

— *ESSE* —

VECTOR

—

ELECTRIC STOVE

Reimagining of a design classic



MASTER
**STOVE
MAKER**
SINCE 1854

.....
A landmark new concept in space heating combining
the heritage and tradition you'd expect from a
Master Stove Maker with precision engineering
and modern British design.



MASTER
STOVE
MAKER
SINCE 1854

DISTINCTIVE
**HOME
HEATING**

HAND-MADE IN BRITAIN
TO LAST A LIFETIME

STABLE
— & —
MOBILE

THE GO ANYWHERE
SPACE HEATER

**360°
HEAT**

CYLINDRICAL DESIGN
CONVECTS AND
RADIATES WARMTH

HYGGE
— ON DEMAND —

COSY AMBIENT WARMTH
WHENEVER YOU WANT IT

GO WITH
THE
GLOW

EVEN HEAT EXACTLY
WHERE YOU WANT IT

STRONG
— & —
SILENT

AND BUILT TO LAST

**FORM AND
FUNCTION**

A STYLISH ADDITION
TO ANY ROOM

— **MORE** —
**DESIGN
CLASSIC**

THAN DOMESTIC
APPLIANCE

A POWERFUL HEATER AND AN ELEGANT PIECE OF FURNITURE

Master Stove Maker ESSE is launching a landmark new product that brings warmth, comfort and stylish British design to any room in the home.

Designed and built in Britain, with support from the Design Council and Creative Lancashire, the all-new Vector Electric Heater marks a major milestone for ESSE. Famous for building upmarket wood-burning stoves and range cookers, ESSE anticipates the new Vector will introduce the brand to a new generation of customers.

A stylish addition to any room, Vector's contemporary design is the result of a collaboration between British designer Adrian Stokes and ESSE's in-house research and development team.

Unlike the majority of ESSE products, Vector is unique in being fabricated from high grade extruded aluminium.

The company has produced compact electric heaters for more than a century and Vector is part of a renewed focus on this market. Vector's simple, refined appearance allows it to be used as a centre piece, or as a quiet addition to larger spaces.

Succeeding the award-winning Solo, which has been a best-seller for more than two decades, Vector marks a radical departure from traditional heater design and styling.

Available in a striking graphite finish, the distinctive design creates a deep, even heat that radiates out from the aluminium exterior, whilst cool air is drawn in at floor level feeding upwards and out as warm air through the distinctive fins at the top of the unit.

The Vector requires no installation or maintenance and can be used in any room with a 13AMP socket but unlike a fan heater, it is almost completely silent and draught-free. A single top-mounted dial switches the power on or off and varies the temperature.

With a maximum output of 2kW, the Vector will easily heat a family room and maintain a comfortable temperature for several hours without overheating.

Tipping the scales at 16kg, Vector is a mobile appliance that's easy to move anywhere an additional heat source is needed. In the cold winter months it's perfect for providing a welcome boost to the central heating in any room where families want a warm and cosy environment in which to relax.

Vector can also provide additional heat for occasional spaces such as spare rooms, home offices, loft and attic spaces, 'man caves', summerhouses and conservatories.

In fact, Vector is a more stylish and efficient choice for any room needing an ad hoc heat boost currently provided by a fan heater or portable radiator.

Like the rest of the ESSE range, the Vector is built to last and comes with a class-leading, manufacturer-backed Lifetime Service Guarantee.

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**VECTOR IS A LANDMARK PRODUCT,
REFLECTING A NEW APPROACH TO HIGH
QUALITY DESIGN, MANUFACTURING
AND PERFORMANCE. IT'S THE FIRST
ESSE THAT CUSTOMERS CAN WALK INTO
A SHOWROOM, PURCHASE AND TAKE
HOME WITH THEM.**

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DESIGN INSIGHTS



Designer Adrian Stokes
talks about his approach
to creating the new
ESSE Vector.

Now and then opportunities happen, that stand out. Before my first meeting with ESSE, I was so keen I'd decided I hadn't a hope of winning the work and my performance on the day confirmed as much. A call from Martin Ashby, ESSE's owner, confirmed otherwise!

ESSE are committed to quality and there's a palpable sense of this on meeting Martin and his team. In the factory, high technology meets handmade to manufacture some beautifully finished products. What also becomes apparent is the sheer inventiveness and attention to detail present under the skin of everything they make.

ESSE range cookers for example, are the most efficient and best value on the market, brimming with smart ideas for the cook to the service engineer. Anyone who loves manufacturing and is bored with the jargon-rich, brandspeak, lavished on products made cheaply overseas and distributed from the soulless warehouses littering both sides of our motorway network, would love ESSE.

It's typical of companies that once provided the foundation of communities up and down the UK but sadly, for many, their demise was swift and brutal. The fact ESSE survives and is building for the future is testament to them.

I was introduced by the Design Council and Vector is our first project together. It was a real privilege to be asked. The company used to make a free-standing electric heater called the Solo and Vector is its contemporary cousin.

The brief we received asked for a true ESSE product, well conceived, detailed and engineered. A high quality, efficient product for life, appealing to anyone who shares these values and requires a primary or secondary heat source in their homes.

The need was for something truly versatile, equally at home as a centre piece in a city apartment, or as a refined and quiet addition to a larger space. From clothes drier, to pet warmer, a hardworking, flexible friend.

Our shared objective when we started work was an exceptional design, that exceeded expectations. We decided, early in the process, that Vector should be a symmetrical object which users could sit in front of or around, rather like an indoor campfire. It should have simple, easily accessible controls, placed centrally on top which anyone could understand and use. The quality of materials and subtle allusion to ESSE's heritage were other factors we felt were important to include in the mix.

As Vector took shape, the experience working with the ESSE team was one of the most open, enjoyable and instructive collaborations in a long career. What I particularly like about ESSE's original Solo heater and now Vector, is its use of basic principles to great effect.



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Air is drawn in through fins at one end and warmed, before flowing out through fins at the other end. It's a delightfully simple system that works. The entire body of the unit also warms, radiating heat close-up and the room is kept at an even temperature by old school, bimetallic strips.

There is a lesson here, many products have become so feature ridden, fussy and poorly made that they are effectively programmed to self-destruct. ESSE products are the exact opposite, they do precisely what they're supposed to and you will grow old together.

Vector continues this tradition, more companion than commodity and like a welcome, addition to the family, which pays its way. When I was given a pre-production unit to evaluate I was a little nervous. In our world, first impressions count and out of the box, I confess to being relieved.

It's beautifully made, high quality and has a timeless, modern look. It's also very effective, quickly attaining and then maintaining the temperature in my office. It's mobile, but stows unobtrusively in the corner. So far, it has spent time with me, my daughter and my wife as well as the entire family over dinner.

What I hadn't expected was the close friendship that subsequently developed. I tend to bask in its friendly glow all day, even with the heat off. It's like a loyal pet. I rest my hand on it without thinking, and it keeps my tea warm too.

In my office, I sit on an Eames Aluminium group chair, at Vitsoe's 606 system, staring at an Apple computer, lit by a Best and Lloyd desk light. These are all wonderful products and I feel Vector is a worthy addition to the group.

—Adrian Stokes 2018



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**UNMISTAKABLY AN ESSE,
VECTOR IS BUILT TO THE SAME
EXACTING STANDARDS
AS OUR CAST IRON PRODUCTS,
BUT WITH THE 'PLUG AND PLAY'
FLEXIBILITY DEMANDED BY
MODERN LIFESTYLES.**

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VECTOR: THE STRONG SILENT TYPE



Bold, contemporary, British design gives Vector a presence and aesthetic appeal with which few other forms of space heating can compete. Innovative design and precision engineering enables the Vector to deliver both radiant and convective heat for efficient and cost-effective* space heating.

Designed by Adrian Stokes of ASA Designers, with support from the Design Council and Creative Lancashire, Vector is available in a striking graphite finish. A single rotating dial switches the appliance on and off and controls the temperature – up to a maximum output of 2kW.

An extruded high grade aluminium outer shell sits between laser-cut steel fins top and bottom for a refined look and feel. A cone sits inside the top grille to push convected warm air out into the room and subtle amber light creates a soft glow from within, reinforcing the sense of warm ambiance in low light.

Unlike more functional mass produced heaters, Vector has been designed to perform effectively over many years and is backed by a Lifetime Service Guarantee.

*Running cost calculations range from 2.5 pence per hour on minimum setting to 29 pence per hour at maximum output. Figures correct at time of publication: January 2018

VECTOR: MORE THAN A CENTURY IN THE MAKING

The very first ESSE stove was produced in 1854, with production shifting to the company's current manufacturing base in Barnoldswick, Lancashire in the 1980s to 1990s.

ESSE cylindrical heaters date right back to the 19th century, when ESSE produced small solid fuel fires like the New Sun and No.2 designed to heat offices or workshops.

In 1905, the Solesse circular stove was introduced, featuring trademark ESSE technical innovations such as a patented air regulator. Robert Scott and Ernest Shackleton depended on ESSE stoves to provide a reliable source of warmth and sustenance on their Antarctic expeditions.

In the 1950s the iconic cylindrical stove morphed into hexagonal form and an oil-fired version – the Challenge 8000 Solo – appeared in the 1980s.

In 1997, ESSE launched the Solo – an award-winning plug-in electric version of the solid fuel stove, retaining the classic hexagonal design and intricate castings of its predecessors.

The name Vector can also be traced back to previous ESSE products. In the 1950s, the Autovector was a 'space age' piece of design incorporating some characteristically cutting edge technical innovations.

This striking enamelled finish stove incorporated a small removable electric fire with a lower heat output for the warmer months. The Autovector also featured a basic form of thermostatic control and a hopper for convenient refuelling.



VECTOR: HYGGE ON DEMAND



Vector provides that homely 'Hygge' ambiance exactly where you want it.

It's an elegant and efficient alternative to noisy fan heaters and portable oil-filled radiators – incorporating the best aspects of both these modes of space heating.

Bold, contemporary, British design gives it a presence and visual appeal that few other forms of heater can match, while its supreme flexibility fits around modern 21st century lifestyles.

With the Vector, there are no drafts or uneven hot and cold spots, just a deep, even heat radiating throughout the space, enhanced by the convective power of its cylindrical profile, which creates a subtle airflow to gently warm the entire room.

Equally at home in a family room, conservatory, man cave or spare bedroom, Vector is a mobile appliance that needs no installation or flue. In fact it will work anywhere with a 13AMP socket to plug into.

Turn it up high to give an instant boost to background heating when the kids get home from school or leave it on low to keep the conservatory that little bit more comfortable in the spring and autumn.

Deploy your Vector to keep weekend guests snug and warm in the spare bedroom or pop it in the office to maintain comfort, morale and productivity levels for the home-worker.

This elegant new heat source is the perfect partner for banishing the chill of those long, dark winter nights.



It's a cost-effective* means of airing clothes or keeping the pets happy in a utility room or laundry and a stylish way to keep the evening chill at bay in a summerhouse or garden room.

And in another first for the Master Stove Maker, Vector is the first ESSE product that customers can view, trial and take home the same day thanks to its innovative wheeled trundle packaging – custom designed by Smurfit Kappa.

The timeless elegance of its styling means the Vector will fit in anywhere and unlike more functional kinds of heater, the strong and silent ESSE is extremely easy on the eye. In fact, we're confident the Vector will quickly become part of the furniture.

*Running cost calculations range from 2.5 pence per hour on minimum setting to 29 pence per hour at maximum output. Figures correct at time of publication: January 2018

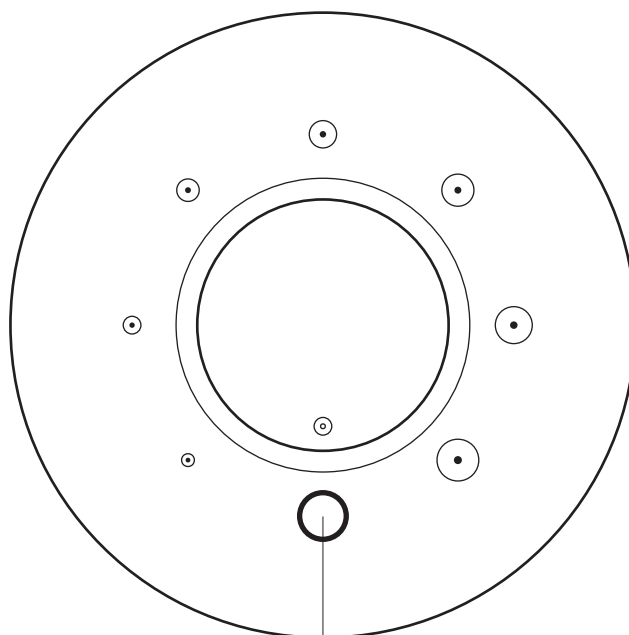
VECTOR SPECIFICATIONS



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**VECTOR WILL INTRODUCE
ESSE TO A NEW GENERATION
OF YOUNGER, URBAN,
DESIGN-AWARE CUSTOMERS
LOOKING FOR A FUNCTIONAL
PIECE OF FURNITURE THAT
PROVIDES A FLEXIBLE SOURCE
OF HEAT FOR A MODERN HOME.**

”

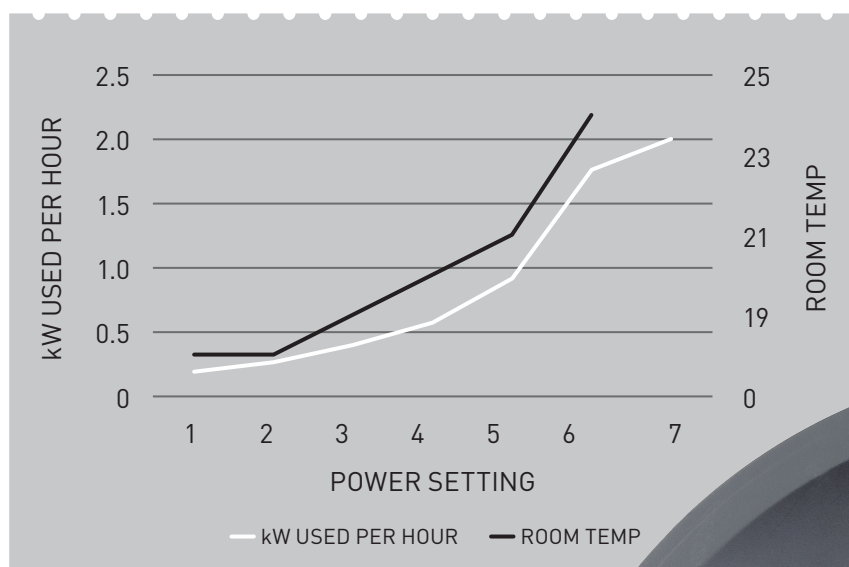


OFF position

RUNNING COSTS

TEMPERATURE SETTING	ROOM TEMP (°C)	kW USED PER HOUR	COST PER HOUR*
1	18	0.18	£0.0259
2	18	0.255	£0.0366
3	19	0.39	£0.0560
4	20	0.564	£0.0810
5	21	0.909	£0.1306
6	24	1.759	£0.2528
BOOST (7)		2.00	£0.2874

*14.37p per kW per hour estimated



As the control is rotated clockwise it regulates the power to the heater from 0 to 2kW as indicated by the circular markers.

Vector's tall, cylindrical body shape allows the use of much longer heating elements which operate at lower temperatures, making them far longer lasting than those found in compact fan heaters.

The design maximises surface area for effective heat exchange and minimises the chance of any part becoming too hot to touch while the tall, thin design acts like a chimney, gently and quietly convecting warm air and distributing it evenly throughout the room. The Vector is capable of bringing a 12ft x 12ft room up to 23.5°C within an hour and will maintain the temperature indefinitely.



Vector is covered by our Lifetime Service Guarantee, subject to terms and conditions. Visit esse.com for more information.



INVEST IN AN ESSE: 10 REASONS TO BUY A VECTOR

1

Distinctive design, timeless style and British quality

Designed by Adrian Stokes of ASA Designers with support from the Design Council and Creative Lancashire, manufactured in Britain by ESSE, no other heater combines such elegant looks with the reassurance of British build quality.

2

Built to last

At the heart of Vector is an over-size 2kW element which effortlessly provides the specified heat output without any degradation. This gives the Vector an inherently longer life cycle and enables ESSE to offer an industry-leading Lifetime Service Guarantee.

Tested to destruction

Vector is a room heater that won't fall over. It passes furniture tilt, spills and cover tests.

Conforms to all relevant standards: EN 60335-2-30:2009+A11:2012, EN 61000-6-3:2007+A1:2011 and EN 61000-6-1:2007.

4

Simply a superior form of heating

Silent and draught-free, Vector's perfect combination of convection and radiation distributes gentle, even heat throughout the whole room without the need for a noisy fan.

3

5

Simple to use

Plug it in and turn it on. Vector uses tried and tested solid state electronics with no moving parts. In a world of over complicated digital technology, the single temperature control is simplicity itself.

6

Energy-efficient

Weighing in at 16kg Vector can easily be moved to wherever extra heat is needed. All that's required is a 13AMP electric supply and warmth and comfort is available on demand for as little as 2.5 pence per hour.

Maintenance-free for life

Once Vector leaves the factory it is maintenance-free and designed to last. With no moving parts like fan blades or oscillation motors to maintain, there is not much that can go wrong with a Vector.

7

Proudly made in Britain

Just like all our heating appliances and cast iron range cookers, Vector is made in our Lancashire factory. The extruded aluminium body, laser-cut fins, die-cast top and base and spun lighting cones are all UK sourced.

9

Cast iron heritage

Vector is handmade by ESSE: Master Stove Maker since 1854.



8

10

A strong track record

The Vector succeeds the award-winning Solo electric stove – a best-seller for the last 20 years. Today, Vector gives retailers a unique opportunity to offer a distinctively British quality product that needs no site survey, additional ventilation requirements or installation considerations.

Vector comes in its own specially designed 'trundle pack': a box with wheels and easy-tear opening. It's the first ever ESSE that customers can demo and walk away with. Ask about the attractive trade margins for ESSE dealers.



Contact us

Got a question for us here
at ESSE? Get in touch.

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