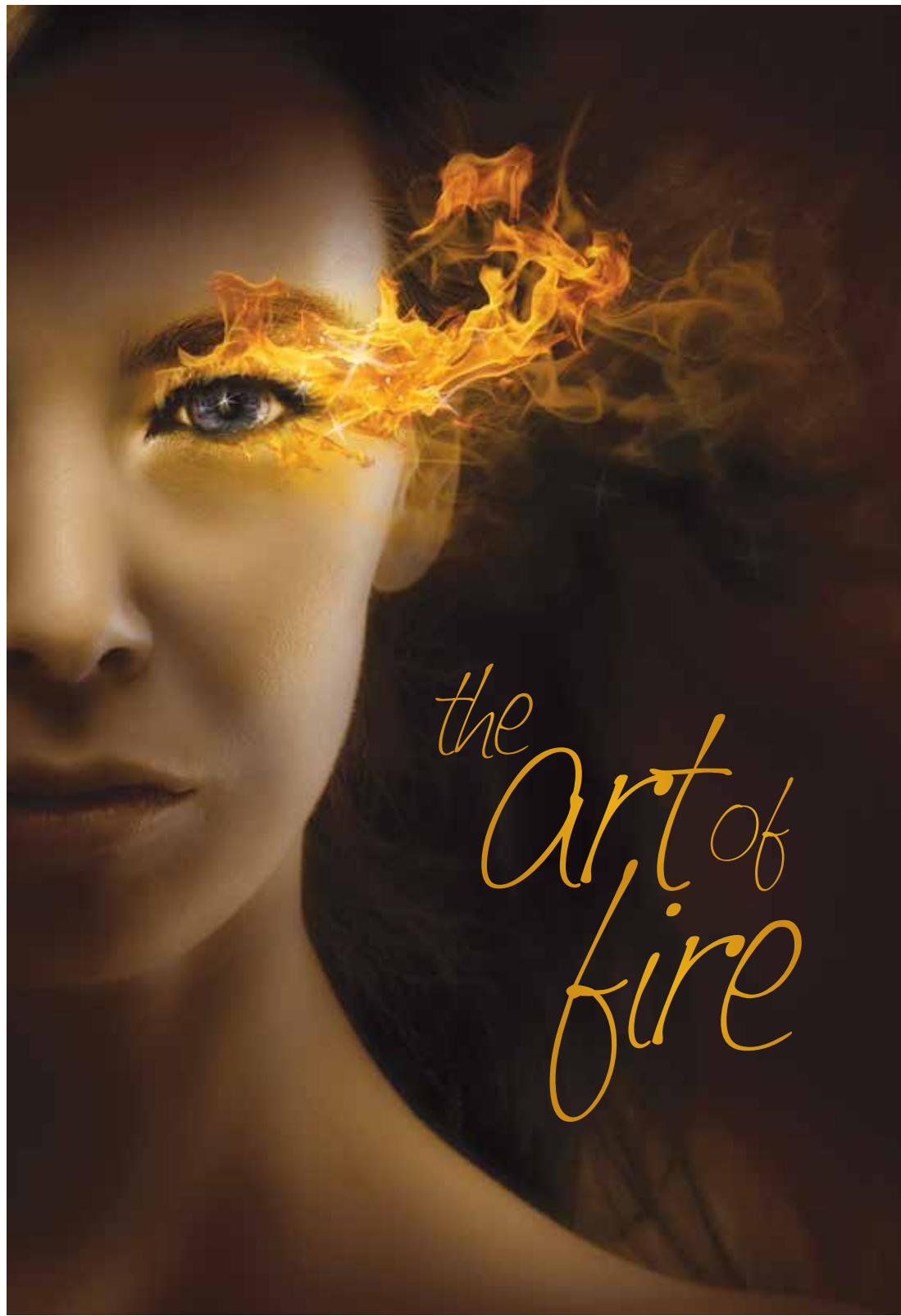


NAPOLEON<sup>®</sup>  
FIREPLACE DIVISION



*the Art of Fire*



## **MARKETING SUPPORT**

REVISED & EFFECTIVE: MARCH 25, 2013

Product Literature.....	3 - 6
In-Store POP.....	7
Promotional Support.....	8 - 10
Posters.....	11
Banners.....	12 - 13
Banners & Signage.....	14
Signage.....	15
Display Advertising.....	16 - 17
Timberwolf® POP.....	18
Apparel & Promotional Items.....	19 - 25
Colour Swatches.....	26
Notes For Ordering.....	27

## Only Napoleon®

**gives you the marketing tools you deserve!**

All marketing and support materials listed in this brochure are eligible for the Napoleon® Co-op Program (up to 50% co-op where funds are available). We are continually updating and researching new materials that are most effective and can be offered at a minimal or no cost to you.

Our objective is to create a brand image that consumers can associate with and will remember throughout their purchasing cycles. Brand image is one of the most valuable elements in advertising, as it demonstrates what the product (or service) is able to offer to consumers. Napoleon's image is that of quality, warmth, comfort and a desired lifestyle.

It is important, as an authorized Napoleon® dealer, to bring continuity and to support a professional brand image. We have put together these products to help you keep a strong marketing identity that you can carry throughout your business. We value your opinions and suggestions. If you have any ideas for marketing support materials, we would love to hear about them, email [media@napoleonproducts.com](mailto:media@napoleonproducts.com).

# ▶ QUALITY FIREPLACES

## Advertising & Marketing Support

### PRODUCT LITERATURE

#### Full Line Hearth Catalogue

All of Napoleon's hearth products are now in one Full Line Hearth Catalogue making it the perfect hand out for trade shows and for people just starting to 'think' about purchasing a hearth product.

This brochure is perfect to send home with customers that come into your showroom or trade show booth that are just starting to look at hearth products. Once they have narrowed down what kind of hearth product they need/want (gas, wood, electric, etc) you can give them one of Napoleon's specific product/division brochures (Gas Stoves, Direct Vent, Wood Burning Stoves, etc) that will help give your customers more information, ultimately helping them decide on a Napoleon® product.

The Full Line Catalogue was designed in full colour, 3 3/4" x 8 1/2" to fit into a letter size (#10) envelop for easy mailing.

Sample of cover below and inside pages to the right.

Full Line Hearth Catalogue  
ADBR980



#### Gas Burning Brochures

Product literature featuring Napoleon's gas burning fireplaces, stoves and inserts.

Full Colour, Landscape Design  
11" x 8 1/2"

Direct Vent Fireplace Collection  
**ADBR940**

Modern Fireplace Collection  
**ADBR940**

Gas Inserts Collection  
**ADBR350**

Gas Stoves Collection  
**ADBR250**

Gas Log Sets  
**ADBR977**

Vent Free Fireplace Collection  
**ADBR650**



**ADBR450**



**ADBR940**



**ADBR350**



**ADBR250**



**ADBR977**



**ADBR650**

Limits Apply

# ▶ QUALITY FIREPLACES

## Advertising & Marketing Support

### PRODUCT LITERATURE

#### Wood Burning Brochures

Product literature featuring Napoleon's wood burning fireplaces, stoves and inserts.

Full Colour, Landscape Design  
11" x 8 ½"

Wood Stoves & Inserts  
**ADBR150**

Wood Fireplaces  
**ADBR840**

Limits Apply



**ADBR150**



**ADBR840**

#### Pellet Burning & Electric Fireplace Brochures

Product literature featuring Napoleon's pellet products and Napoleon's full line electric fireplace collection.

Full Colour, Landscape Design  
11" x 8 ½"

Pellet Burning Collection  
**ADBR915**

Electric Fireplace Collection  
**ADBR239**

Electric Slimline Fireplace Series  
**ADBR985**

Limits Apply



**ADBR915**



**ADBR239**



**ADBR985**

#### Timberwolf® Brochure

Product literature featuring Timberwolf® wood and pellet products.

Full Colour, 8 ½" x 5 ½"

Timberwolf® Stoves & Inserts  
**ADBR480**

Limits Apply



**ADBR480**

For further information or to place an order, call Inside Sales at 1-888-721-7253 5.

#### Fireplace Accessories & Mantel Brochures

Product literature featuring Napoleon's fireplace accessory collection and Napoleon's signature mantel collection.

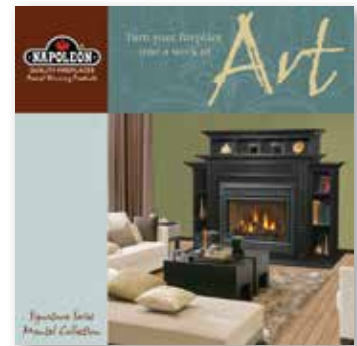
Full Colour, 8 ½" x 5 ½"  
Fireplace Accessory Collection  
**ADBR830**

Full Colour, 8 ½" x 8 ½"  
Signature Wood Mantels  
**ADBR850**

Limits Apply



**ADBR830**



**ADBR850**

#### Outdoor Products & Waterfall Brochures

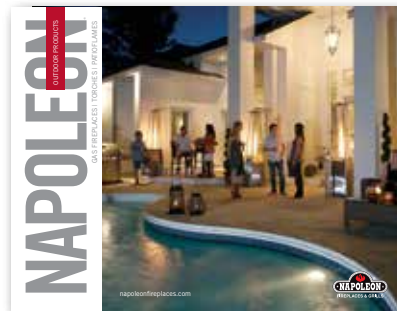
Product literature featuring Napoleon's outdoor products and Napoleon's waterfall collection.

Full Colour, Landscape Design  
11" x 8 ½"

Outdoor Products  
**ADBR0UT**

Waterfall Collection  
**ADBRWF**

Limits Apply



**ADBR0UT**



**ADBRWF**

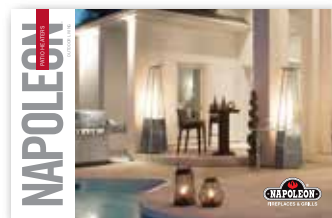
#### Patio Heater Brochure

Product literature for Napoleon's patio heater collection.

Full Colour, 8 ½" x 5 ½"

Patio Heater Brochure  
**ADBRPH**

Limits Apply



**ADBRPH**

#### Feature Cards

Product feature cards to be displayed beside each Napoleon® product. Gives customers main features of products and roomset displaying the unit.

Available on the Fireplace Advertising CD (ADNCDIMG) and [napoleondealers.com](http://napoleondealers.com) for printing.

Full Colour, 8 ½" x 11"

Visit your local COSTCO or local printing company and have these professionally plaque mounted to display at trade shows or in your showroom.



#### Counter Card & Wobbler

Napoleon's counter cards - mounted on an easelback card - wobblers are convenient and easy to display.

Zone Heating Counter Card, 10 ½" x 8 ½"  
**ADST200**

Exclusive Infrared Technology Wobbler, 6" x 4"  
**ADSI760**



#### Hang Tags

Proudly display these tags on all of your Napoleon® products.

Proudly Made In Canada, 4" x 7"  
**ADTAGCANADA**

Proudly Made in North America, 4" x 7"  
**ADTAGNA**

Proudly Made in USA, 4" x 7"  
**ADTAGUSA**



**Napoleon's Advertising Kit**

An excellent advertising resource manual with valuable tips for successful advertising campaigns.

Advertising Kit  
**ADKIT02**



**Plastic Handle Bags**

Excellent for trade shows and store purchases.

Full Colour, 15" x 18"

Plastic Handle Bags  
**ADBAG**  
**\$50.00/case (500/case)**

One case order minimum (500 per case).



**Presentation Folders**

Presentation folders are perfect for sales calls and quote presentations.

Full Colour 9" x 12"

Presentation Folders - with ¼" gusset to accommodate a larger amount of literature  
**ADPF100**

Presentation Folders - No Gusset  
**ADPF102**





# ▶ QUALITY FIREPLACES

## Advertising & Marketing Support

### PROMOTIONAL SUPPORT

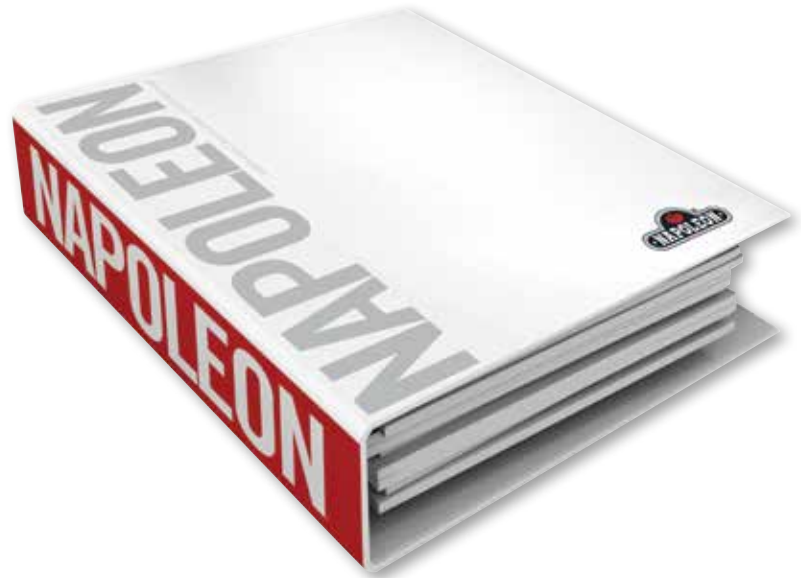
#### Napoleon® Product Binders

Complete Napoleon® product information, including price lists, advertising material & brochures, technical sheets, installation manuals, etc.

Napoleon® Sales Binder  
**ADCA812**  
**\$15.00**

Napoleon® Tech Binder  
**ADCA814**  
**\$400.00**

Napoleon® Binder Only  
**ADCA805**



#### Napoleon® CD's & DVD's

Admat & Image CD\*  
 Features images, admat's, logos & feature cards. These and other valuable advertising items can also be found on [napoleondealers.com](http://napoleondealers.com).  
**ADNCDIMG**

Fireplace Product Demo DVD  
 Featuring the Madison™, High Country™, STARfire™, Arlington™, Manhattan™, GD36 and wood burning stoves. DVD features both English & French.  
**ADDV200**

New Product Demo DVD  
 Looping DVD featuring the Torch™, Crystallo™, Tureen™, Dream™, Vittoria™ and the Madison™.  
**ADDV250**

Corporate Product Demo DVD  
 Looping DVD featuring Napoleon's Corporate Video plus product videos on the Torch™, Crystallo™, Tureen™, Dream™, Vittoria™, Madison™, Manhattan™, HD81, LHD50SS, LHD50, LHD45 and HD Series.  
**ADDV225**



#### Firebox Panel Sample Booklet

Sample booklet features brick & reflective panels with accompanying firebox image.

Full Colour, 8 1/2" x 11"

Brick/Reflective Panel Options  
**ADBR910**



#### Display Samples

Stove display board with convenient handle, features Napoleon's five designer fine casting finishes.

Mantel colour sample set shows mantel finishes and is on a ring for added convenience.

Full Colour, 16" x 11 1/2"  
Stove Display Board  
**ADEN950**  
**\$50.00**

Mantel Colour Sample Set  
**ADWOOD-SAM**  
**\$5.00**



**ADEN950**



**ADWOOD-SAM**

#### Brochure Stand

Freestanding acrylic brochure stand designed with the Napoleon® logo.

Full Colour, 9" x 12"

Brochure Stand  
**ADBS601**  
**\$8.00**



# ▶ QUALITY FIREPLACES

## Advertising & Marketing Support

### POSTERS

#### All Products Poster

Displays all categories of Napoleon® Quality Fireplace Products.

Full Colour, 48" x 36"

Rolled (not mounted or plaqued)  
**ADS1608**

A PDF file can be downloaded from [napoleondealers.com](http://napoleondealers.com) under the Marketing & Advertising tab, Posters, All Products Poster. Add it to your computers, iPads, laptops, etc and make your sales calls easier!

Visit your local COSTCO or a local printing company and have these professionally plaque mounted to display at trade shows or in your showroom.



#### Cutaway EPA Stove Poster

Poster shows inner construction plus safety & environmental features of a Napoleon® EPA wood stove.

Full Colour, 22" x 34"

Cutaway EPA Stove Poster  
**ADS1606**

In the spirit of going green, Napoleon® will no longer be printing and stocking these posters. If you are interested in having this poster in your showroom we have print ready artwork available for you to send to a local printer or sign company.

To request a print ready file please email Napoleon's Advertising Assistant, Nicole Tremble, [ntremble@napoleonproducts.com](mailto:ntremble@napoleonproducts.com).



#### Pull Up Banners

Create instant impact with portable pull up display stands showcasing Napoleon's various fireplace products. Great for showrooms or use multiple stands for a trade show back drop.

Full Colour, 30 3/4" x 81 1/4"  
Stand and convenient carrying case included.

Traditional Warmth

**ADS1640**  
**\$89.00**

Modern Elegance

**ADS1642**  
**\$89.00**

Wood Burning Experience

**ADS1644**  
**\$89.00**

Gas Log Sets

**ADS1653**  
**\$89.00**

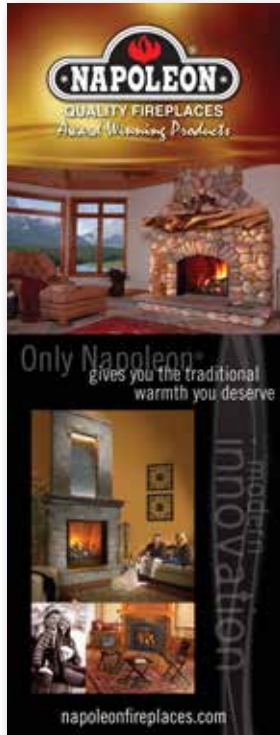
Pellet Performance

**ADS1656**  
**\$89.00**

Outdoor Living

**ADS1654**  
**\$89.00**

Compare up to \$250 each!



ADS1640



ADS1642



ADS1644



ADS1653



ADS1656



ADS1654

**Whip Banners, Vertical Hanging Flag & Flag Pole**

Whip banners are extremely light and easy to set up. Unique wind resistant design allows graphic to rotate in the wind. Comes with PVC carrying Case.

Full Colour, 11' High

Whip Banner  
**ADWHIPBANNER**  
**\$150.00**

Vertical banners that is easy to use with wind resistant design. Perfect for outside of showrooms. Contact inside sales for prices.

Full Colour Flag, 3' x 9'  
**ADNACFLAG**  
**\$89.00**

Adjustable Pole, 20'  
**ADFLAGPOLE**  
**\$299.00**



**Banners**

Get noticed with Napoleon® polyester or vinyl banners!

Napoleon® Banner  
Horizontal, 63" x 30"  
**ADS1601**  
**\$30.00**

Portable Proudly Made In Canada Banner  
with Hanging Pole  
Vertical, 24" x 60"  
**ADBANNERCDN**  
**\$25.00**



**ADS1601**



**ADBANNERCDN**

**Window Dealer Decals**

Window Decals for authorized Napoleon® Dealers, two sizes available.

Full Colour, White vinyl

Small - 7" x 13"  
**ADS1605**

Large - 13" x 23"  
**ADS1604**



### Napoleon® Acrylic Sign

'Acrylic Signs' with a frosted coating, for showrooms and trade show booths.

Hardware included, 4' x 2'

Napoleon® Fireplaces

**ADS1730**

**\$300.00**

Napoleon® Fireplaces & Grills

**ADS1735**

**\$300.00**



### Napoleon® Backlit Sign

A sturdy box design for stand-up or hanging. Excellent display for showroom or at trade shows. Indoor use only. Backlit sign box and faceplates sold separately.

Full Colour, 24" x 36"

Quality Fireplaces

Faceplate

**ADBLS001**

**\$49.00**

Backlit Sign - Box Only

**ADBLSB**

**\$149.00**

Fireplaces & Grills

Faceplate

**ADBLS002**

**\$49.00**

Foyers de Qualité

Faceplate

**ADBL003**

**\$49.00**



### Truck Decal Kits

Includes two Napoleon® colour logo decals with mounting instructions.

Small - 13 ¼"h x 33"w

**AD800**

**\$30.00**

Large - 32"h x 52"w

**AD805**

**\$60.00**



**Stove & Log Set Display Stands**

Sturdy, steel constructed Napoleon® stove & gas log set display stands. Quick & easy assembly, perfect to use as a display in your showroom or trade show booth.

Stove Display Stand

**AD-NDSI**

**\$150.00**

Gas Log Set Display Rack

**ADDBGL-1**

**\$239.00**





**Pop Up Tent**

Napoleon's pop up tent is very easy to assemble. Comes complete with canopy, frame, spikes and convenient carrying bag.

10' x 15'

Pop Up Tent  
**AD-TENT**  
**\$300.00**



**Three easy steps\*...**

Remove from case, fold out and pop up!  
(\*Napoleon® pop up tent is not exactly as shown in three easy steps picture)

**Backlit Sign**

A sturdy box design for stand-up or hanging. Excellent to display in showrooms or at trade shows. Indoor use only. Backlit sign box and faceplates sold separately.

Full Colour, 24" x 36"

Timberwolf® Faceplate  
**ADBLS007**  
**\$49.00**

Backlit Sign - Box Only  
**ADBLSB**  
**\$149.00**



**Pull Up Banners**

Create instant impact with a portable pull up display stand. Great for showrooms or use multiple stands for a trade show back drop.

Full Colour, 30 3/4" x 81 1/4"  
Stand and convenient carrying case included.

Timberwolf® Clean Burning Wood Stoves  
**ADS1660**  
**\$89.00**



**ADS1660**

#### Casual Wear

1. Athletic T-shirt

**Mens - AD88145**

**\$18.50**

**Womens - AD78068**

**\$18.50**

*Colours: White with Grey Luster, Black with Grey Luster, Steel Grey with Grey Luster, Flame Red with Grey Luster, Marine with Grey Luster and Classic Navy with Grey Luster*

2. Cotton T-shirt

**Unisex - ADA20**

**\$10.50**

*Colours: Grey or Black*



Please refer to colour swatches located at the back to see available colour options.

#### Golf Apparel

1. EPerformance Jacquard Pique Polo

**Mens - AD85092**

**\$25.00**

**Womens - AD75055**

**\$25.00**

*Colours: Monarch Blue, Augusta Green, White, Black, Biscuit, Classic Navy and Classic Red*

2. Performance Polyester Stretch Woven Polo

**Mens - AD87025**

**\$30.00**

**Womens - AD77015**

**\$30.00**

*Colours: Black, Sand Dune, Crimson, Marine and Classic Navy*



3. Recycled Poly/Bamboo Charcoal Zip Top

**Mens - AD88629**

**\$37.50**

**Womens - AD78629**

**\$37.50**

*Colours: Dutch Blue and Sport Red*



4. Lightweight Double Collar Windshirt

**Mens - AD88147**

**\$35.00**

*Colours: Black and Classic Navy*

Please refer to colour swatches located at the back to see available colour options.

**Shirts & Sweaters**

1. Extreme® EDRY™ Color-Block Polo

**Mens - AD85103**

**\$27.50**

**Womens - AD75065**

**\$27.50**

*Colours: White with Grey Luster/Black Silk, Black with Black Silk/Silver, Classic Navy with Nautical Blue/Silver and Classic Red with Black/Silver Color*

2. Wrinkle Resistant Long Sleeve Dye Shirt

**Mens - AD87029**

**\$30.50**

**Womens - AD77022**

**\$29.00**

*Colours: Sand, Light Blue and Powder Pink (womens only)*

3. Short Sleeve Twill Shirt

**Mens - AD87016**

**\$30.00**

**Womens - AD77010**

**\$30.00**

*Colours: White, Black, Light Blue, Midnight Navy, Molten Red and Natural Stone*

4. Long Sleeve Twill Shirt

**Mens - AD87015**

**\$32.00**

**Womens - AD77009**

**\$32.00**

*Colours: White, Black, Light Blue, Midnight Navy, Maize, Molten Red and Natural Stone*

5. ½ Zip Mock Sweater

**Mens - AD81008**

**\$46.50**

*Colours: Monarch Blue, Black, Heather Charcoal and Classic Navy*

6. Full Zip Sweater

**Womens - AD71002**

**\$48.00**

*Colours: White, Black, Sand Dune, Classic Navy and Blue Drop*

1.



2.



3.



4.



5.



6.



Please refer to colour swatches located at the back to see available colour options.

**Fleece & Active Wear**

**1. Hooded Sweater**

**Mens - ADB221210**

**\$50.50**

**Womens - ADB121210**

**\$46.00**

*Colours: Sage (mens only), Coal (mens only), Denim, Sandstone, Navy, Black, Athletic Grey, Powder Blue (womens only), Orange/Tangerine (womens only), Violet (womens only), Celery (womens only) and Powder Pink (womens only)*

**2. Soft Shell Performance Vest**

**Mens - AD88127**

**\$45.00**

**Womens - AD78050**

**\$45.00**

*Colours: Black with Black, Regatta Blue with Black and Natural Stone with Black*

**3. North End® Performance Fleece Jacket**

**Mens- AD88174**

**\$42.50**

**Womens - AD78174**

**\$42.50**

*Colours: Carbon Heather and Black*

1.



2.



3.



Please refer to colour swatches located at the back to see available colour options.

**Outer Wear**

**1. Recycled Poly Dobby Windshirt**

**Mens - AD88631**

**\$42.50**

**Womens - AD78631**

**\$42.50**

*Colours: Concrete Grey with Cactus Green (mens only), Dutch Blue with Grey Luster, Black with Grey Luster, Night with Grey Luster and Aquarius with Grey Luster (womens only)*

**2. Soft Shell Jacket**

**Mens - AD88138**

**\$75.00**

**Womens - AD78060**

**\$75.00**

*Colours: Graphite, Crystal Quartz, Black and Classic Navy*

1.



2.



Please refer to colour swatches located at the back to see available colour options.

**Outer Wear**

1. Three-in-one Performance Seam Sealed Jacket

**Mens - AD88125**

**\$170.00**

**Womens - AD78049**

**\$170.00**

*Colours: Fossil Grey with Black, Fossil Grey with Midnight Navy (mens only), Glacier Blue with Fossil Grey (mens only), Marigold with Fossil Grey, Plum Rose with Wine (womens only), Sea Mist with Aqua (womens only) and Lilac with Purple Haze (womens only)*



2. Melton Leather Jacket

**Mens - AD88070**

**\$140.00**

*Colours: Black with Red, Black with Black, Midnight Navy with Navy and Alpine Green with Black*



3. Leather Jacket

**Mens - AD88076**

**\$240.00**

**Womens - AD78009**

**\$240.00**

*Colours: Black*



Please refer to colour swatches located at the back to see available colour options.

#### Headwear

1. Brushed Heavy Cotton with Sandwich Trim

**AD4210**  
**\$8.00**

*Colours: Black/Red, Black/Royal, Black/White, Black/Grey, Grey/Black, Natural/Navy, Navy/White, Red/White, Royal/White, Stone/Black and White/Black*



2. Brushed Heavy Cotton with Piping

**AD4047**  
**\$9.00**

*Colours: Black/Red, Black/White, Navy/White, Red/White and Stone/Black*



3. Winter Board Toque

**AD0034**  
**\$7.50**

*Colours: Navy with Charcoal and Black with Charcoal*

4. Two-Tone Acrylic Toque

**ADGIH558M**  
**\$8.50**

*Colours: Navy with Charcoal and Black with Charcoal*

Please refer to colour swatches located at the back to see available colour options.

#### Miscellaneous Promotional Items

1. The Combo Grip Tumbler

**AD416**  
**\$12.75**

*Colour: Blue, White and Pink*



2. The Grip Porcelain Tumbler with Lid

**AD746**  
**\$8.50**

*Colour: Black/White, Blue/White, Green/White and Red/White*



3. Insulated Lunch Cooler

**ADB342**  
**\$21.50**

4. Stainless Steel Multi-Function Tool

**ADTY515**  
**\$14.00**



Please refer to colour swatches located at the back to see available colour options.

**Office Supplies**

- 1. Zippered Portfolio  
**AD0601**  
**\$22.50**
  
- 2. North End Executive Briefcase  
**AD44006**  
**\$38.00**



**Golf Accessories**

- 1. Titleist DT Solo Roll Golf Balls  
**AD965106**  
**\$32.00**
  
- 2. The Fierce Two-Tone Umbrella  
**ADU787BS**  
**\$21.50**  
*Colours: Black and Silver only*





Golf Accessories Continued

1. The The Comfort Zone Backpack  
**AB232**  
**\$26.50**

2. Stand Bag  
**ADN8270**  
**\$110.00**

3. Chair in a Bag  
**ADTB283**  
**\$30.00**

1.



2.



3.



### COLOUR SWATCHES

Refer to the colour options below each item to know the colours that are available. Then refer to the colour swatches below to choose the colour you would like your item ordered in.

 003 - Sand	 429 - Dark Pink	 734 - Putty	 806 - Marine
 007 - Navy	 609 - Monarch Blue	 744 - Dark Graphite	 807 - Sport Red
 013 - Sage	 617 - Sweet Grass	 745 - Heather Charcoal	 815 - Regatta Blue
 023 - Powder Blue	 641 - Dutch Blue	 748 - Steel Grey	 820 - Natural Stone
 026 - Dark Denim	 643 - Aquarius	 751 - Molten Red	 846 - Night
 029 - Coal	 663 - Augusta Green	 755 - Flame Red	 849 - Classic Navy
 042 - Tangerine	 665 - Olympic Red	 756 - Sand Dune	 850 - Classic Red
 077 - Athletic Grey	 679 - Pearl Frost	 772 - Glacier Blue	 866 - Black Silk
 082 - Denim	 695 - Crystal Quartz	 780 - Crimson	 869 - Concrete
 156 - Graphite	 701 - White	 793 - Biscuit	 885 - Marigold
 411 - Blue Ridge	 703 - Black	 795 - Violet	 887 - Fossil Grey
 412 - Pure Violet	 708 - Light Blue	 797 - Celery	 889 - Plum Rose
 413 - Nautical Blue	 711 - Midnight Navy	 799 - Deep Blue	 891 - Sea Mist
 414 - Spring Green	 723 - Alpine Green	 800 - Lake Blue	 892 - Lilac
 415 - Cactus Green	 733 - Maize	 801 - Grey Frost	 895 - Blue Drop
 416 - Concrete Grey	 732 - Sandstone	 803 - Powder Pink	 846 - Loden Green



Other Napoleon® Products



Fireplace Inserts • Patioflame® • Gas Fireplaces • Gas Log Sets • Wood Stoves  
Hybrid Furnaces • Electric Fireplaces • Outdoor Fireplaces • BBQ Accessories



- 24 Napoleon Road, Barrie, Ontario, Canada L4M 0G8
- 103 Miller Drive, Crittenden, Kentucky, USA 41030
- 7200 Trans Canada Highway, Montreal, Quebec H4T 1A3

PHONE: 705-721-1212 • FAX: 705-722-6031  
napoleonfireplaces.com  
napoleondealers.com

Part # ADBRAMS  
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