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## *The silent, Swedish heating is here* **Alde, now in the North American market**

**Alde has made its way over the Atlantic, making life warmer and more comfortable for Americans by providing hydronic central heating for their RVs and trailers. Alde's entry into the market means that Americans can step up from forced air heating systems to quiet and economical hydronic heating, gaining from more comfort, in a compact and reliable boiler.**

“Alde's heating system will revolutionize life for Americans who love camping, it provides an agreeable indoor heat for the first time, and systems that are quiet too,” –Ken Elwell, President of the newly incorporated Alde Corporation

Back in the 1950s, the Swedish inventor and entrepreneur, Alde Rask, started the development of the heating system that would become standard in Scandinavian and European motorhomes and caravans. In the North American market, forced air heating systems have been the norm until now, something that Alde hopes will change. Alde's hydronic central heating systems will be marketed through its subsidiary, Alde Corporation, based in Washington State. Canadian company, Roadtrek, has already chosen Alde's heating systems for its recreational vehicles, and several other manufacturers are joining them.

“Here in the USA and Canada the market has stood still for many years. So when we present Alde's heating systems at trade fairs we are met with a lot of enthusiasm because we are introducing a completely new product that is small, compact, energy efficient and that provides natural air humidity. The difference in experience between the heat from Alde's systems and what people are used to just cannot be described,” – Ken Elwell

For more than 60 years, the company's head office and factory have been located in Färlöv, outside Kristianstad, Sweden. Alde is now the world leader in its field and has a strong presence in many markets. In 2014 the company will be focusing on growth, primarily in the North American market.

**To read more about Alde**, go to [www.alde.se](http://www.alde.se)

**To download high resolution images**, go to [www.alde.se](http://www.alde.se)

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