waves only have a direct affect on people seated around our tables. This means Statio doesn't waste any unnecessary energy heating empty air which makes it incredibly cost efficient compared to traditional outdoor gas heaters. In fact, you can operate as many as 14 Statio tables* for the running cost of a single gas heater while significantly lowering your carbon emissions.

Warm feet, warm body

Real warmth and comfort comes from deep, uniform heat. By placing our elements down low Mensa Heating ensures that warmth is absorbed by the feet first and then circulated up through the body. In this way we stimulate the body's natural systems for the most efficient circulation of heat.

Why you won't burn yourself

Unlike gas heaters, Statio ensures you won't have to worry about the risks of being burned. Not only do infrared light waves only generate heat when they hit an object but Statio's energy saving 0,7 kW Quartz shortwave bulb is also protected by a screen which is safe to the touch.** Now you can truly create a warm family atmosphere without having to worry too much about the kids.

*:Based on gas and electrical costs in Denmark

** : If the heater/lattice is covered overheating can occur

2.3 Sales features and benefits B2B

Targeting segment: B2B

Statio sales features and benefits: The season extender, Unique space saving design

Statio is our new standing bar table. Bolt it to the pavement or floor to create a wonderfully relaxing place to enjoy a short break, drink or cup of coffee. Statio combines all the benefits of our innovative heat technology with a sleek and stylish standing bar table.

Why you won't burn yourself

Statio's energy saving 0,7 kW Quartz shortwave bulb is protected by a screen which is safe to the touch.** Now you can truly create a warm family atmosphere without having to worry too much about the kids.

Enjoy the changing season

With Statio you can extend the outdoor season by several months. Our innovative heating technology uses infrared light waves to provide the body with a deep, soothing heat allowing your customers to enjoy the changing seasons like never before.

No preparations, just plug and play

Traditional gas heaters take a long time to heat up and end up blasting most of it into thin air. Statio, on the other hand, is easy to use and, because infrared light waves only heat up if there's someone round the table, you don't waste unnecessary energy. There's absolutely no expertise needed and no danger involved. Simply plug Statio in, flick the switch, and you'll be enjoying hassle-free, cosy warmth within a minute.

Enjoy outdoor heating with a clean conscience

Statio is Latin for 'standing' and our standing bar table will certainly liven up any outdoor space. We also pride ourselves on the fact that it is the most environmentally friendly outdoor heater on the market. Statio generates heat using infrared light waves which are absorbed by the body to give a deep, lasting warmth. Our infrared light waves only heat up when there's people around the table. This means Statio doesn't waste any unnecessary energy which makes it incredibly cost efficient compared to traditional outdoor gas heaters. In fact, you can operate as many as 14 Statio tables* for the same running cost of a single gas heater while significantly lowering your carbon emissions.

Warm feet, warm body: How Statio harnesses the body's natural circulation

Our feet and arms are usually the first places to feel cold because the body automatic response is restrict the flow of blood to its extremities in order to protect its vital organs. Typically, traditional outdoor heaters blast heat downwards which tends to overheat our heads while our feet remain frozen. Statio, on the other hand, secures a deep, consistent heat by placing the element down low so that the warmth is absorbed by the feet and circulated up through the body for a wonderfully natural and soothing experience.