

THE FIRESIDE

Paperless Edition



December 2011

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INTRODUCING THE ETHANOL FIREPLACE LINEUP

WMFE1, WMFE2, WMFE3 and WMFE4

Napoleon's clean burning, vent free ethanol fireplaces are a versatile solution for an exceptional presentation of fire art. All models come standard with a contemporary glass fender, mounting brackets and a convenient fill spout for easy refueling.



WMFE2 - Square model is available with surrounds in red, white, black and stainless steel finishes.



WMFE4 - Convex model is available in either painted black or brushed stainless steel surround.

- All models are CSA approved.
- Square, Linear and Convex models come complete with linear stainless steel burner(s) with a slim profile flame diverter as well as a convenient shut-off/control tool with a hidden magnetic storage area.



WMFE3 - Linear model is available with surrounds in red, white, black and stainless steel finishes.



WMFE1 - Corner model comes with a black surround.

- Corner model comes complete with stainless steel interior firebox, three stainless steel burner pots and a painted black burner extinguishing/cover plate.

NEW FIREPLACE ACCESSORIES

Gas Fireplace Accessories



The GD70 Premium Scalloped Steel Faceplate & Door is now available in solid Wrought Iron construction. It offers a unique artisan design for the GD70.



The LDNS Nickel Stix - Designer Fire Art adds a unique look to the LHD45. Reflections from over 100 nickel plated surfaces create a myriad of sparkling flame patterns throughout the firebox.



The DL45 & DL50 - Weathered Driftwood Media Kit for both LHD45 & LHD50, adds a unique look to modern linear fireplaces.



Decorative Door Kit is now available to give a contemporary look to Napoleon's entire HD series.

Wood Fireplace Accessories

Napoleon® has designed three new door choices for the NZ3000 wood burning fireplace. In addition to its original wrought iron faceplate and doors, you can now also choose cast iron doors without trim, with brushed stainless steel trim or with brushed copper trim.

The faceplate options are the original wrought iron or the painted black with Heritage or Modern insets. The door styles and faceplates are sold separately and are designed to be interchangeable.



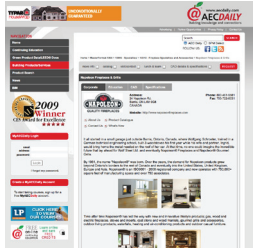
For more information please contact dealer services at: 1-800-461-5581



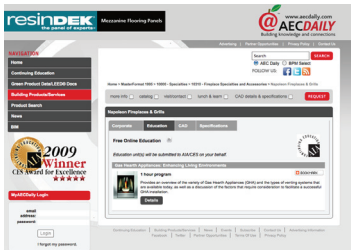
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NAPOLEON'S ARCHITECT TRAINING



Napoleon® is very proud to offer a credited course for Architects and Designers on AEC Daily. Architects and Designers need to accumulate credits to maintain their creditation. By teaming up with AEC Daily we are able to promote the Napoleon® brand to all Architects and Designers using AEC Daily's Online Learning Center (OLC).



The Napoleon® continuing education course, Gas Hearth Appliances: Enhancing Living Environments is now live on AEC Daily's Online Learning Center. The course can be viewed at www.aecdaily.com/sponsor/napoleon. Architects and Designers can download a course 24 hours per day, 7 days per week and they can participate in the learning experience at the convenience of their home, office or while on the road.

These courses are offered free of charge through a professional courtesy provided by the sponsors (in this case Napoleon®).



SOCIAL MEDIA CONTEST

The Launch of Napoleon® Fireplaces Social Media Contest.



NAPOLEON® FACEBOOK SWEEPSTAKES

Napoleon® has launched a new Sweepstakes on Facebook! For all of our friends and soon-to-be friends on Facebook, we've made the Sweepstakes easier than ever to be a part of! Users on Facebook simply need to find our page and fill out the Sweepstakes form for a chance to win a Napoleon® PatioFlame®! Sweepstakes ends November 30th, 2011



NAPOLEON® SOCIAL MEDIA TIE-TOGETHER

Napoleon® has tweaked our Social Media program to finally have all of our brands under one roof!



Now you can easily find all of our products on Facebook

under our brand page: Napoleon Products (Official). Each product line will now have their own section of information for our friends to view products and stay connected with us on the monster of all Social Networks. We're constantly keeping a fun and interactive atmosphere for our friends on our page. Stop by and have a "LIKE".



Winter Shut Down Date : December 23rd - January 3rd

GAS FURNACE LAUNCH

Wolf Steel Ltd experienced an extremely successful launch during ribbon cutting ceremonies for our new gas furnace line held in Barrie on Tuesday October 14, 2011. With a number of politicians and visiting dignitaries on hand, Wolfgang Schroeter proudly announced that we are entering the Heating and Cooling segment of our market with the creation of over 40 models of high efficient gas furnaces made right here in Barrie. Did you know that Wolf Steel is the only manufacturer of gas furnaces designed and made in Canada?



This was the theme echoed constantly by Master of Ceremonies Terry Hicks to those in attendance. With the mention of approximately 200 new jobs being created over the next five years, the addition of our 300,000 square foot logistic centre and our generous donation of \$100,000 to Habitat for Humanity there were plenty of smiling faces in the crowd.



Hats off to Mark Robinet and his team for developing such an innovative product that holds the title for the shortest compact high efficient model available as well as an industry first for the patented "Napoleon SureView" burner window which allows the homeowner to see the furnace operate. These furnaces are so quiet they will need to see it is working! All components are North American produced and have been tested and proven for 100% reliability. Did we mention that Napoleon® produces the only gas furnaces made in Canada?

WHO'S WHO

New and Moved Positions



We are pleased to announce that effective October 17, 2011, Jeff Horsley joined our Technical Services Department as a Technical Service Consultant.

Jeff comes to us with extensive field experience installing and servicing our hearth products. He also served several years as a Technical Consultant at an HVAC distributor providing technical support to service professionals installing fireplaces and HVAC equipment.

Effective September 13, 2010, Natalie Rodgers has accepted the full time transfer to Junior Advertising Coordinator for Wolf Steel Ltd., reporting to Tammi Dean.

Natalie has been with Wolf Steel Ltd. since July 2007 after graduating from the Advertising program at Georgian College. In her new position she will be responsible for coordinating brochures and specialty advertising programs, preparing press releases and assisting in the development and coordination of Point Of Sale materials.



Effective September 19, 2011, Amanda Kilby accepted the permanent full time position of Sales Analyst in the Sales department, reporting to Roger Gripton.

Amanda holds a Bachelor degree from Laurentian University and graduated in July 2011 from Georgian College from the post-graduate Research Analyst Certificate Program. Amanda's analytical and critical thinking skills will contribute to her success in this role.

NEW HVAC SITE

As the growth of Napoleon's new HVAC line expands, our focus is to rebrand the Napoleon® Heating and Air Conditioning to Napoleon® Heating and Cooling. Along with that, we have redesigned our website to be more user friendly with a modern state-of-the-art look, unlike any competition.



The new look and user friendly function of this site expresses the high quality of our products and the customer driven focus of the Napoleon® brand.

It breaks down each category under furnaces and air conditioning. From here we break it down even further so the consumer can easily follow the steps to finding the right equipment for their needs. If they're looking for furnaces they can look under Product

and then Gas, Hybrid or Wood. Under Air Conditioning they can search for Central or Ductless. The home page features tabs for easy use and direction. A full support line is available from customer care email submissions, understanding the product and product differentiation to warranty registration.



NEW POP Marketing Brochure Updates

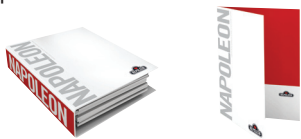


We have added a new Full Line Catalogue (code: ADBR980) featuring Napoleon's full line of fireplace products as well as an All Products Poster (code: ADSI608) which displays all categories of Napoleon® Quality Fireplaces Products.

There is now a vertically hanging flag (code: ADSI700) available, easy to use with it's wind resistant design. The adjustable pole (code: ADSI720) stands 20' high at the maximum, while the flag is full colour and 39" x 118".



Also available is a Napoleon Acrylic Sign (Code: ADSI730) with a frosted coating, for showrooms and trade-show booths. Signs come with required hardware.



Napoleon® Presentation Folders and Napoleon® Product Binders have received the new Napoleon® layout facelift.

All new and improved products can be found in our newly updated Quality Fireplaces Marketing Support Brochure.



DEALER SUCCESS STORY

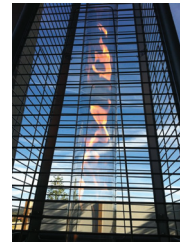
Fireplace Warehouse ETC News, Denver Co

Castle Rock Colorado is the site for this year's ST JUDE Dream Home giveaway on November 11th where, for a \$100 raffle ticket someone will win a new home valued at \$500,000 or one of 20 other home décor prizes each valued at over \$500. This year Fireplace Warehouse ETC has been an official sponsor of the Dream Home and worked with Napoleon Fireplaces to donate a PT450 grill and a Bellagio patio heater as major prizes. As part of the promotion for the tickets they appeared on Fox31 and The CW2 morning show in September cooking out with local TV personal-



ity Dan Daru and spent another Saturday in October grilling hot dogs on a Napoleon charcoal grill for visitors during one of the open house dates.

As part of the sponsorship they were also involved in helping stage the home with products leading up to the final drawings. A few Napoleon products, like the PT450 Grill, Bellagio patio heater, and the new linear fire pit have been on display for several weeks and have been getting great feedback and interest from visitors to the home.



Fireplace Warehouse ETC are also airing television commercials on Fox31 in October and November featuring several Napoleon products in their Westminster showroom that has generated plenty of new customers and kept their showroom very busy.

North Fork Energy, North Fork of Long Island

Women in the heating and hearth industry are few and far between. But on the North Fork of Long Island, there's a new duo that are giving the men a run for their money. After years of diligently scouting the east end of Long Island to find the right location, John DiBiasi owner of Starlite Propane Gas Corp. in Bayshore, NY was ready to open a "Green Energy" heating store. He was not only looking for fireplaces and stoves but one location that could sell and service all propane heating equipment, including patio heaters and grills. "Propane is a clean burning fuel and has been green before green was in" said John. The showroom also includes generators and outdoor lawn equipment that all run on propane gas.

After the stores official opening in May 2011 Jessica, John's daughter began to run the store full time. "North Fork Energy is truly a family owned and operated business" she said. My father is my #1 sup-

porter. He has been in business for over three decades, I grew up with the mind set that failure is not an option".

"Through the spring and summer we sold mostly pool heaters, grills and patio heaters. We were doing well but I knew if we wanted to compete in this competitive market, North Fork was going to need help for the fall and winter months. We needed to make the transition to fireplaces and stoves, and not just gas. We needed the full line of wood, pellet and electric".

In early August we hired Victoria Nook, she has been a respected name in the fireplace and stove industry for over 25 years... shortly after, the direction of North Fork Energy was clear and strong. "Yes, we're two ladies, but we are up for the challenge and are running full steam ahead". With a newly renovated showroom of Napoleon® fireplaces, inserts, mantles and fire pits, "we're going to take the North Fork by storm" said Victoria. "And

we are getting a lot of positive feed back from the community, we have been here for a short time but are making a big impact. People are definitely talking."

"Both Victoria and I believe that woman or not woman, it is our goal to educate the client and have them leave with great customer service. Spending quality time with the home owners has given us their repeat business and the wide range of referrals that has led to our success". Most of our clients have been looking for wood burning units. We have been doing a higher volume with wood stoves and inserts with the local home owners and find that the customers that have a second home in the area prefer the leisurely approach of a gas unit. The quick success of North Fork Energy is not a coincidence, we have put in many hours and a lot of hard work. We are lucky to have a great support team cheering us on. This is just the beginning; and we're not planning on stopping anytime soon."

REMODELING SHOW IN CHICAGO

Napoleon® Fireplaces were featured on display at the recent Remodeling Show which took place in Chicago from October 13-15th, 2011. We featured many of our latest modern gas fireplaces including the LHD45 and WHD31 direct vent fireplaces, as well as other models and our latest electric fireplaces. We also introduced for the first time in public, our brand new XIR4 large direct vent gas insert and received fantastic response. This will be a big hit in showrooms for many years to come! The attendance



was brisk due to the strong growth in the remodeling sector and fireplaces being used as zone heaters was a big topic in our booth for many of the attendees. With many more national shows coming up in the new year, we look forward to promoting the Napoleon® brand across North America.

