

THE FIRESIDE

Paperless Edition



March 2012

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WHAT'S NEW 2012

Linear-Slim Line Electric Fireplaces

Napoleon® is introducing an electric fireplace series with a clean, crisp contemporary design and all the conveniences of simply hanging, plugging in and enjoying. Napoleon's new electric fireplaces feature a generous glass front and a contemporary stone ember bed that complements the minimalist design. All units can be recessed into the wall for reduced protrusion into the room. Coming in 2012.



EFL32



EFL48



EFL60



EFL72



EFL100

Gas Fireplaces

LHD62- Linear Gas Fireplace

A dynamic 62" direct vent fireplace that can be installed in both a residential or commercial application. Coming in 2012.



EPI3C - Wood Insert

Wood burning insert with a modern twist. Surround Options to match any contemporary design. Coming in 2012.



Linear Outdoor Fireplace

A truly unique outdoor fireplace with a sleek modern design available as a one-sided or See Thru unit. Coming in 2012.



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



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napoleonfireplaces.com
napoleondealers.com



GL30E/GL24E/GL18E- Gas Log/Rock Sets

Now coming standard with energy saving electronic ignition. The option to switch the FIBERGLow™ logs for river rock ensure an ambiance to match your decor. Available now.



WHVF31 - Vent Free Fireplace

Easy installation with all the conveniences of a vent free gas fireplace. Impressive viewing area. Available now.



I4DPS/I3FS9

Napoleon® has launched a Premium Scalloped Artisan door and frame to harmonize with the traditional design of the XIR4. Available now.



NATIONAL SALES MEETING

We had our Annual Sales Meeting, hosting our Account Executives from across North America, here in Barrie March 12 – 14.

The meeting focused on the growth we are experiencing and how we will develop & emerge in the recovering economy with our customers in mind.

We gained a great deal of insight on how the different regions are operating, and the areas that we can improve in, to ensure Napoleon increases its Brand Awareness and continues to expand and prosper in the competitive global market.

Thanks to all who assisted with the meetings, and here's to looking forward to a strong future.

- The Napoleon Sales Team



MARKETING SUPPORT AND BROCHURE UPDATES

The Outdoor Fireplace Brochure has been updated. Visit the dealer website for high resolution files to print.



Updated Outdoor Pull Up Banner perfect for in-store displays and tradeshow where space is limited. This light weight, compact and easy to carry banner sets up in seconds.



New Napoleon® Fireplaces & Grills Flag and adjustable pole. The aluminum pole

installs quickly and easily extending up to 20 feet. The vertically hanging flag is 3' x 9' with grommets.

Perfect for all outside retail locations. Call Dealer Services to order.

New 8" x 10" Feature Card template for 2012. Visit the dealer website for high resolution files to print.



WHO'S WHO

New and Moved Positions



Dave Coulson is promoted from National Advertising Manager to that of Corporate Advertising Manager. Dave's role has grown to encompass the management of Napoleon's advertising initiatives for all of our divisions not only on a national level, but also on an international scale.

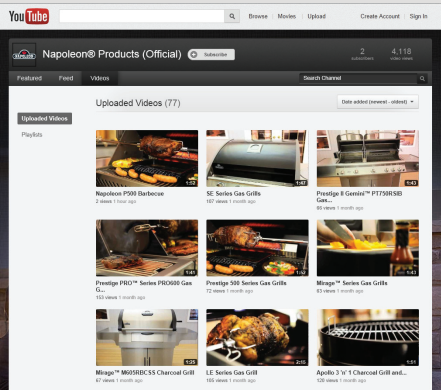


Illona Matthews-Sheriffs is welcomed to the Napoleon family, joining us as a permanent part-time Graphic Designer in our Advertising department for Wolf Steel Ltd.

DID YOU KNOW?

Napoleon's YouTube

Did you know that Napoleon® has 77 videos on our Napoleon Products Youtube account? Check out some of our great instructional and informational videos on our Grill, Fireplace, HVAC and Outdoor Living product lines including "How To" videos at <http://www.youtube.com/NapoleonProducts>



Digital Moisture Meter

Are you aware that Napoleon® offers a moisture meter to measure the percentage of moisture in your firewood? It's a great tool to help ensure customers avoid smoky fires, poor flame, difficulty getting a fire started and keeping it going, excessively dirty glass and low heat output. Napoleon's digital moisture meter is accurate, convenient, easy to use and helps to optimize the burning of firewood. Product # MM22.



2012 HPBEXPO TOUCH DOWN!

The Vesta Awards

Napoleon has certainly dominated possession at this year's HPBExpo. Although several exhibitors are scaling back, Napoleon had a very strong presence. This year Napoleon brought with them the best and brightest players for all divisions.

The Gourmet Grills division won finalist in the Vesta Awards for the Charcoal Kettle grill and were proud to show delicious talent at the Tailgate Cook-off.

The Quality Fireplaces division had a strong defense with astounding product, exhibiting the new IR Series inserts and the impressive 62" linear gas fireplace (LHD62) and the new 62" outdoor linear gas fireplace. All are sure to have a winning season.



Ted Scott with the Vesta Product Finalist Award for the Charcoal Kettle Cart model.



The final score resulted in a very proud moment for the Heating & Cooling division at Hearth & Home's Vesta Awards ceremony, taking home two very prestigious awards; The Daniel J. Melcon Award for Best-In-Show Hearth Products and the Vesta Award for the Central Heating Systems category. This honor was awarded to the combination for the 9600 Series gas furnace with the Hybrid 200 wood furnace. This unit won for its industry first design, green technology and fuel saving capabilities. The Vesta Awards were created to recognize and honor companies for their innovation in product design and technology in the Hearth & Patio Industry. It was a great show at the 2012 HPBExpo and we look forward to unveiling new MVP's next play off season.



Wolfgang Schroeter with the Vesta winning furnace combination.



Bill Harris with the Vesta winning furnace combination.

DEALER SUCCESS STORY

Jackson Propane, London, Kentucky

Jackson Propane is a full service propane dealer with three locations in the central Kentucky area. As a propane dealer, Jackson Propane offered only a limited amount of home heating products. Generally these were limited to vent free wall heaters, vent free logs, and some vent free fireplaces.

About two years ago Wayne Reed of Jackson Propane realized that they were ordering higher end fireplaces. Ones that may be only featured in fireplace shops located well over an hour away. Clearly there was a big opportunity for a full service hearth shop.

Wayne decided that this was too big an opportunity to pass up. The decision was made to build a new facility that would feature a full showroom with a variety of hearth products. With the help of Woody Markus of Ray Murray, Wayne decided that Napoleon would be the best fit with their depth of product and variety of hearth products. With Napoleon, Jackson Propane could now offer something for everyone in the marketplace. Now customers can choose from a wide variety of fireplaces.



Wayne especially wanted to introduce and educate customers to the concept and benefits of direct vent products. Misuse of vent free products could create problems and direct vents resolve these issues. It is amazing how many builders and customers are not aware of the direct vent option because vent free has been so prevalent. Wayne has also pursued an aggressive advertising campaign by using his vast list of propane customers as well as radio and billboards. In fact for anyone driving south on I75 for spring break, you most likely will see their billboard as you pass by the city. You can find Jackson Propane in beautiful London Kentucky near the Cumberland lakes, falls, and river.

INTERNATIONAL BUILDERS SHOW

Napoleon® products were again on display at the International Builders Show in Orlando Florida which took place on February 8-11 2012. With over 1700 square feet of floor space, we were jam packed with people excited to see some of our new designs, including the first ever showing of our new LHD62 linear gas fireplace, with driftwood logs and porcelain panels,

it was a definite show stopper!! We also had our new full lineup of HVAC products including the new 9700 high efficiency gas furnace on display, and fully functional. We received many comments again from attendees that indicated we are on the

right path with product designs, and we are catering to their needs for the more discriminating consumer these days. We look forward to participating again at the IBS Show in 2013 as it moves back west to Las Vegas.

