



# Vireoo

Table with **INFRARED** heating

## 1.1 General Material

**Targeting Segment: B2C + B2B**

**Media Segment: All media**

**Main message: Product functionality**

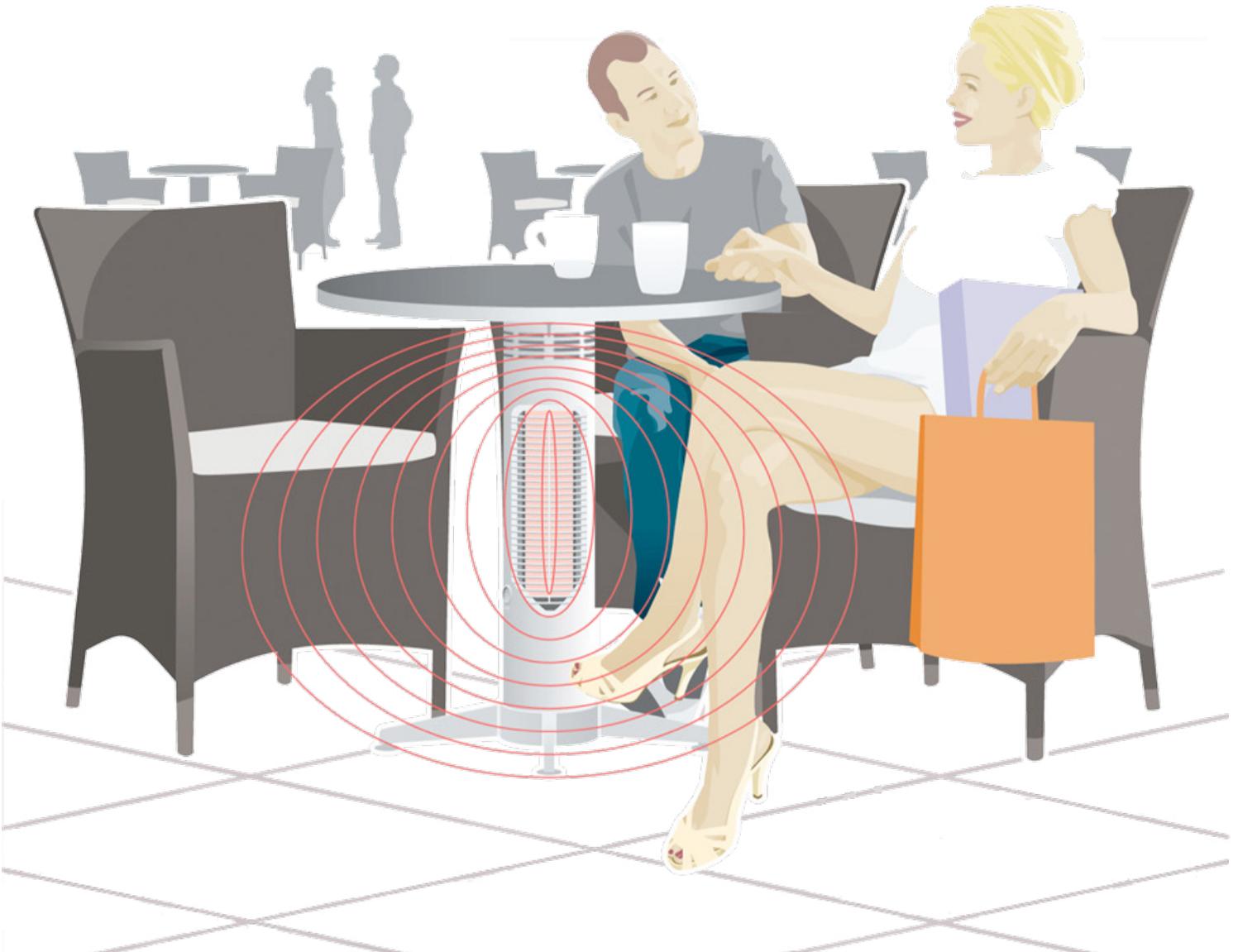
## 1.2 How do infrared light waves work?

Infrared light waves generate body-heat by stimulating harmless vibration in our cells.

Mensa Heating 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.



**Media Segment: All media**

**Main message: Product functionality**

### **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 B2C

**Target segment: B2C**

**Media segment: Property Magazines and Lifestyle Magazines**

**Main message: Easy handling, 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

Vireoo, winner of the 2008 European Young Enterprise award, is now available in shops.

Not only does Vireoo's unique heating technology ensure unrivalled warmth and comfort it also offers the most environmentally friendly outdoor heating solution on the market.

Vireoo is a sleek, versatile new terrace heater that comfortably extends the outdoor season.

Vireoo's innovative heating technology not only ensures maximum comfort - 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.

With Vireoo there's no canister to check for gas, no need to drive round looking for a place to refuel.

When you get a sudden urge to enjoy the outdoors, you simply plug it in, sit back and enjoy.

Innovative heat technology ensuring low CO2-emission

Vireoo is Latin for 'I am green' and this is no coincidence as we pride ourselves on the fact that it is the most environmentally friendly outdoor heater on the market. Vireoo generates heat using infrared light waves absorbed by the body for a deep, lasting warmth. Vireoo 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 Vireoo 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 24 Vireoo tables(\*) for the running cost of a single gas heater while lowering your carbon emissions by more than 80%.

### **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, Vireoo 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 Vireoo's energy saving 0,4 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.

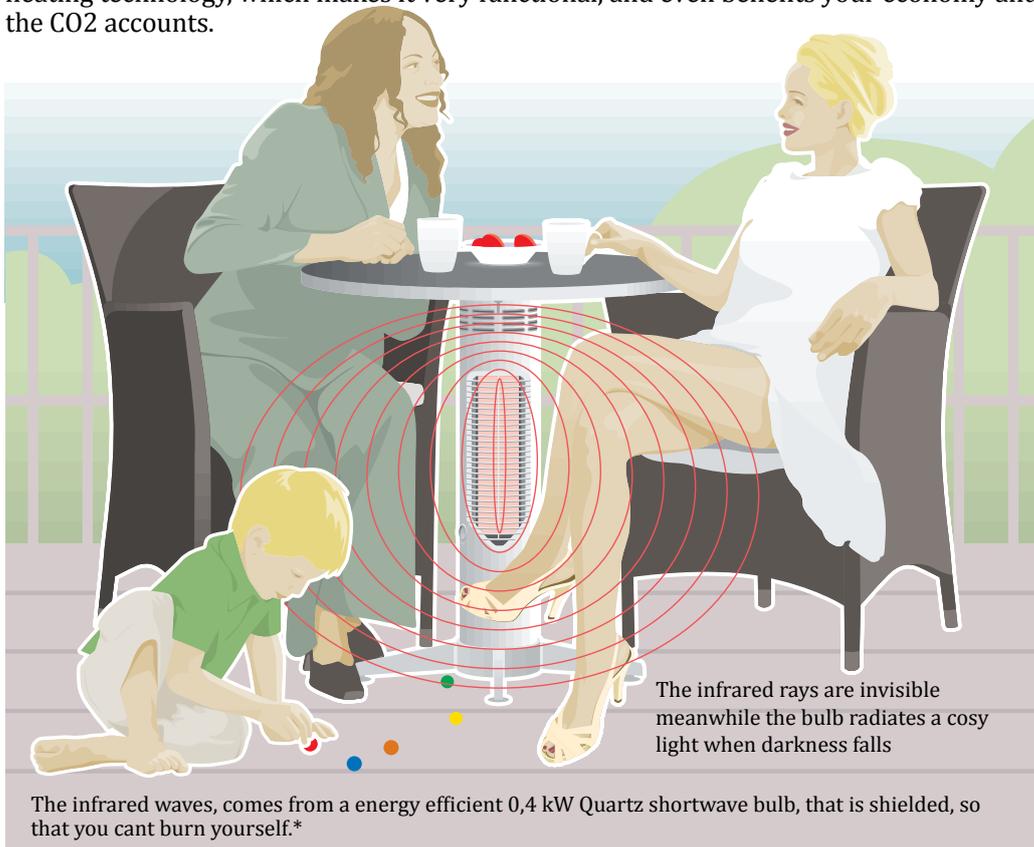
\*:Based on gas and electrical costs in Denmark

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

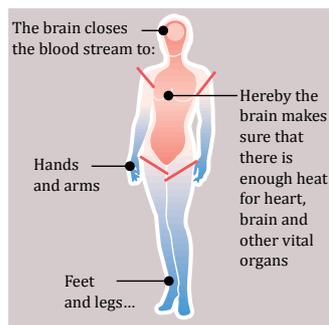
2.3 News Graphic B2C

**New terrace heater extends the season**

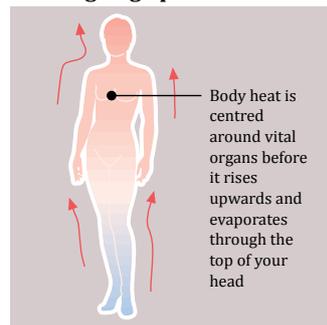
Now its over with big and unhandy gas patio heaters, which are expensive in use, polluting and dangerous to burn yourself on. The new terrace heater Vireoo is build as an aesthetic café' table, which at the same time functions as a terrace heater, which easily extends the season on balconies and terraces. The table uses an innovative heating technology, which makes it very functional, and even benefits your economy and the CO2 accounts.



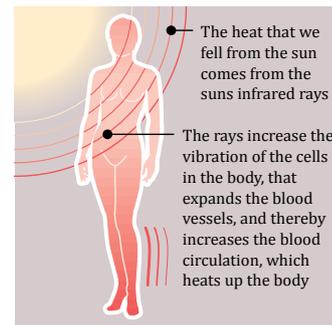
**When we freeze...**



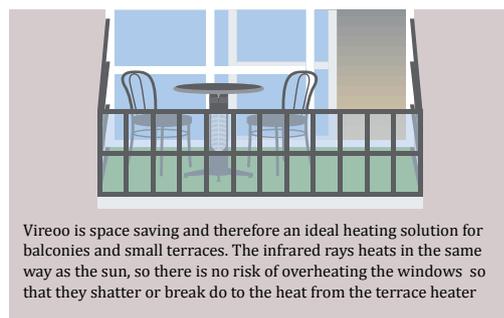
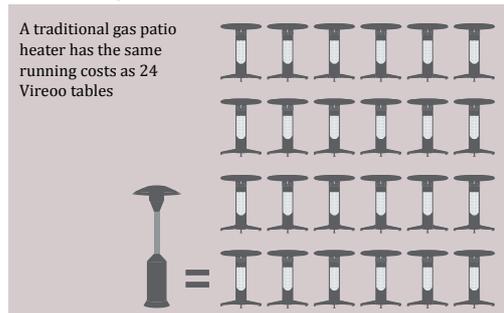
**Heat is going up**



**Infrared heat like the sun**



**Save money and CO2**



\*If the lattice/product is covered/blocked overheating can occur

## 2.4 Sales arguments B2C

Targeting segment: B2C

Vireoo sales features and benefits

Main message: The season extender, Unique space saving design

Large gas heaters take up lots of space and may leave thermal cracks in overheated windows. Vireoo integrates our innovative heat technology into a sleek, stylish café table giving you both a more comfortable experience and more space in which to extend your outdoor enjoyment.

### **Portable and convenient**

Polluting, ugly, expensive and dangerous gas patio-heaters are now a thing of the past. Vireoo requires no preparations. Small, lightweight and portable - Vireoo offers you heat wherever you want it. Simply plug it in and enjoy instant warmth.

### **Why you won't burn yourself**

Vireoo's energy saving 0,4 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 Vireoo you can extend your outdoor season by several months. Our innovative heating technology uses infrared light waves to provide the body with a deep, soothing heat allowing you 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. Vireoo, 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 Vireoo in, flick the switch, and enjoy hassle-free warmth within a minute.

### **Enjoy outdoor heating with a clean conscience**

Vireoo is Latin for 'I am green' and this is no coincidence as we pride ourselves on the fact that it is the most environmentally friendly outdoor heater on the market. Vireoo generates heat using infrared light waves absorbed by the body for a deep, lasting warmth. Our infrared light waves only have a direct effect on people seated around our tables. This means Vireoo 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 24 Vireoo tables(\*) for the running cost of a single gas heater while lowering your carbon emissions by more than 80%

### **Warm feet, warm body: How Vireoo harnesses the body's natural circulation**

When it gets cold our feet and arms are usually the first places to feel it because the body automatically reduces blood flow 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. Vireoo, 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 carried up through the body for a truly soothing experience.

\*:Based on gas and electrical costs in Denmark

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

### 3.1 Sales material B2B

**Targeting segment: B2B**

**Media Segment: Branch magazines, and personal sales letters**

**Main message: Minimal running cost, space saving increases service area , portable and light, boosts CO2 accounts.**

### 3.2 New heating technology extends the outdoor season

Vireoo is our eco-friendly new outdoor heater. Designed and developed specifically for cafes and restaurants Vireoo offers the most cost-effective and pleasant way to extend the outdoor season. Say goodbye to large, unwieldy gas heaters that need tending as customers come and go. Vireoo offers the elegance of a sleek café table together with innovative and integrated heat technology. No preparations are needed, simply plug Vireoo in for instant warmth and comfort. Extremely cost-effective and environmentally-friendly, Vireoo maximises your CO2 credits and even gives off a soft, ambient light for that perfect evening ambiance.

#### **Innovative heating technology secures low CO2 emission**

Vireoo is Latin for 'I am green' and this is no coincidence as we pride ourselves on the fact that it is the most environmentally friendly outdoor heater on the market. Vireoo generates heat using infrared light waves absorbed by the body for a deep, lasting warmth. Vireoo 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 trigger responses in the bodies around the table. This means Vireoo 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 24 Vireoo tables(\*) for the running cost of a single gas heater while lowering your carbon emissions by more than 80%.

#### **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, Vireoo 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 Vireoo's energy saving 0,4 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 worry too much about the kids.

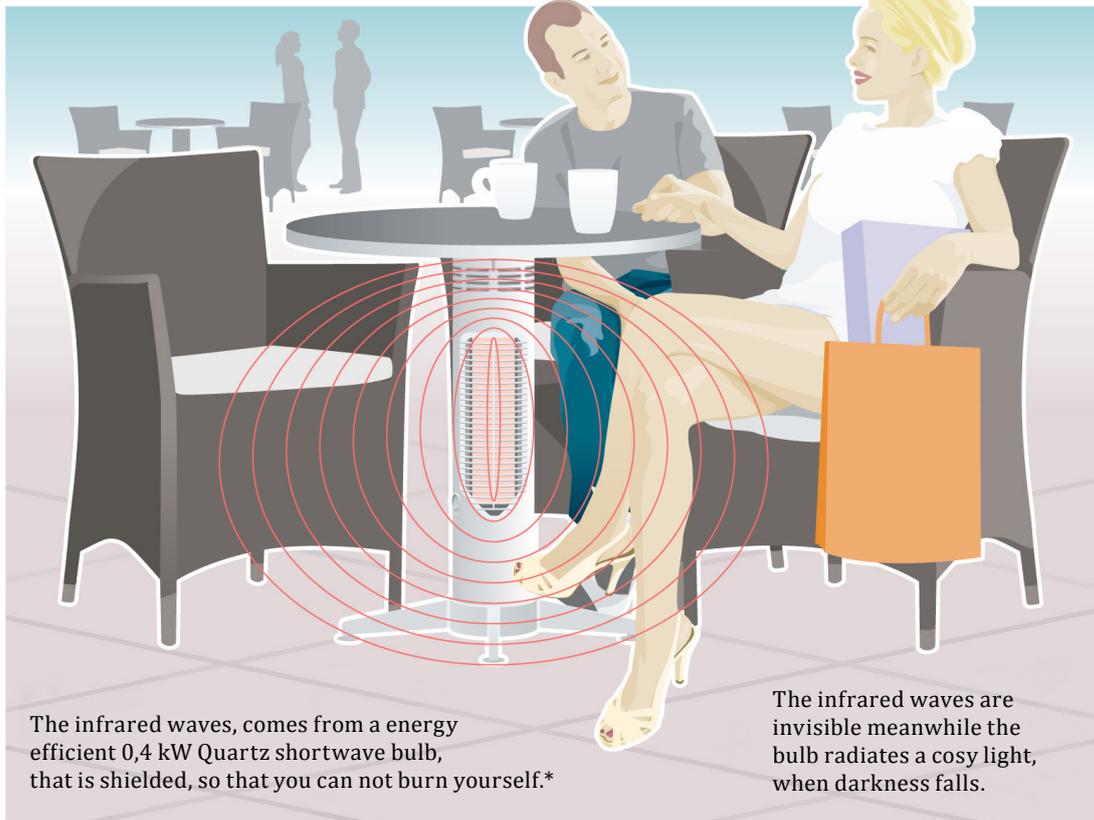
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### 3.3 News graphic B2B

#### New terrace heater extends the season

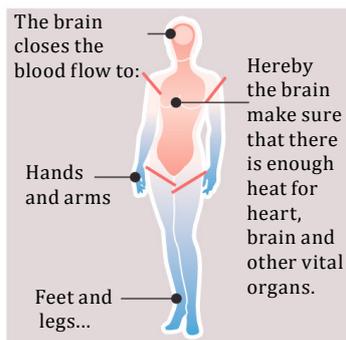
Vireoo is a café table with a built in heater and motion sensor, which secure that it is only turned on when people are sitting at the table. Vireoo uses an innovative heating technology, which is beneficiary for the CO2 accounts and your economy. The space previously used on big gas patio heaters, can be used to place more tables and thereby increase your earnings



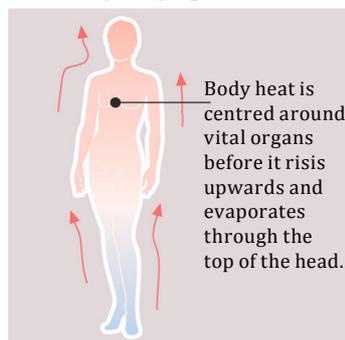
The infrared waves, comes from a energy efficient 0,4 kW Quartz shortwave bulb, that is shielded, so that you can not burn yourself.\*

The infrared waves are invisible meanwhile the bulb radiates a cosy light, when darkness falls.

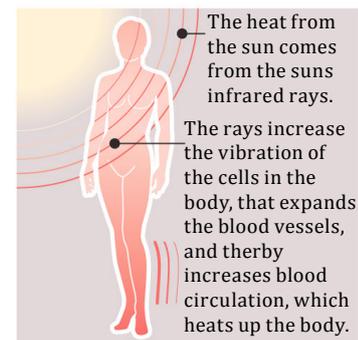
#### When we freeze...



#### Heat is going up...

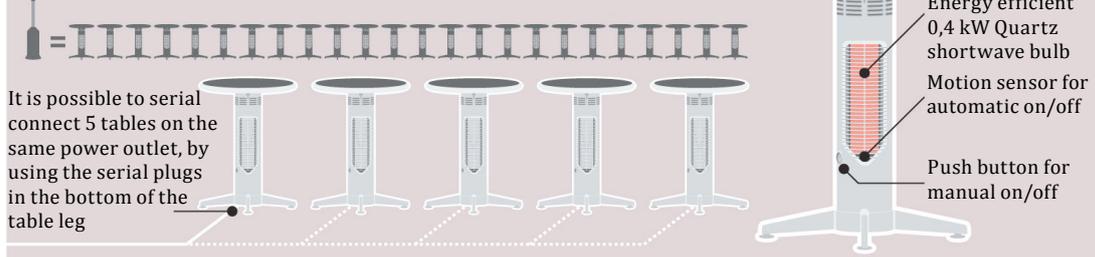


#### Infrared heat like the sun...



#### Save electricity and CO2

A traditional gas patio heater has the same running cost as 24 Vireoo tables. A motion sensor inside the table turns off the heat automatically, if there have not been movement within 3 minutes.



It is possible to serial connect 5 tables on the same power outlet, by using the serial plugs in the bottom of the table leg

Energy efficient 0,4 kW Quartz shortwave bulb  
Motion sensor for automatic on/off  
Push button for manual on/off

\* if the lattice/product is covered/blocked overheating can occur

### 3.4 Sales arguments B2B

Vireoo sales argumentation B2B

Main message: The season extender, Extend your outdoor season and your earnings

Traditional outdoor gas heaters are wasteful and take up excess space. Vireoo combines a café table and outdoor heater into a single design, optimizing your outdoor space. Not only does this mean more revenue but our innovative heat technology also ensures that they are kept happier for longer.

#### **Maximise efficiency and carbon credits**

Vireoo is Latin for 'I am green' and this is no coincidence as we pride ourselves on the fact that it is the most environmentally friendly outdoor heater on the market. Vireoo's 0,4kW shortwave bulb generates heat using infrared light absorbed by the body to give a deep, lasting warmth. Vireoo is fitted with a motion sensor which makes sure the unit only turns on when there's someone at the table.

By making sure Vireoo doesn't waste any unnecessary energy we've made it incredibly cost efficient compared to traditional outdoor gas heaters. In fact, you can operate as many as 24 Vireoo tables\* for the cost of running a single gas heater while lowering your carbon emissions by more than 80%.

#### **Warm feet, warm body: How Vireoo harnesses the body's natural circulation**

When we get cold our body automatically reduces blood flow to its extremities in order to protect its vital organs; which is why our feet and arms are usually the first places to feel the chill. Typically, traditional outdoor heaters blast heat downwards which tends to overheat our heads while our feet remain frozen. Vireoo, 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 carried naturally up through the body for a truly soothing experience.

#### **Easy for the staff**

Say goodbye to large, unwieldy gas heaters that need tending as customers come and go.

With Vireoo no preparations are needed, simply plug it in for instant warmth and comfort.

All our tables are equipped with a socket in the base allowing you to network up to five/four tables\*\*. We also provide an elegant cable-shield to prevent anyone from tripping. Vireoo's lightweight and portable design makes them as easy to set-up as they are to store away.

Unlike traditional gas heaters that need frequent supervision Vireoo is fitted with a motion-sensor so that it only engages when somebody's at the table. Customers even have an on/off switch at their disposal leaving your staff free to concentrate on more important things.

\*:Based on gas and electrical costs in Denmark

\*\* : 5 tables when using 220/230v, and 4 tables when using 110/120v