

# THE FIRESIDE

MARCH 2010

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## EXCITING PRODUCTS FOR 2010

### LHD50

Napoleon's innovative LHD50 offers homeowners a custom designer fireplace without the 'custom' price. The long, narrow firebox provides a room with a modern centerpiece design and a comforting warm glow that adds the finishing touch to the perfect setting. The LHD50 comes standard with an exclusive CRYSTALINE™ glass ember bed. You

may also opt for river rocks or coloured glass to customize your fireplace design even further. Another unique feature of the LHD50 is that you can choose between a one-sided or see-thru model. The see-thru model allows enjoyment of this luxurious fireplace from two separate rooms.

**The Luxurious LHD50SS "Swarovski" Now In Stock! Code: LHD50SSN**



### LHD50 DECORATIVE SURROUNDS:



LHDSW50 - White Surround



LHDSP50 - Pewter Surround



LHDSK50 - Black Surround

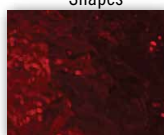


LHDDT50 - Satin Chrome Surround

### LHD50 MEDIA ENHANCEMENT KIT OPTIONS:



MEKG - 6 Ceramic Geo Shapes



MEGR - 1lb. Red Glass Embers\*



MEGK - 1lb. Black Glass Embers\*



MEKR - 6 River Rocks



MEKT - 6 Ceramic Twigs



MEGB - 1lb. Blue Glass Embers\*



MEGA - 1lb. Amber Glass Embers\*

### LHD50 MEDIA KIT OPTIONS:



MKRY - 24 Grey River Rocks



MKRM - 24 Multi-coloured River Rocks

\* 5lb. Glass Ember Media Kits are also available in the 4 coloured glass options to replace glass embers supplied with unit. MKGB (black), MKGB (blue), MKGR (red) and MKGA (amber).

## Timberwolf Economizer™ EPA 2100/2200 - Wood Stove



2100 EPA Wood Burning Stove shown as leg model with optional ash pan



The new Economizer™ EPA wood stoves give consumers an economical solution to rising heat costs. The 2100 and 2200 free standing stoves offer great value for the money. By limiting additional features, these units provide the opportunity to heat a home at the lowest price possible.



2200 EPA Wood Burning Stove shown as a pedestal model with optional ash pan

For more information or to place an order call 1-800-461-5581 or visit [napoleondealers.com](http://napoleondealers.com)



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24 Napoleon Road  
Barrie, Ontario  
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Phone: 800.461.5581

[napoleonfireplaces.com](http://napoleonfireplaces.com)  
[napoleondealers.com](http://napoleondealers.com)

## 2010 ADVERTISING

The advertising team for Napoleon® Fireplaces & Grills is working at getting all POP and marketing materials up dated for 2010.

They are working at getting all the new products added into to existing brochures, as well as a few new brochures.

Watch for those to come!

### Marketing Support Brochure



The Marketing Support is now completed, which also now features the NEW apparel catalogue. Download a PDF from [napoleondealers.com](http://napoleondealers.com) or order your copy today through Inside Sales, code: ADBRAMS.

### 2010 Advertising CD



The new Advertising CD will soon be finished, which will contain all of the 2010 Napoleon® Fireplace images, press releases, feature cards, logo's and more.

As a reminder...

All images, press releases, feature cards, etc can also be downloaded from the dealer website. The dealer website is there for you, so if you have not already checked it out please do!!

To place an order call 1-800- 461-5581 or visit [napoleondealers.com](http://napoleondealers.com)

## ADVISORY: USE OF EXISTING CHIMNEY'S WITH D.V GAS FIREPLACES



The Technical Standards & Safety Authority (TSSA) published an advisory in January 2010 regarding the non-approved installation of direct vent gas fireplaces where the existing chimney is used for the combustion air conduit.

“...such installations are considered an immediate hazard...”

They are advising the industry that such installations are considered an immediate hazard, which if discovered will result in the fuel supply be-

ing terminated. For those of you unfamiliar with them, TSSA is the Ontario Authority for the storage, handling, transportation and use of hydrocarbon fuels.

In this advisory they support the certification standards for Direct Vent Gas Fireplaces, which requires that the “system” (fireplace AND vent – both exhaust and intake) be tested for leakage as part of the overall fireplace test criteria. Masonry and factory built chimney's are not tested or approved as a means of conveying the combustion air to a gas fireplace, stove or fireplace insert and therefore such installations are not in compliance with that test standard, regardless of what may appear in the appliance's installation manual. There is no way of determining from one chimney to the next the amount of leakage it will allow but they do note that leak-

age would affect the “balanced flue system” and consequently, the performance of the direct vent appliance.

“...all installations on to a level playing field...”

For years we have promoted the necessity of sealing all vent pipe joints on our direct vent gas products for this very reason. We have been diligent in refusing to allow this type of unacceptable installation while others have promoted it. TSSA's actions now brings all installations on to a level playing field, requiring compliance with the test standard. Be aware that any instruction manuals suggesting this type of installation be utilized are unacceptable and, if installed in this manner, may put your company at risk.

## THE SMOLDERING WOOD PELLET BUSINESS



Pellet heaters have been up and down like a roller coaster for many years but the demand continues to grow.

‘North American production reached 6.2 million metric tons in 2009’

With the concern for both environmental responsibility, utilizing otherwise waste or landfill products, the concern for clean air and articles like the following, bring this technology to

the attention of Government as well as consumers - pellet stoves, inserts and our corn/wheat/pellet furnace have no where to go but UP.

‘European Union targets 20% renewable energy by 2020’

Click on the link to read the full details of this article: Pellet Article

## TRAVEL INSURANCE IS IMPORTANT!

**Travel without proper medical coverage and you could put your most precious assets at risk!**

Napoleon® Fireplaces & Grills feels very strongly about protecting our most important asset, our Associates, when they travel on company business. Over the last few years, we have supplemented our company insurance plan with a travel plan through KINNELL Travel & Health Plans Inc. We have been very happy with their service and rates and thought we should pass this information along to you. For more information or to get a personalized quote suited to your travel health insurance needs, please contact:

KINNELL Travel & Health Plans Inc.  
(Barrie) (705) 737-4203 or 1 (800) 238-8284  
Email: [service@kinnelltravel.com](mailto:service@kinnelltravel.com)  
[www.kinnelltravel.com](http://www.kinnelltravel.com)

**Being insured when you travel is one thing, being covered is another.**



## PICTURES FROM IDS

Napoleon® recently attended the Interior Design Show in Toronto, Ontario January 21-24. Attendance was up and our products were well received.



A big thanks goes out to those dealers who helped promote our products at this year's IDS show!!

- Mississauga Home Comfort
- Hearthland Fireplace
- Distinctive Fires
- One Stop Fireplace Shop
- Decor & Living
- Fire Bridge
- Top Fire
- Wallteck Mechanical
- Four Season Air Control



## NAPOLEON RIDES HIGH AT THE INTERNATIONAL BUILDERS SHOW

"The International Builders Show took place in Las Vegas from January 19-22, 2010 at the Las Vegas Convention Center. Napoleon® products were proudly on display in a stunning 1400 sq.ft booth. There was more of a contemporary theme to our booth this year and this is what the builders are looking for. The new Swarovski linear fireplace was on display and was a huge hit, as was the Bellagio™ patio heater. The new builder linear model LHD45 that comes in at a better price point garnered very favorable comments. We also displayed our new high heat, ceramic glass clean face fireplace (coming soon): the HDX40 with rave reviews, with the most realistic log set and brick panels that we have ever produced. The HDX40 is a heater at 40,000 BTU's and has

a beautiful burn pattern. There was also an outdoor room set up which featured our GSS42 gas fireplace, our new granite table top Patioflame®, 2 Bellagio's, a built in grill, along with a freestanding waterfall.



HDX40 - featured at show

Our booth was busier than ever and we increased our leads by 30% over last year (which had increased 30%

over the previous year!) Due to the fact that other companies such as Heat N Glo/ Heatilator, Majestic/Monessen and Lennox Hearth products have pulled out of the show, we were the largest fireplace manufacturer at the largest builder show in North America, promoting our brand to the major decision makers in the building and remodeling industry.

We look forward to our next big show - the HPBA Show in Orlando in March and we hope to see you there. We have reserved more booth space than last year and will have many exciting new products for you to see.

Greg Thomas,  
Director of Sales



## LET NAPOLEON® HELP YOU OUT!

This is a new section that we have added to our dealer newsletter to help you out! Each newsletter will have updated links to information on the hearth industry.

Check out the links below and keep yourself up-to-date with what's happening out there in the industry!

- HPB Education Foundation  
<http://hpbef.org/>
- Pellet Fuels Institution  
<http://www.pelletheat.org/2/index/index.html>
- Tax Credit Makes Wood Stoves and Fireplace Inserts More Affordable  
<http://www.hpba.org/media/news/tax-credit-makes-wood-stoves-and-fireplace-inserts-more-affordable>  
(USA Only)
- Green Your Home  
<http://www.hpba.org/media/monthly-heat/april-green-your-home>
- ecoEnergy Retrofit Grants  
<http://oee.nrcan.gc.ca/residential/personal/grants.cfm?attr=0>
- A staycation suited for every lifestyle  
<http://www.hpba.org/media/monthly-heat/staycations>

As a reminder [www.hpba.org](http://www.hpba.org) and [www.hpbackanada.org](http://www.hpbackanada.org) is a great resource for the Hearth, Patio & Barbecue industry. Set aside some time and browse through the websites, you might find something that you did not know before!!

## GROWING WITH SUCCESS

**Dealer/Distributor:** L.T. Rush Stone and Fireplace, Waynesboro, PA  
**Napoleon® Sales Rep:** Bill Fish

L.T. Rush Stone got its start in 1999 with owner, Larry Rush, working from his home near the Gettysburg area of South Central Pennsylvania. At that



time, he was operating the masonry business as a part-time job. The next year he went into the stone masonry business full time and hired several employees. He continued to work from his home office and in 2005 made the decision to begin selling and installing fireplaces.

...surrounded with qualified, professional staff...

The joint venture of fireplaces and stone was successful as they built their current facility in 2007. They now have 25 stoves and fireplaces on display in a beautifully designed



showroom that gives customers a great view of Napoleon quality fireplaces surrounded by a wide variety

of stone and masonry products. Their office / showroom building has high ceilings and large stone fireplaces. Office space is located on the second level.



Larry is surrounded with a qualified, professional staff while directing a full time installation crew. His brother, Bob Rush, is the full time service technician while Justin Kaffer is managing sales. They focus their



business in retail sales and installs as well as toward the builder market and custom building. They are currently involved in remodeling their showroom to be able to show even

more Napoleon products. Renovations include taking out a window and adding a peninsula wall, which will allow them to install a see thru GD81, GV8 Torch, BGD36 Crystallo, and an HD35 or 40.

...increased customer interest and sales...

Although they are located in a typically, traditional area of rural Pennsylvania, Larry and his staff have ventured out to include our contemporary models and it has started to pay off with increased customer interest and sales. A few years ago, Napoleon Grills were added to the line of products.



This past year, proved the aggressive attitude of the Rush team, when they were able to secure sales and installation of built in grills as a package deal for outdoor kitchens. With continual showroom upgrades and aggressive original style advertising, Larry and his team have been able to satisfy local customers with quality products and workmanship while securing the most Napoleon sales for 2009 in Pennsylvania. Congratulations L.T. Rush Stone and Fireplace for your success in business!

## BRIGHT IDEA?

Should you have an interesting idea for upcoming issues of THE FIRESIDE, please send your submission (stories, photos, etc.) to:  
[nrodgers@napoleonproducts.com](mailto:nrodgers@napoleonproducts.com)