



CASE STUDY

INGENIOUS HEAT ON THE WIESN

OKTOBERFEST | MUNICH

THE SITUATION AT THE OUTSET.

Every year at the end of September, it is time to "O'zapft", and head off to the Wiesn! More than 6 million visitors crowd into the Theresienwiese in Munich every year to attend the world's most famous folk festival. This poses a challenge every year for the Heide family, hosts of the traditional Festhalle Bräurosl. With 6,200 indoor and 2,200 outdoor seats, all of their guests want to fully enjoy the extraordinary atmosphere with music, beer and Bavarian delicacies - and in any weather.

THE CHALLENGE.

In the outdoor area in particular, autumn temperatures can be rather uncomfortable. To ensure that this does not impede the mood and comfort of their visitors even on cooler days or in the late evening hours, the hosts at the BRÄUROSL needed an efficient heating solution, to provide reliable, cosy warmth across the entire guest area of the terrace. As most German cities prohibit the use of gas-bottle heating in gardens, ETHERMA SOLAMAGIC® infrared heaters were the ideal solution here. These do not warm the surrounding air but have a direct effect. Heat is generated immediately once the infrared radiation reaches the human body.

THE ETHERMA SOLUTION.

20 ETHERMA SOLAMAGIC® infrared emitters were installed in the outdoor area of the BRÄUROSL marquee, which integrate perfectly into the optics and provide fast, precise heat - exactly where it is needed.

Infrared is a natural radiation, which accounts for almost 50 % of the total radiation spectrum of the sun. Infrared radiation triggers a pleasant feeling of warmth on your skin. That is why it is also referred to as „heat radiation“ - that explains why we feel comfortable warmth even at low outside temperatures.

Targeted and efficient warmth at the push of a button, which quickly transforms the BRÄUROSL garden into a cosy oasis of well-being, even at colder temperatures. This extends the season, and thus helped increase sales. As a pleasant side effect, you also save towing the annoying gas cartridges and, due to the direct heating effect, operating costs: up to 50% less with a 2000 W infrared radiator compared to a 7 kW gas radiant heater.

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SOLAMAGIC® S1 INFRARED HEATING - BENEFITS OF THIS PRODUCT

- + 1400 W or 2000 W output
- + Innovative Solastar heating element
- + New quick mounting system
- + Quick clamping binder for fast alignment
- + Soft start function with S1-2000 – reduces the switch-on current
- + Integrated coupling system
- + Modular set-up – extendable with radio-controlled or 'Blue Two' dimmable module
- + Control either by radio hand-held transmitter or by smartphone or tablet



SOLAMAGIC® S2 ARC & BT INFRARED HEATING - BENEFITS OF THIS PRODUCT

- + Innovative Solastar heating element
- + New quick mounting system
- + Adjustable with hand-held transmitter
- + Bluetooth control also via tablet and smartphone
- + Dimmable in 3 steps (33% / 66% / 100%)

Free "SOLAMAGIC" APP
for direct control of the BT
devices:



**EXPERTISE AND QUALITY
FOR MORE THAN 35 YEARS.**



With ETHERMA, you have an expert partner for your heating solutions with more than 35 years of experience. You will benefit from our continuous innovation, high-quality products and modern design. We offer an extensive range of services to support you and can find a product solution suitable for your individual requirements. As an Austrian business active internationally, our electrical heating systems are made to measure, in-house.