

# THE FIRESIDE

December 2010

## IN THIS ISSUE

|  |            |
|--|------------|
| <b>New Products</b>                        | <b>1-2</b> |
| <b>Social Networking</b>                   | <b>2</b>   |
| <b>Now in Stock</b>                        | <b>2</b>   |
| <b>A Guide to Residential Wood Heating</b> | <b>3</b>   |
| <b>Who's Who</b>                           | <b>3</b>   |
| <b>Important Dates</b>                     | <b>4</b>   |
| <b>Google Business listing</b>             | <b>4</b>   |
| <b>Success Story</b>                       | <b>4</b>   |
| <b>Fireplace Design Studio Application</b> | <b>4</b>   |

## EXCITING NEW PRODUCTS FOR 2010

### EF39S Electric Fireplace



Electric fireplaces are a perfect solution for consumers who want the aesthetic ambiance of a fire but without the heat and without giving up valuable room space.

### EFL48 Electric Fireplace



With an impressive 48" linear design, Napoleon's new EFL48 electric fireplace provides a striking element for any room.

Both the EFC32 and the EFL48 feature a generous glass front and a

### Designer Remotes



Napoleon's ergonomic F50 thermostat remote sports a new funky, hip, design! With a contemporary swirl style, this fireplace remote is no longer just for convenience and functionality. The new design allows easy access to all remote features

Napoleon's new EF39S electric fireplace offers all the convenience of their EF39HD but incorporates, not only a wall hanging design but a "wall recess" feature which allows the body of the fireplace to be recessed into the wall, maximizing room space. The EF39S is designed without a heater to allow for this option. The sleek, frameless 39" full glass front and modern glass burner tray gives consumers a contemporary fireplace that can be enjoyed any time of the year. The EF39S is suitable for any room in a home, condo or office.

#### Napoleon® Exclusive Features

- Specifically designed with a clean,

frameless front that sits almost flush to the wall

- Exclusive CRYSTALINE™ ember bed sparkles with modern elegance
- Easy installation... simply hang, plug in and enjoy (can also be hard-wired)
- Modern artwork design with elegant glass front
- Sleek 7 1/4" depth that can be recessed into the wall and protrudes as little as 2"
- Comes complete with a convenient remote, turning the fireplace on & off and also adjusting the ember bed intensity with its seven level settings
- Easily accessible on/off switch

contemporary stone ember bed that complement the crisp, clean minimalist design.

The convenient wall hanging installation protrudes only 6.5" from the wall and allows a quick and easy transformation of living rooms, bedrooms, kitchens, bathrooms, waiting rooms and offices. A perfect solution for anyone wanting the calming aesthetics of a fireplace without the need for venting and easily hangs on the wall with a built-in bracket. A convenient on/off remote that controls the heat output and flame intensity, comes standard. Alternate glass media kits are available to switch out the white stones.

### EFC32 Electric Fireplace



A 32" electric fireplace with a clean, crisp contemporary design and all the convenience of simply hanging, plugging it in and enjoying! The EFC32 features a sleek, curved glass front and a stone ember bed.

and screen displays while incorporating an anti-slip rubberized polymer coating. An innovative design that will be appreciated by interior designers, decorators and women who want to be in control of the remote! Available now to display in your showroom. For more information or to place an order call 1-800-461-5581 or visit [napoleondealers.com](http://napoleondealers.com)

#### Napoleon® Features & Benefits

- Available in three stylish colours to complement any decor (red, grey and black)

- All the convenience of the F50 remote with a distinctive artistic swirl design
- Anti-slip rubberized polymer coating
- Attractive display board is available to showcase in your showroom
- Also available in bulk packs of 6



Napoleon® Fireplaces  
24 Napoleon Road  
Barrie, Ontario  
Canada L4M 4Y8  
Phone: 800.461.5581

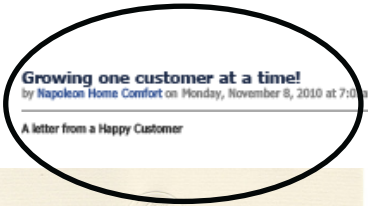
[napoleonfireplaces.com](http://napoleonfireplaces.com)  
[napoleondealers.com](http://napoleondealers.com)

**SOCIAL NETWORKS...  
...A REVOLUTION**



A shining example:

Napoleon® wants to help you effectively use your Social Network and lead by example, you must be proactive, creative and persistent. Below is a shining example of how to effectively use social networking. Napoleon Home Comfort received an outstanding letter from a very happy customer and posted it on their Facebook page- this is innovative and brilliant use of social networking.



**Growing one customer at a time!**  
by Napoleon Home Comfort on Monday, November 8, 2010 at 7:10 am

**A letter from a Happy Customer**

The Simmons,  
No. 2 Toronto Street,  
Suite No.: 709  
BARRIE, Ontario.  
PH: (705) 737-4268,  
November 2nd., 2010

NAPOLEON HOME COMFORT,  
24 Napoleon Road,  
BARRIE, Ontario,  
L4M 4Y8

ATTENTION: THE PRESIDENT;  
REFERENCE: Our Fire Place Maintenance conducted on  
August 27th, 2010

Dear Sir:

With respect to the above noted subject matter, my wife (GERDA) and I would like to express our sincere thanks for the quality of work that was completed on that date. The efficiency and professionalism exhibited by your Company representative was, in our opinion, second to none! His demeanor and respect for our property proved to us, from the onset, that this individual knew his job well.

GERDA and I are convinced that you have an employee your Organization can be truly proud of! If you would be so kind as to convey our thoughts and personal observations on to Mike (Surname unknown) we would be most appreciative.

Sincerely,  
*Donald and Gerda Simmons*  
Donald and Gerda SIMMONS:

C.C.: SELF

**Hybrid 150**



**NOW IN STOCK!**

Napoleon's Hybrid 150 combination burning wood furnace is an extremely clean burning wood furnace with an efficiency rating of 88.6% and EPA emissions of only 4.7 grams per hour. The Napoleon® Hybrid 150 is one of the cleanest and most efficient combination solid fuel burning furnace on the market today.

**Advanced Combustion System**

Four stainless steel tube combustion system achieves a secondary burn cycle. Not only are you getting energy

from the wood, but also from the wood gases which are mixed at the precise ratio of temperature and oxygen. To achieve an extraordinary clean burn without a catalytic combustor, horizontal jets of super heated secondary air are mixed with the fire's smoke to burn off released smoke particles. You can watch the torch-like secondary flames just below the ceiling during the burn. This results in more heat, cleaner air, fast start up, less chimney maintenance and less trips to the woodpile.

**Solid Construction and Automatic Combustion Control**

The impressively large 3.75 cubic foot solid built, fully welded and completely lined combustion chamber will give you many years of safe and trouble free performance. The bypass damper and preheated outside air feed directly into the combustion chamber, providing rapid responsiveness and maximum heat control. The thermostat sets the desired heat level for a roaring fire and then shuts down for a long, clean and consistent burn.

**Triple Fuel Combination for Added Convenience and Peace of Mind.**

Go away for an extended period without worrying about keeping your wood furnace operational. The Napoleon® Hybrid 150 switches from wood to oil or electric automatically. If the furnace runs out of wood, a second thermostat controlling the optional oil and/or electric components will keep your home warm and toasty even if you are not at home, without any interruptions. Even with power failures, the furnace (wood only) is designed to use gravity flow for emergency heating. A manual override lever is a standard function. Your choice of Beckett or Riello high-efficiency burners combined with the stainless steel combustion and heat exchanger module will give you many years of reliable and safe performance.



Add-on to existing



Wood only furnace



Wood/ Oil furnace



Wood/ Electric furnace



Wood/ Oil/ Electric



## CMHC GUIDE

Canada's housing agency for over 60 years, the Canada Mortgage and Housing Corporation (CMHC) has published a guide to residential wood heating. When it comes to using a wood burning fireplace, stove or insert you know that there are advantages and dis-advantages. This book provides all the information there is to know about operating a wood burning unit. Canada has been using wood as a traditional fuel for the last 150 years, in the last 25 years there has been important advances in making wood burning safer for the environment and the home-owner. Not only has wood burning become more safe and efficient but is now much more user friendly. This book communicates this to the home-owner in a simple and trust-worthy channel- making it a very useful tool for you when selling a wood-burning product. The guide outlines information on the following:

- Wood burning and the environment.
- Wood heating options
- Planning a space heater installation
- Installation safety
- The installation of wood stoves
- The installation of other wood heating systems
- The chimney
- Your installation checklist
- Burning wood efficiently
- Purchasing and preparing your fuel supply
- Maintaining your wood heating system
- Hearth accessories
- Comparing annual heating costs

This book is very informative and would be a definite asset when informing others of the benefits of wood-burning units. The guide even offers a few note pages in the back to add your own insights and knowledge. You can download this useful guide for **FREE**. Hard copies can be purchased for \$1.10 each.

**For more information visit: [www.CMHC.ca](http://www.CMHC.ca)**  
or  
Canada Mortgage and Housing Corporation  
700 Montreal Road  
Ottawa, Ontario  
K1A 0P7  
Phone: 1-800-668-2642  
Fax: 1-800-245-9274

## WHO'S WHO

### Technical Services and Customer Care



Front row from left to right: Dana Moroz & Gail Korpatnicki. Centre row: Carol Diemert, Ron McCrae, James Thompson, Patricia Coburn, Kyla Camick & Sandra Grant. Back row: Chris Keddy, Todor Hota, Anthony Labraico, Jeremy Glatz & Brian Robinson.

We are pleased to introduce our New and Improved Technical Department. With the amalgamation of our Customer Care and Technical Services Departments and the addition of two new members, we now have a total of 10 Consultants

and two Returns Inspectors ready to provide our Customers with unparalleled support for all of their technical needs. Pictured below in their new office at 9 Napoleon Road in Barrie, Ontario, this group is ready to assist your team in techni-

cal matters concerning any of the many products we offer. All Hearth and HVAC product calls can still be directed to our 1-888-721-8324 number and our Grill calls can all be directed to our 1-866-820-8686 number.



## IMPORTANT DATES TO REMEMBER

**Winter Holidays (All Plants):**  
December 24th - January 2nd

**Family Day:**  
February 20, 2011

### Home Shows:

International Pool & Spa Show:  
Nov 3-5 2010 Las Vegas, Nevada

International Builders Show:  
Jan 12-15, 2011 Orlando, FL

Interior Design Show:  
Jan 27-30, 2011 Toronto, On

AHR Expo:  
Jan 31-Feb 2, 2011 Las Vegas,  
Nevada

National Home Show:  
Feb 18-27, 2011 Toronto, On

HPBA- March 2-5, 2011

## YOUR LOCAL BUSINESS



When you claim your business listing on Google you verify that you are the business owner and can administer your Google Business listing. Let us help you put up show room hours, images of your store, video and so much more. Get the local exposure you deserve! Let us help you make your Google business listing, owner verified!

Napoleon® has authorized our Dealer Locator partner, **Where 2 Get It** to work with you to claim your business listing. Sign up to use their expertise today and increase your business exposure on Google in your local area.

Contact your Napoleon® Sales Rep to get started.

## SUCCESS STORY

### -The Grand Fireplace,



Grand Fireplace Company in Billings, Mt owned by Curt and Greta White display over 40 Napoleon® products that range from wood, gas, electric, pellet and waterfalls in their brand new fireplace shop.



Curt and Greta started White Heating and Air Conditioning in 1999 and worked out of their shop at home and then moved to a new location on 4th Ave a year later. Curt and Greta have been selling hearth products since the year 2000 but knew there was more potential for hearth sales, so



they went out and bought a 6000 sq ft building for a showroom. Greta has always had a dream to



have her own Salon & Spa so they split the building and built her dream salon on one side and Curt's fireplace showroom on the other side. Since their Grand opening in September they just won Billings Bright and Beautiful Award for 2010.



To read an article published on this dynamic duo follow this link:

[http://billingsgazette.com/business/features/construction-zone/article\\_952f9050-ccac-11df-b993-001cc4c002e0.html](http://billingsgazette.com/business/features/construction-zone/article_952f9050-ccac-11df-b993-001cc4c002e0.html)

## FIREPLACE DESIGN STUDIO...ENDLESS POSSIBILITIES

Social networking is the latest wave of effective communication, people want to 'tweet' 'like' and 'post' everything they do...everything, so why not give them something fun to post? - all while improving and upgrading your sales tools. A lot of people are visual learners and although you've told them everything they need to know about a product, get them excited about something by designing it themselves.

Using the new iPad and iPhone you can get the new Napoleon® Fireplace Design Studio Application. As you know from our website the Fireplace Design Studio allows you to design your own fireplace but it also allows you to directly post your creation to your Facebook page, you can show everyone you know, while still on your sales floor. Using the application on your iPhone or the new iPad you can walk your sales floor with your

customer and allow them to interact with the product and the application, getting excited about the product... making a commitment. You can improve your sales tactics and your sales all at the tip of your finger. Using the Napoleon Fireplace Design Studio App on the iPad and iPhone provides endless possibilities for you and your customer.

Easy as 1, 2, 3.

1. DESIGN
2. POST
3. SHOW OFF

Comment on your own creation and share!



# HEARTH & HOME

## FREE Subscription Request

You **MUST** check yes or no, and sign and date this request.

\* Required to receive your free subscription.

Please return the form via fax to: **888-873-3610** Limit one free subscription per business location.

Do you wish to receive/continue to receive *Hearth & Home* FREE each month?  Yes\*  No

Signature\* \_\_\_\_\_

Date\* \_\_\_\_\_

(Must match Contact Name below)

### Contact Information:

\* Company Name: \_\_\_\_\_  
\* Contact: \_\_\_\_\_  
Title: \_\_\_\_\_  
\* Address: \_\_\_\_\_  
\* City: \_\_\_\_\_  
\* State: \_\_\_\_\_ Zip Code \_\_\_\_\_  
Country: \_\_\_\_\_  
\* Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
e-mail: \_\_\_\_\_  
Web Site: \_\_\_\_\_

### Type of Business:\* Check ONE of the following:

- |   |  |
|---|--|
| <input type="checkbox"/> Specialty Retailer         | <input type="checkbox"/> Manufacturer/Importer           |
| <input type="checkbox"/> Designer                   | <input type="checkbox"/> Manufacturers' Rep              |
| <input type="checkbox"/> Architect                  | <input type="checkbox"/> Distributor                     |
| <input type="checkbox"/> Landscape Architect        | <input type="checkbox"/> Supplier to OEM                 |
| <input type="checkbox"/> Furniture Store            | <input type="checkbox"/> HVAC                            |
| <input type="checkbox"/> Home Center/Hardware Store | <input type="checkbox"/> Builder/Remodeler               |
| <input type="checkbox"/> Garden Center              | <input type="checkbox"/> Fuel/Energy (Provider/Marketer) |
| <input type="checkbox"/> Contract Buyer             | <input type="checkbox"/> Direct Mail Catalog Sales       |
| <input type="checkbox"/> Mass Merchandiser          | <input type="checkbox"/> Other: _____                    |

We will use your fax number and e-mail address to send your annual subscription renewal notice and occasional messages on other products and services. By providing this information you are giving us permission to use it.

### Primary Business:\*

Hearth: \_\_\_\_\_  
BBQ: \_\_\_\_\_  
Patio: \_\_\_\_\_  
Pool & Spa: \_\_\_\_\_  
Other: \_\_\_\_\_  
Describe: \_\_\_\_\_  
\_\_\_\_\_

### Products Sold or Specified:

- |   |  |
|---|--|
| <input type="checkbox"/> Gas-burning Hearth Appliances    | <input type="checkbox"/> Electric Barbecues            |
| <input type="checkbox"/> Wood-burning Hearth Appliances   | <input type="checkbox"/> Pellet Barbecues              |
| <input type="checkbox"/> Pellet-burning Hearth Appliances | <input type="checkbox"/> Prefab Islands                |
| <input type="checkbox"/> Coal-burning Hearth Appliances   | <input type="checkbox"/> Patio Heaters                 |
| <input type="checkbox"/> Biomass Central System           | <input type="checkbox"/> Patio Furniture               |
| <input type="checkbox"/> Electric Hearth Appliances       | <input type="checkbox"/> Wicker/Rattan                 |
| <input type="checkbox"/> Outdoor Hearth Appliances        | <input type="checkbox"/> Fabric                        |
| <input type="checkbox"/> Fireplace Accessories            | <input type="checkbox"/> Decorative Garden Accessories |
| <input type="checkbox"/> Mantels/Surrounds                | <input type="checkbox"/> Outdoor Lighting              |
| <input type="checkbox"/> Venting Products                 | <input type="checkbox"/> Awnings                       |
| <input type="checkbox"/> Pellet Fuel                      | <input type="checkbox"/> Spas                          |
| <input type="checkbox"/> Coal Fuel                        | <input type="checkbox"/> Pools                         |
| <input type="checkbox"/> Gas Barbecues                    | <input type="checkbox"/> Other: _____                  |
| <input type="checkbox"/> Infrared Barbecues               |  |
| <input type="checkbox"/> Charcoal Barbecues               |  |

(Check all that apply)