

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® WHD31 PLAZMAFIRE™ WALL HANGING GAS FIREPLACE *Gas Fireplace Brings Creative Comfort In An Extraordinary Wall Hanging Design*

Barrie, ON., March 01, 2011 – The Plazmafire™ features a unique contemporary design with the convenience and simplicity of installing by mounting on a wall. The exclusive Topaz CRYSTALINE™ ember bed sparkles with flame reflections, adding an exquisite glow to the firebox.

The design of the Plazmafire™ can be transformed with the options of a rectangular surround available in a variety of finishes or a stunning convex surround available in a luxurious brushed stainless steel. A unique black slate brick panel inside the firebox complements the contemporary design and creates a beautiful backdrop for the flames.

"We showed the Plazmafire™ at a recent interior design show and the feedback was incredible," states Greg Thomas, Napoleon's Director of Sales. "Its unique wall hanging design will make it a preferred choice for builders and renovators. It lets them offer their customers a really unique fireplace experience and at the same time, saves them time and money with the installation." added Thomas.

The WHD31 Plazmafire™ comes complete with a sturdy mounting bracket, modern Topaz CRYSTALINE™ ember bed, exclusive black slate panel and heat radiating ceramic glass. The PLAZMAFIRE™ offers 20,000 BTU's and a fuel saving electronic ignition with battery back-up.

Optional dual accent lights that are mounted on the underside of the surround add a unique "sconce like" glow to the wall beneath. A safety screen and an on/off or thermostatic remote control are other options that are available.

The WHD31 Plazmafire™ direct vent gas fireplace is available at authorized Napoleon® dealers nationwide. A vent free unit (WHVF31) will be available later this summer. 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.