

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® HDI33G SMALL GAS INSERT
Economical Heating Source With Modern Elegance

Barrie, ON., March 01, 2011 – Napoleon's new HDI33G direct vent gas insert is the perfect solution for an economical heating source complemented with the modern elegance of a sparkling CRYSTALINE™ ember bed. Heating smarter and saving energy doesn't mean that you have to compromise on great design. Style, comfort and efficiency – the HDI33G fireplace insert has it all.

“The HDI33G insert will be a hit with homeowners and designers who want to integrate a contemporary fireplace design into a once traditional fireplace setting.” states David Coulson, Napoleon's National Advertising Manager. “The biggest transformation of a room can take place by updating the design of an existing masonry fireplace. Installing a Napoleon® fireplace insert that offers the convenience of turning on and off in an instant with the contemporary glass ember bed is an easy way to add style, warmth and relaxation to your lifestyle.” added Coulson.

The HDI33G comes standard with Topaz CRYSTALINE™ embers but the choice of switching out to clear, red, amber, blue or black colours is available. Other options include modern layered surrounds in brushed stainless steel and painted black and a convenient remote control.

Porcelain Reflective Radiant Panels that echo flames throughout the firebox, heat radiating ceramic glass and Napoleon's exclusive NIGHT LIGHT™ all come standard with the unit.

The HDI33G direct vent gas insert will be available fall 2011 at authorized Napoleon® dealers nationwide. For more information on all Napoleon® fireplace products, 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.