



“ It is pretty incredible. Everything comes premeasured, so you just roll the product right out, staple it down and don't have to worry about running wires; it's a pretty slick process. ”

- Dan Atkins of Atkins Family Builders

# LUXURIOUS HEAT. NO SWEAT.



## Epcon Communities Experience the Full Warmth of Gold Heat®

- Location:** Epcon Residential Community, Woodland Lake Cottages, Menasha/Appleton, Wisconsin
- Products:** Gold Heat® Electric Radiant Heat Mats  
Black Gold® Heat Film  
Wi-Fi Thermostats
- Project:** Gold Heat's in-floor radiant heat systems were installed throughout 3 rooms of a Salerno floor plan home, including:
- Four-Seasons Room - 120 sq. ft. of Black Gold + Wi-Fi Thermostat
  - Bathroom 1 - 28.3 sq. ft. of Gold Heat in 45 sq. ft. room + Wi-Fi Thermostat
  - Bathroom 2 - 72.2 sq. ft. of Gold Heat in 100 sq. ft. room + Wi-Fi Thermostat





## The Challenge:

### Year-round Comfort, Starting at (but not limited to) the Floor

Being a Wisconsin home builder for over 20 years, Atkins Family Builders knew what they were in for when signing on for Woodland Lake Cottages, the Epcon Community 20-minutes outside of Green Bay. Given the extremely cold winters, and notoriously humid summers, indoor comfort is critical to help reach occupancy goals. They knew heated floors would be a luxury item their target customers would respond to.

The Atkins team also needed a solution that would be fast and easy to install. Getting the materials placed, wired and ready to be floored can be a multi-day process. But the longer it takes to move on to the next house in an Epcon residential community, the more impact it has on the construction schedule, and ultimately handing ownership to the consumer. Atkins Family Builders needed a product they were confident with while also removing any installation risk.

## The Solution:

Atkins Family Builders was offered an opportunity to work with Gold Heat, a manufacturer of custom electric radiant floor heating systems. The simple ordering process and prewired, pre-terminated mats made for a hassle-free installation experience. Gold Heat's innovative in-floor heating systems allowed the builders to finish all three rooms (265 sq. ft.) in under two hours.

In under 1.5 hours, Black Gold® Heat Film was installed throughout the 120 sq. ft. four-seasons room for use under the luxury vinyl plank (LVP) flooring. Now, the floor-to-ceiling views are perfectly complemented by exceptional, floor-to-ceiling warmth.

Gold Heat® Electric Radiant Heat Mats were installed in under 20 minutes per each 100 sq. ft. bathroom. The



perfect choice for these tiled spaces, this in-floor heating solution now envelopes potential Epcon homeowners with ambient warmth.

## The Result:

The all-around comfort of Gold Heat is sure to wow potential Woodland Lake Cottage residents, warming them from the floor to their core. The team at Atkins is already seeing how working with Gold Heat is nothing but simple; hassle-free ordering, technical training, tools, and support to create an overall seamless experience - what an Epcon Community Partner should be delivering.

Thanks to Gold Heat, Atkins Home Builders surpasses their customers' expectations with Accessible Luxury™, resulting in happier customers - and, in turn, a much higher chance of referrals and customer loyalty.



### Ready to get started?

Connect with us at [sales@GoldHeat.com](mailto:sales@GoldHeat.com), call 503-848-6190, or visit [GoldHeat.com](http://GoldHeat.com).

