



HOTLINE



Please review the following important information and call your Sales Rep if you have any questions

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- **GD70 STARfire™ Doors – D70K Now Standard (D70SS & D70G Going Obsolete)**
- **Stove Cutaway Poster (ADSI606) Updated with Print Ready Files**
- **2012 Wolf Steel Training Program Schedule Now Available**

April 11 2012

www.napoleonfireplaces.com

www.napoleondealers.com

Canada: WOLF STEEL LTD., 24 Napoleon Road, Barrie, Ontario, L4M 0G8
U.S.A.: WOLF STEEL USA INC., 103 Miller Drive, Crittenden, Kentucky, 41030
Tel: (705) 721-1212 1-800-461-5581 Fax: (705) 722-6031



GD70 STARfire™ Doors

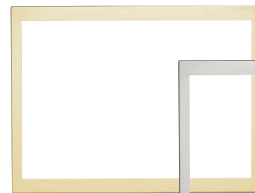
D70SS & D70G - OBSOLETE

April 2012

D70K Black Door Now Standard



D70K



D70SS



D70G

We're pleased to announce that the GD70K (painted black finish) will now come standard, installed on our GD70-2 STARfire™, making it that much easier when ordering! The D70SS (stainless steel finish) & D70G (24 Karat gold plated finish) ceramic glass doors for Napoleon's GD70 STARfire™ will be obsolete — once current inventory is depleted.

Save Valuable Floor Space!

N.G. fuel now convertible to L.P.

We have reconfigured our GD70-2 burner to help you reduce the number of models you inventory. With the introduction of this next generation a simple conversion kit, W175-0353 is all you need to change from natural gas to propane.



UPDATED ARTWORK

ADSI606 Stove Cutaway Poster



The Napoleon® EPA Stove Cutaway Poster has been updated to match Napoleon's new look. 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.

Printing costs of the ADSI606 Stove Cutaway Poster can be claimed under co-op providing Napoleon's Co-op Advertising guidelines are followed and the appropriate paperwork has been submitted to Advertising.

To request the print ready file or for more information about Napoleon's Co-op Advertising Program please email Napoleon's Advertising Assistant, Nicole Tremble, ntremble@napoleonproducts.com.

Code: ADSI606

Dimensions: 20"w x 28"h



2012 WOLF STEEL TRAINING PROGRAMS



Our Mission . . .

... is to enhance our commitment to our dealer network by offering them the most current and relevant information available. These unique and exciting training sessions, whether it be sales, installation or service, are designed to focus on the varying methods of creating satisfied customers. From the first hello, to the final goodbye with your customer, you will study the time proven skills necessary to keep your business one step ahead of the competition time and time again.



Wolf Steel Ltd.
Barrie, Ontario
Canada



Wolf Steel Ltée
Montreal, Quebec
Canada



Wolf Steel USA Inc.
Crittenden, Kentucky
USA



Napoleon Appliance Corp.
Barrie, Ontario
Canada

Message From The President

Our industry's growth is founded upon research and development as our past experiences continues to teach us all how to be more effective in our future endeavors. With this knowledge in mind, it is with great pleasure that we welcome this opportunity to share the latest technological concepts as well as the many other benefits that our products offer. As always, Napoleon's ongoing commitment is to support and help our customers in their success.

Wolfgang Schroeter

A handwritten signature in black ink, appearing to read "W. Schroeter".

President

Gain Insight . . .

By attending these programs, you and your staff will gain a greater knowledge of all Napoleon®/Continental® hearth products, gas grills, gas furnaces and their application. These will ultimately lead to extremely satisfied customers and the opportunity for great referrals to effectively sell, install and service Napoleon® and Continental® products.

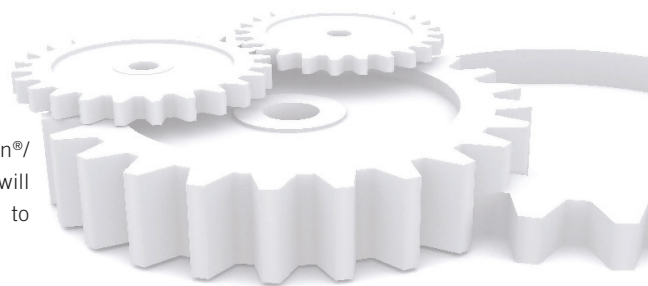


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Program Descriptions

S Program S - Product Knowledge (Sales)

This program offers our distributors and dealers in the retail fireplace market a new perspective on sales and marketing with proven techniques. Those attending this program will review the features and benefits of our gas and wood burning fireplace products as well as our grills and wood furnaces. You will learn what each model comes equipped with and what additional components are necessary for a successful installation. Participants will also learn how to properly quote jobs. This class is a must for new dealers or sales staff learning about our products and the fireplace industry. It's also a great refresher course for all fireplace sales people to pick up new tips and learn more about our products.

Check out the calendar in this booklet for the date this class will be held at a location nearest you or contact your Napoleon®/Continental® Sales Representative for further details.

Those attending these classes will be quizzed on the material being presented and certificates of achievement will be awarded to each attendee upon completion of this class.

Those attending these sessions will be quizzed on the printed material and hands on training. Certificates of achievement will be awarded to each attendee upon completion of this class.

Please identify on the registration sheet which program modules you are interested in for Program S.

T Program T - Technical Training (Tech)

This program will be offered to our distributors and dealers in both the retail and new construction fireplace market. We offer a new and improved hands-on training program. This program offers personal training with our products and will enable the installer or service technician to learn troubleshooting techniques. Those attending these classes will be quizzed on the material being presented and certificates of achievement will be awarded to each attendee upon completion of this class.

Please identify on the registration sheet which program modules you are interested in for Program T.

Programs are based on either sales or technical (installation and service) interests. Each seminar will include a limited number of modules based upon yours and your fellow attendees preferences. Programs are scheduled for 6 hours of class time, drinks, snacks and lunch will be provided on break periods. Each program will have a mix of different modules depending on our response to this registration form.

Choose from the list of modules presented for either S & T programs. Contact your Napoleon®/Continental®/Timberwolf Sales Representative to discuss changes required. You can choose your own program that best suits your needs. Based on time only a limited number of modules can be incorporated into any single program

Those attending these sessions will be quizzed on the printed material and hands on training. Certificates of achievement will be awarded to each attendee upon completion of this class.

Note: Any module combinations will be offered based on individual training requested by our Napoleon®/Continental® Representative.

H Program H - HVAC Technical Training 2012

This program is offered to our HVAC distributors and dealers in the retail, retrofit and new construction markets. An innovative theory and hands on training program will deal with equipment basics as well as installation practices and troubleshooting for our New Line of HVAC Products. Training will include furnaces, central air conditioning and ductless splits.

Those attending these sessions will be quizzed on the printed material and hands on training. Certificates of achievement will be awarded to each attendee upon completion of this class.

NEW for 2012: Program NFI - Pellet Review Class & Exam Fall 2012

Wolf Steel is pleased to be partnering with National Fireplace Institute (NFI) offering the Pellet Review Class and exam at our Barrie Ontario training facility. Upon registration you will be sent the Pellet Hearth Systems training manual a few weeks before the review class starts. The review class will prepare you for the exam which will follow the review class on the same day. Candidates who successfully pass the NFI Pellet certification exam will be an NFI certified specialist.

We are offering to all our HPBAC Wolf Steel customers a reduced cost for this new program. This NFI program is only available to Napoleon customers who deal with our distributors and dealers. The cost will be \$309.00 + taxes. Registration will be accepted 30 days prior to class start date.

Note * There will be no plant tour for this course

Procedures & Costs

Note: All Barrie, Ontario training will include a Wolf Steel plant tour. NO open toed or heeled shoes allowed for the tour. Safety glasses MUST be worn, which Napoleon® will supply.

Service: The training programs are offered to employees of all authorized Napoleon® and Continental® fireplace dealers free of charge with the exception of the NFI review class.

Deposit: A deposit of \$100 is required to save your position within the session and must be forwarded to our Training Coordinator when registering for any of the scheduled programs. Upon completion of the program, the entire deposit will be credited to your account or your deposit may be returned to you by cheque provided arrangements have been made in advance.

Travel/Accommodations: Any travel or accommodation expenses are solely the responsibility of the attendees.

Registration: Registering for the programs indicated in this booklet can be made by calling the Training Coordinator at 800-461-5581 or fax your request to 705-725-1150. Email registration is also available and can be achieved by filling out and emailing the registration form found on our dealer website*, napoleondealers.com under 'Technical'- 'Training'- Training Registration Form'.

* Should you require a password to access our dealer website, please contact Melissa Graves at mgraves@napoleonproducts.com

*All Wolf Steel training programs will include a plant tour excluding the NFI review program.



Napoleon's Dealer Website

Important Notes

Those who wish to attend one of the training sessions must submit their registration along with their deposit, a minimum of 30 days prior to the scheduled date. The receipt of each registration will be verified by the Training Coordinator.

Attendees who wish to cancel their registration must submit their request in writing to the Training Coordinator a minimum of 2 weeks prior to the scheduled program to receive a full refund of their deposit. Failure to attend or cancel a program you are registered for within this time will result in your deposit being forfeited. Payments for the NFI program are non-refundable.

Wolf Steel reserves the right to either re-schedule or cancel any specific training dates based upon the number of registered attendees and/or cancellations.

Accommodation Information

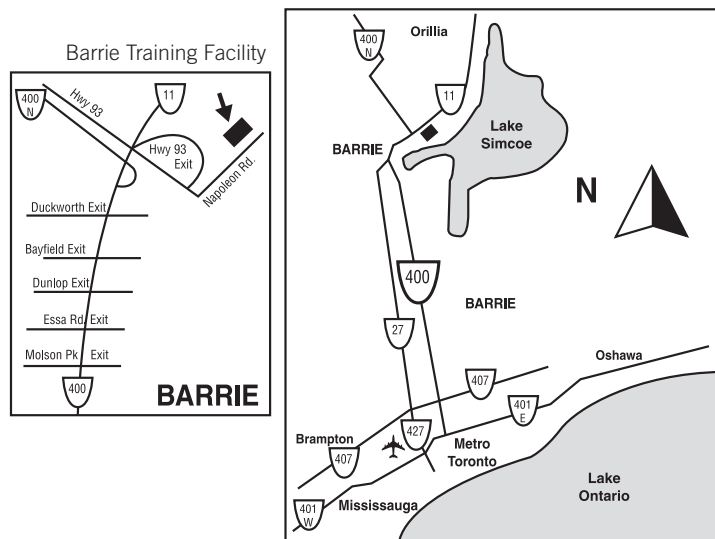
Reservations for hotel accommodations can be made at the following locations:

- Hampton Inn & Suites by Hilton
74 Bryne Drive
Barrie, Ontario L4N 9Y4
Contact: Charlene Grenier
705-719-9666 (Phone)
705-719-2221 (Fax)
1-800-446-6677 (Toll Free)
Rates: Traditional Rooms (2 Queen Beds) \$109.00/night
Studio Suites \$129.00
*Includes Hot Breakfast

- Holiday Inn
20 Fairview Rd
Barrie, Ontario L4N 4P3
Contact: Helen Wallace
705-722-0555 (Phone)
705-728-1718 (Fax)
Rates: \$110.00/night
*Hot Breakfast Buffet - Single Occupancy

When arranging for accommodations be sure to advise them that you are receiving Wolf Steel's Corporate rate.

Map





Registration Form

Fax 1-705-725-1150 or 1-877-329-8324: Attention: Training Coordinator

Registration Information

Please select training modules from the list below indicating whether it is a sales and/ or tech program by selecting the indicated box for Sales and/ or Tech.

Napoleon Product Review	S <input type="checkbox"/>	Service and Trouble Shooting Gas Fireplaces	T <input type="checkbox"/>
Marketing and Customer Needs	S <input type="checkbox"/>	Electronic Ignition Systems	T <input type="checkbox"/>
Gas Grill Product Review	S <input type="checkbox"/>	Power Venters	S <input type="checkbox"/> T <input type="checkbox"/>
Napoleon Furnace Review	S <input type="checkbox"/> H <input type="checkbox"/>	HMF Multi Fuel Furnace	H <input type="checkbox"/>
Wood Burning Stoves, Fireplaces & Inserts	S <input type="checkbox"/> T <input type="checkbox"/>	HVAC Gas Furnace Training	H <input type="checkbox"/>
Gas Fireplace Venting Systems	S <input type="checkbox"/> T <input type="checkbox"/>	*Tentative NFI Wood Review & Exam:	<input type="checkbox"/>
Air Conditioning & Ductless Splits	H <input type="checkbox"/>	*Tentative NFI Gas Review & Exam:	<input type="checkbox"/>

* Dates to be established upon responses received.

Dealer Name _____

Contact Name _____

Address _____

Phone _____

Fax _____

Desired Course Date _____

Name of Attendees (please print)

Deposit Information

Visa ☐ MasterCard ☐ Cheque ☐ On Account ☐

Card # _____ Exp. Date _____

Card Holder Name _____

Authorized Signature _____

MINIMUM 2 WEEKS CANCELLATION NOTICE REQUIRED OR YOUR DEPOSIT WILL NOT BE REFUNDED

Trainer Profiles



Ron McCrae
Wolf Steel Ltd.
Canada & U.S. Training

Ron McCrae brings his own unique perspective to our training programs. Reflecting on the needs of the sales and technical side of the business, he draws upon his 21 years of experience working in the hearth industry. Ron applies real life understanding to what installers, sales and service people all need to know about our products. Ron has successfully shared his knowledge and customer savvy with our dealers as an integral member of our Technical Services Department and is our "Hearth Specialist".



Brian Robinson
Wolf Steel Ltd.
Canada & U.S. Training

Brian Robinson has more than 30 years in the air conditioning and heating trade. From the aspect of sales, installation and service he draws on his experience in all these areas when diagnosing and troubleshooting heating and cooling equipment. Coming from the field he knows what salesmen, installers and service people will face when working with the indoor comfort and air quality of their clients homes. Brian is our HVAC specialist in the Technical Services Department.

Training Facilities & Schedule

Our 2,800 square foot training facility, located in Barrie, Ontario, Canada, is designed to accommodate a variety of teaching aids to maximize the effectiveness of our programs. Display stations enable our instructors to quickly hook up and operate any of our gas burning models and simulated applications allow for hands-on installation.

Wolf Steel's training facility utilizes the most advanced environmental concepts to create an atmosphere that is conducive to the learning process.

To receive a detailed map with full directions to any of our Program training facilities, please contact the Training Coordinator at 800-461-5581.

U.S. Dealers and Distributors

For anyone currently possessing a National Fireplace Institute certificate: The successful completion of either program entitles the attendee to receive five CEU credits.

Program Calendars

April 2012	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24 Barrie HVAC	25 Barrie TECH	26	27	28
	29	30					

May 2012	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 TECH Regina	2	3 TECH Saskatoon	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30 Barrie TECH	31		

June 2012	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1	2
	3	4	5 Wheeling WV	6	7 Hamburg PA	8	9
	10	11 Naniamo BC	12 Langley BC	13	14 Kelowna BC	15	16
	17	18 Anchorage AK Alaska	19	20 Tacoma WA	21 Portland OR	22	23
	24	25	26	27 TECH Barrie	28	29	30

July 2012	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6	7
	8	9	10 Detroit MI	11 Indianapolis IN	12 Cleveland Ohio	13	14
	15	16	17	18 Pennsville NJ	19 Alexandria VA	20	21
	22	23 Reno Nevada	24	25 Sacramento CA	26	27 Las Vegas NV	28
	29	30	31				

Aug. 2012	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3	4
	5	6	7	8	9	10	11
	12	13	14 Dallas TX	15 Austin TX	16	17	18
	19	20 Barrie HVAC	21 Barrie SALES	22 Barrie TECH	23	24	25
	26	27	28 Portland ME	29 Marlborough MA	30 Lee Ma	31	

Sept. 2012	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
							1
	2	3	4	5	6	7	8
	9	10	11 Barrie HVAC	12 Barrie TECH	13	14	15
	16	17	18	19 NFI Re- view & Exam Barrie, ON	20	21	22
	23	24	25	26	27	28	29
	30						

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Wolf Steel Ltd.
24 Napoleon Rd, Barrie, ON, Canada L4M 0G8
103 Miller Dr, Crittenden, KY, USA 41030
7200, Route Transcanadienne, Montreal (QC) H4T 1A3