

# SHADOW

## Industrial Infrared

### CASE STUDY

## THE INDIAN BREWERY

The Indian Brewery is a well-loved independent brewery and taproom in Birmingham, renowned for its craft beers and Indian street food. Set in a vibrant and industrial-style space, the brewery has become a go-to destination for beer enthusiasts, food lovers, and event-goers alike. The Taproom, which opened just over a year ago, is a vast venue with high ceilings, designed to accommodate large gatherings, music, and social events. Its open-plan layout and spacious design creates a unique atmosphere but also presented challenges in maintaining a comfortable temperature, particularly in the colder months.

As a business focused on providing an enjoyable and welcoming experience, The Indian Brewery recognised the importance of a heating solution that could make the space comfortable year-round. However, traditional heating systems often struggle in large, open-plan venues, where heat is easily lost in the upper areas of the room. This is where Shadow Industrial's expertise in infrared heating came in. Specialising in energy-efficient heating for industrial and commercial spaces, Shadow Industrial was well-positioned to help Indian Brewery overcome its challenge and create a warm, inviting environment for its customers.

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### The Challenge

Despite its popularity, the taproom faced a significant issue: there was no heating system in place. This meant that during the colder months and on chilly evenings, the space could become uncomfortably cold, detracting from the otherwise lively and welcoming experience.

The venue's layout also posed specific challenges. The taproom features high ceilings and a mezzanine with additional seating upstairs, an area that was particularly cold before heating was installed. Additionally, there is a dedicated space for brewing beer, which the brewery did not need to heat directly.



## The Solution

Shadow Industrial provided a heating solution designed to efficiently warm the space while complementing the industrial aesthetic of the taproom. Given the high ceilings and open layout, infrared heating was the ideal choice. This allowed The Indian Brewery to keep customers comfortable in seating areas while avoiding unnecessary heating in the brewing space. The heaters were mounted at the recommended height and positioned to target the dedicated seating areas and bar, ensuring optimal warmth where it was needed most.

## The Results

Since the introduction of the new heating system, The Indian Brewery has seen a remarkable transformation in the comfort of the Taproom. The once chilly space is now warm and inviting, allowing customers to fully enjoy their experience regardless of the season. Visitors frequently comment on how pleasantly warm the venue is, which has significantly improved the overall atmosphere and guest satisfaction. With a heating solution in place, the brewery can now confidently host events all year round, ensuring a welcoming experience for all guests.

The team at Indian Brewery are thrilled with the results, as the improved comfort has enhanced the overall customer experience. By implementing an energy-efficient and effective heating system, Shadow Industrial has helped transform the taproom into a comfortable environment while maintaining its unique industrial charm. This case study highlights the importance of the right heating solution in making large, open spaces warm and inviting throughout the year. It also demonstrates the versatility of infrared heating, showing how it can be effectively used in a range of settings, from hospitality venues to warehouses and other industrial spaces.

# THE SYSTEM

To meet the specific heating requirements of the space, we implemented a tailored solution with the following key components:

### **Shadow Infinity 18kW Industrial Infrared Heater (x5)**

Five advanced infrared heaters were installed above the main seating area to provide precise, energy-efficient warmth.

### **Shadow Infinity 9kW Industrial Infrared Heater (x2)**

Two heaters were installed above the mezzanine seating area, where people are seated closer to the units. These heaters maintain a comfortable environment, ensuring the space is neither too hot nor too cold.

### **6kW Remote Variable Heater Controller (Receiver) (x19)**

Each heater is paired with a 6kW Remote Variable Controller, allowing precise, wireless heat output adjustments tailored to specific areas.

### **3-Zone Master Controller (Transmitter), Wall-Mounted (x1)**

The controller managed two zones, adjusting temperatures based on each zone's needs for enhanced comfort and efficiency.



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**Our customers are always surprised by how much heat our venue retains – they often assume we have heated seating!**

**The warmth is great, and we couldn't be happier with the system.**

The Indian Brewery Representatives



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## Industrial Infrared

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