

Press Release



FOR IMMEDIATE RELEASE

Contact: David Coulson
National Advertising Manager
214 Bayview Dr. Barrie, ON L4N 4Y8
dcoulson@napoleonproducts.com
1-888-726-2220

NAPOLEON® BGD40G MODERN MULTI-VIEW GAS FIREPLACE
Sparkling CRYSTALINE™ Ember Bed Enjoyed From Two Separate Rooms

Barrie, ON., March 01, 2011 – The demand for a modern, 36” multi-sided gas fireplace has brought to life Napoleon's new BGD40G featuring an elegant Topaz CRYSTALINE™ ember bed.

The raised linear burner creates a perfect display of YELLOW DANCING FLAMES® that glitter throughout the glass crystals and the Porcelain Reflective Radiant Panel(s) that come standard with the unit.

Available in a See Thru and Peninsula model, the BGD40G offers a beautiful view of the fire from multiple sides. The 30,000 BTU's with an impressive 50% flame/heat adjustment allows for maximum comfort and efficiency.

“Our existing BGD40 multi-view fireplaces with log sets have been one of our most popular series of fireplaces.” states Greg Thomas, Napoleon’s Director of Sales. “With design trends leaning towards a more modern look, we decided to offer the BGD40 See Thru and Peninsula units with our exclusive Topaz CRYSTALINE™ ember bed.” It offers consumers an affordable contemporary, multi-view gas fireplace that can be enjoyed for many years. “Our dealers can’t wait to get them into their showrooms.” added Thomas.

The BGD40G is accompanied with optional designer accessories that can change the look of the fireplace design to match any room's decor. Louvres are available in painted black, polished brass, antique brass and brushed stainless steel finishes. To “dress up” the fireplace design, optional ornamental insets are available in painted black, 24 Karat gold plated and satin chrome plated. Remote controls are also available for added comfort and convenience.

The BGD40G See Thru and Peninsula direct vent gas fireplaces will be available this summer at authorized Napoleon® dealers nationwide. For more information, visit www.napoleonfireplaces.com.

About Napoleon® Fireplaces and Grills

It all began in 1976 when a small steel fabrication business launched by Wolfgang Schroeter started manufacturing steel railings in Barrie, Ontario, Canada. At that time, no one could imagine the incredible future that lay ahead for Wolf Steel Ltd. and eventually Napoleon® Fireplaces and Napoleon® Gourmet Grills. Since the first wood stove rolled off the production line over 30 years ago, Wolf Steel's commitment was to be distinctive and successful in everything they do. Napoleon's commitment to producing quality products combined with honest, reliable service has proven to be a successful framework to ensuring the continued rapid growth of the company. Napoleon® is an ISO9001 - 2008 registered company and now operates with 750,000+ square feet of manufacturing space and employs over 750 associates. Napoleon® is North America's largest privately owned manufacturer of quality wood and gas fireplaces (inserts and stoves), gourmet gas and charcoal grills, outdoor living products and waterfalls.