



Handmade
in the heart of
BRITAIN



finest quality TOWEL WARMERS

LOW-ENERGY ELECTRIC - LOW VOLTAGE (SELV) - HYDRONIC - DUAL FUEL

THE STERLINGHAM ^{CO.} LTD.



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THE
STERLINGHAM
COMPANY LIMITED



“Though a man may live in the heart of the forest if he makes the finest chairs the world will beat a path to his door.”

More than thirty years have passed since I first read these words, carved on a piece of wood in the window of a small independent furniture retailer.

Although I may not have recounted them verbatim their spirit has been my standard. The Sterlingham Company Ltd was founded on the principles of quality, service and excellence in design. Our name reflects the reliability and dependability of the Pound Sterling and the historic ingenuity of the industrial revolution pervading the small towns around the city of Birmingham.

This catalogue along with those for our other hand made bath products reflects the reliability and dependability of our skills and our determination to provide you with the finest that the woodsman and his forest can provide.

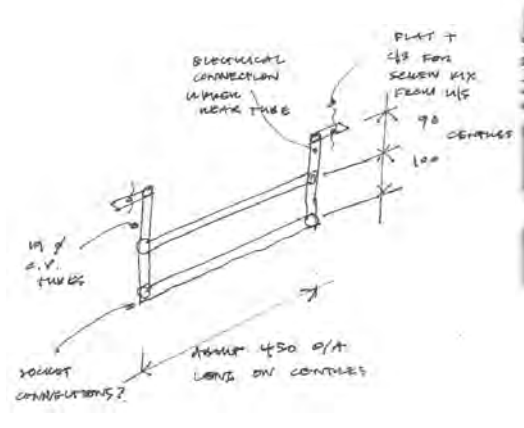
Kevin Pearce

FOUNDER



TRADITIONAL MANUFACTURING

Quality cannot be inspected in. From the materials sourced to the final finishing and assembly The Sterlingham builds in quality at every stage. Thus our reputation has been built over three decades, the hallmarks of quality are hot-stamped through our components and ethic. Hand soldered, lathe turned, hand sawn - the tubes and sections from hot mills are worked, hand polished, hand finished and hand assembled, scrutinized under magnifying lamps before and after electroplating.



BESPOKE DESIGN *a perfect fit*

Some of the considerations when choosing a towel warmer for your bathroom will include location, size, number of rails, heating method and finish. Within this brochure you will, we hope, find a product that matches your aspirations. But we realise that it can also be a launchpad, firing the imagination for personal

designs and configurations. This is where our willingness to work with you or the designer comes into play to create your ideal bespoke towel warmer.



CASE STUDY...

Commissioned by Maddux Creative, this project for an 1840's residential property in London is the perfect example of client, designer and manufacturer working in partnership to create a truly unique result. We manufactured a beautifully crafted six leg washstand, two bespoke pole mounted mirrors and a double glass towel rail. The resulting success of this project saw it featured on the cover of World of Interiors magazine.

Photography Ricardo Labougle. Image courtesy of World Of Interiors.






TOWEL *warmer*
COLLECTIONS

HEATING OPTIONS

AN INFORMED *choice*

The very special Sterlingham low-energy towel warmer has been the leading light of our towel warmer production ever since it was patented by the company founder. Unless specified all models are available in any of the following three power options:

	THE STERLINGHAM CO. LTD. LOW ENERGY ELECTRIC	HYDRONIC	DUEL FUEL <i>& Alternative Suppliers 'Electric' Models</i>
AESTHETICS	Our power supply is invisible, exiting the towel warmer from a wall or floor fixing of your choice. This leaves a clean, uncompromised design.	Hot water from your heating system flows through valves and pipework.	Fittings as per Hydronic but an additional visible cable exits the side of the towel warmer and must be fitted to an adjacent fused spur.*
CONTROL	Dimmer switch (located outside the bathroom).	Central heating system programmer.	As per Hydronic plus electric programmer.
INSTALLATION	Hidden supply cable in wall or under floor. (Electrician)	Prior to installation local water quality should be checked for suitability.** Pipework and valves. (Plumber)	As per Hydronic plus the installation of a heating element. (Electrician & Plumber)
MECHANICAL MAINTENANCE	No maintenance required.	System will require periodic venting. Valve operation and flow balance will require regular checks.	As per Hydronic. Exposed cable requires checks for deterioration.
ADDITIONAL PURCHASES	Dimmer switch.	Valves.	Valves, Probe Element & Cover Shroud (optional).
GUARANTEE			

*This cable can be concealed by a cover shroud which you may order from us.

**See general terms and conditions on page 33.



CLASSIC 
COLLECTION

Adj. 'of the first or highest quality, class or rank'
CLASSIC BALL JOINTS | 32mm TUBE

STOURTON *and* ENVILLE



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-200	3	550	550	145	57
9-210	4	950	550	145	76



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-240	3	975	550	162	57
9-250	4	975	550	162	76

UNIVERSAL *touch*

If you appreciate the benefits of our low energy electric technology but wish to have valves to give the look of the hydronic towel warmers we are able to supply this to you as shown here in the Enville photograph. Valves courtesy of Barber Wilsons & Co Ltd.



COACH HOUSE *and* KINVER



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-220	6	975	550	425	105



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-230	7	330	680	415	140

ATTENTION *to detail*

Most designs have traditional exposed screw wall mountings as standard. If these are not desired concealed wall mountings may be ordered.



SUITEART *and* CHATSWORTH



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-260	7	980	685	162	132



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-270	4	975	550	300	84

Available as low-energy electric only

BESPOKE OPTIONS
AVAILABLE ON ALL MODELS

LAWNSWOOD



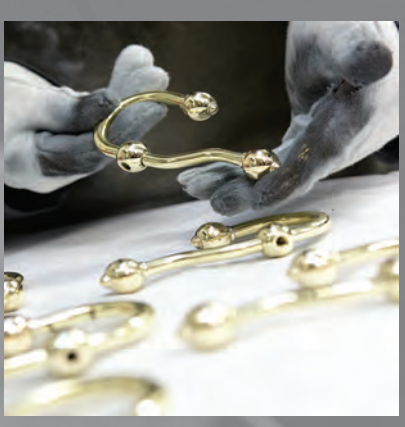
MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-280	7	870	730	330	162

designed FOR LIFE

Sterlingham low energy electric towel warmers are constructed to last a lifetime and more. But should you wish to remodel your bathroom you will find them easy to remove and reinstall, dovetailing with the revised life style.

See warranty details page 34.








FLAIR
COLLECTION

Noun. 'smartness of style or manner'

COLLARED BALL JOINTS | 32mm TUBE

WHITTINGTON *and* WOLLASTON



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-330	3	975	550	162	57
9-340	4	975	550	162	76



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-300	3	550	550	145	57
9-310	4	950	550	145	76

FINISHES *a palette to suit all palates*

We are as flexible in our choice of finishes as we are in our manufacturing. Please see page 32 for details. The Whittington Towel Warmer above shows a highly polished combination of brass fittings and copper tube which incidentally offers anti-microbial properties.



BEWDLEY *and* FOOTMAN



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-320	3	550	600	82	57



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-350	4	975	620	82	76

made TO MEASURE

Tailor made to your requirements you are not limited to the standard models and sizes within this brochure. Our design team can produce a 3D drawing based on your bespoke requirements prior to your order.



ASHWOOD

FINE QUALITY
CRAFTSMANSHIP &



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-360	7	870	730	330	162



ARTISAN
COLLECTION

*Noun. 'a maker of high quality, distinctive products,
by hand and traditional methods'*

STRAIGHT JOINTS | 32mm TUBE

PARKLANE *and* MORVILLE



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-420	7	660	560	125	76



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-440	4	975	550	136	76

WARRANTY
DETAILS P.34

DUNSLEY *and* HIMLEY



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-400	3	550	550	140	57



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-430	4	975	550	160	76

COOKLEY *and* KINGSWOOD



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-410	8	600	600	145	113



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-450	7	870	730	330	162

LOW-ENERGY *technology*

The Sterlingham patented heating technology offers major benefits over hydronic or dual fuel versions. These benefits combined with the sheer quality and beauty of the towel warmers form an astute investment.

Please see page 8 for further information.





— TRADITION —
COLLECTION

*'Without tradition, art is a flock of sheep without a shepherd.
Without innovation, it is a corpse.'*

SIR WINSTON CHURCHILL

ACCENTUATED BALL JOINTS | 38mm TUBE

CHURCHILL *and* BLAKEDOWN



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-500	3	610	610	150	65
9-510	4	1000	610	150	89



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-520	3	1000	610	160	65
9-530	4	1000	610	160	89

ACCENTUATED *beauty*

Our Tradition Collection employs 38mm tube and fittings which are noticeably larger than our 32mm collections. See adjacent image for comparison.



HOLLY WOOD



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-540	7	870	730	330	162







—  ECLETTIC —

COLLECTION

Adj. 'selecting the best from various styles, ideas and methods'

A CONTEMPORARY COLLECTION

VARIOUS SIZES

WOLVERLEY *and* ARLEY



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-600	4	600	600	145	81

Available as low-energy electric only



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-630	4	800	550	140	84

Available as low-energy electric only

TURA



MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-610	5	620	500	125	80



For over three decades our craftsmen have delivered excellence in product quality and customer service. Materials and services are 95% sourced from within the United Kingdom.

Handmade
in the heart of
BRITAIN

PRESTWOOD



FINE QUALITY & CRAFTSMANSHIP

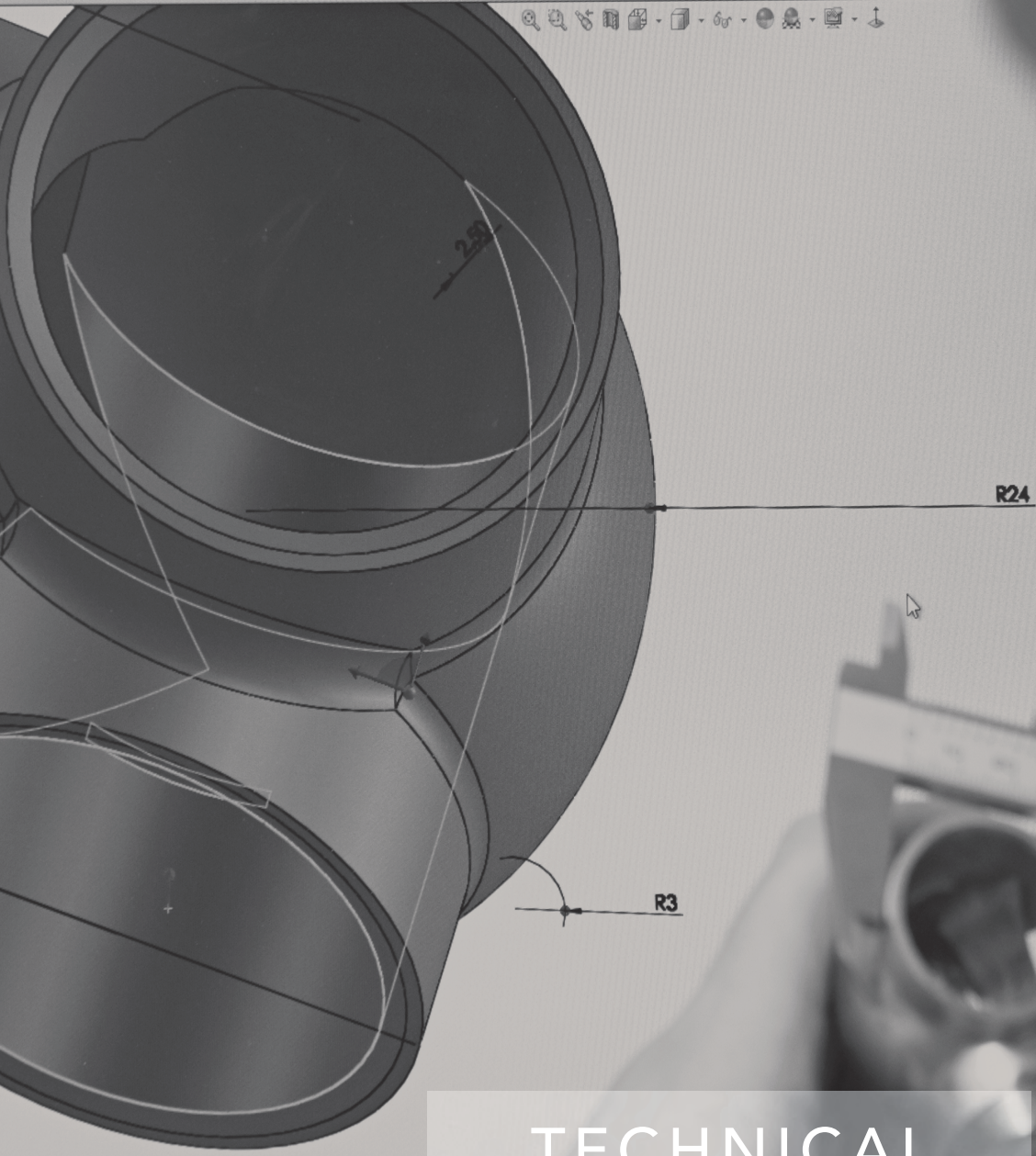
MODEL	RAILS	HEIGHT	WIDTH	DEPTH	WATTS
9-620	6	870	730	250	148



PELV (PROTECTIVE EXTRA-LOW VOLTAGE) & SELV (SEPARATED EXTRA-LOW VOLTAGE) MODELS

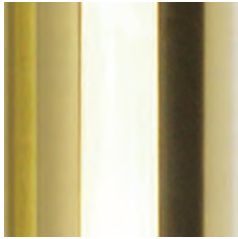
The Sterlingham low-voltage models (12v and 24v) will operate on either AC or DC supply. The towel warmer may be positioned in any of the bathroom Zones as defined by the Institute of Electrical Engineers and the transformer should be located beyond Zone 2 and as near as possible to the appliance to avoid voltage drop which would reduce heat output.

for more information | sterlingham.co.uk | +44 (0)1384 370 901



TECHNICAL
specifications

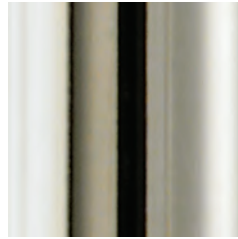
FINISH *options*



POLISHED BRASS



CHROME



NICKEL



BRUSHED NICKEL



LIGHT BRONZE



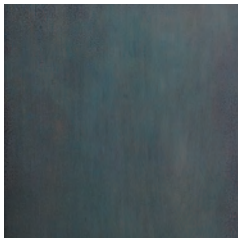
LIGHT ANTIQUE BRONZE



MEDIUM BRONZE



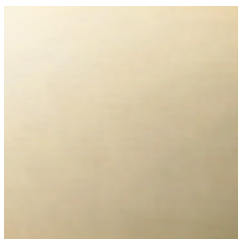
MEDIUM ANTIQUE BRONZE



DARK BRONZE



DARK ANTIQUE BRONZE



GOLD



MELANGE

BESPOKE FINISHES

Our standard finishes are shown here but if you require another finish, please let us know so that we can produce a sample for you to view and sign off.

THE STERLINGHAM ^{CO.}LTD.

promise.

Your order will be attended to promptly, we will request any missing information and we will acknowledge your order within 24 working hours of having all the information whereupon we will commence work on your order. We will provide a drawing where required, supplied under the terms of the General Information section. We will endeavour to keep you informed of order progress, its readiness and availability for shipment or collection. We will apply ourselves diligently to making your requirements to the highest quality in terms of size, design and finish and within the target timeframe. We will attend promptly to any queries or complaint. We ask you to check your order acknowledgement carefully and also to let us know within five working days of arrival of the goods any damage or shortage (after which time we cannot entertain claims) and we will attend promptly to any errors.

GENERAL INFORMATION

1. General

- i. All measurements are nominal with a finished products tolerance of $\pm 3\text{mm}$.
- ii. Heights and widths shown in this brochure or price list are overall sizes including mounting flanges.
- iii. Technical drawings are available on request for all of our standard products.
- iv. For bespoke requests please allow 7 days for drawings. All drawings are the intellectual property of The Sterlingham Co Ltd and may not be used to solicit quotations from elsewhere.
- v. For general care and cleaning guidelines please contact us. Sterlingham Towel Warmers must be installed by a qualified electrician/plumber as appropriate. Damage to the product caused by the installer is not covered by our guarantee.
- vi. The finishes shown in this brochure are as accurate as reprographic limitations will allow. If you would like to receive a sample of a finish prior to ordering please contact us.
- vii. We reserve the right to make a charge where orders for bespoke towel warmers are cancelled or altered after work on them has commenced and to charge for the preparation of drawings for such cancelled orders.

2. Electric Only Towel Warmers

- i. Electric Cable Element is rated IP67 – for detailed information on this please review IEC 529:1989, BSEN 65029:1992, or speak to your installer for more details.
- ii. Our towel warmers are available as 230v, 110v, 12v & 24v. Please contact us if you have an alternative requirement.
- iii. The supply cable for our electric only towel warmers comes from the rear centre of a wall or floor fixing flange. Which flange and the length of cable is specified by you. In the absence of your instructions otherwise, the default is top left and 1 metre of cable.
- iv. Our Low-energy heating elements are double insulated to satisfy Class II requirements. Class I requirements are met with the addition of a primary and secondary earth.
- v. Numerous tests are conducted so that no Low-energy towel warmer leaves our workshop in less than perfect condition. The heating elements are tested underwater to ensure waterproofing. Not that they are ever likely to come into contact with water being housed in the dry environment of the towel warmer. This means that they can be installed close to sources of water jets or sprays.

3. Hydronic & Dual Fuel Towel Warmers

- i. All dual fuel and hydronic models are pressure tested before polishing, after polishing and after plating to 145 p.s.i (10 bar) to ensure there are no leaks.
- ii. Dual fuel and hydronic towel warmers require additional items to be purchased. We recommend high quality valves such as those from Barber Wilsons & Co.Ltd . These can be sourced direct or through an alternative supplier or we can order them for you.
- iii. In the case of dual fuel models the electric probe element is also a chargeable extra.
- iv. As we do not manufacture the dual fuel electrical elements nor the valves required for water/dual fuel warmers we cannot offer quality guarantees on those items other than as stated within the warranty section.
- v. Checks should be made with your local water authority to ensure that the water quality will not cause dezincification of the brass material.
- vi. Such towel warmers should not be fitted to a system which uses a water softener. The installer must ensure that the product selected is suitable for the conditions and the water quality.
- vii. A manual bleed air vent is fitted to all hydronic and dual fuel models.

THE STERLINGHAM CO. LTD.
warranty



Low-energy Towel Warmers are covered by the following 10 year guarantee: Given satisfactory evidence of the date of purchase, we will, during the first ten years, replace or rectify any mechanical fault to the product as a whole without charge. After this time any fault developing in the electric towel warmers heating element will be rectified by replacing it at our works at the nominal cost to the customer of labour and materials. In this instance no attempt must have been made to dismantle the product because of the potential damage to the element rendering it un-testable. In both instances it is the responsibility of the customer to arrange and cover the costs of safe packaging and transportation to and from our workshop.



Hydronic and Dual Fuel Towel Warmers Are guaranteed for five years from the date of supply. As we do not ourselves make the electric heaters for Dual Fuel models, in line with the element manufacturer's warranty we will provide a replacement cartridge heater free of charge if the heater fails within one year of the date of supply.



Bath Fittings (including washstands): Our workmanship and quality inspection enables us to offer a lifetime guarantee in the hands of the purchaser.

All Products: We will not entertain any liability claims for damages to surface finishes resulting from the use of proprietary cleaning materials, normal wear and tear, and any damage caused as a result of misuse, negligence or faulty installation or where a product has been used for purposes other than its intended and normal use.

THE ENVIRONMENT
OUR COMMITMENT

“Buy well, buy once”.

We are confident that the products we manufacture will serve you for many years to come minimizing your outlay, and running costs too in the case of our Low-energy towel warmers. The power consumed is in the majority of instances less than 100 watts, the heating element being made bespoke for the particular towel warmer ensuring power is not wasted. We are always conscious of how our company and products might affect the environment and so we have invested in processes that reduce our own transport use and therefore carbon emissions, we re-use materials where possible, minimise waste and utilise recyclable packaging.



BATHROOM *fittings*

To request a copy of our other brochures
please call or visit our website.

THE STERLINGHAM CO.
LTD.

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