

## WHO'S WHO!



**Account Executive**  
Tina Hemming

We are happy to announce Tina has accepted a position with us effective April 14, 2008. Tina brings with her 7 years of experience in retail and manufacturing sales of hearth products. Tina will be covering New York representing both Wolf Steel and NAC manufactured products.



**Account Executive**  
Bill Fish

We are happy to announce that Bill has accepted a position with us effective April 14, 2008. Bill brings with him 8 years experience in sales and distribution of residential heating products, including hearth products. Bill will be covering Pennsylvania and West Virginia representing both Wolf Steel and NAC products.



**Graphic Designer**  
Kylie Enns

Kylie started with us in January 2008 on a contract, and we are now happy to announce that Kylie has accepted the full-time graphic designer position effective March 10, 2008. Kylie brings with her years of experience in graphic design, as well as excellent creativity, strong computer skills and design program knowledge.



**Junior Accounting Clerk**  
Jennifer Chruszcz

We are pleased to announce that Jennifer has accepted the full-time junior accounting clerk position here at Wolf Steel effective February 11, 2008. Jennifer brings with her excellent administrative skills and a solid background in accounting.

## PRESIDENT'S AWARD



Dan Vail



Nino Sebastiano

Our Presidents Award is a reflection of outstanding contributions by a single individual as determined by numerous departments in the Company. Accounting, Technical Services, Sales/Order Entry and the Advertising Departments are all polled as to who stands out as regularly going above and beyond the needs of both the customer and Wolf Steel, the rep who 'goes the extra mile and gives a 110% effort. Product knowledge, technical expertise and communication with all departments is critical to assist the customer in growing their business and hopefully expand their showroom, thereby increasing our mutual market share. This years Presidents Award Winner for the United States is Dan Vail (Colorado Springs, Colorado), and this years Presidents Award Winner for Canada is Nino Sebastiano (Mississauga, Ontario). Congratulations Dan & Nino!

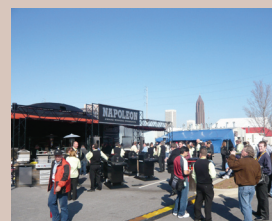
## HPBA 2008



Team Napoleon®



Our prototype GSST8



Napoleon booth

### Hearth Patio and Barbecue Association Expo

This year's HPBA show was in Atlanta, Georgia and was another success for Napoleon. We were the only booth that expanded this year, as most booths downsized. All day long for all 3 days our booth was buzzing with excited customers as they were introduced to the new products for 2008. Everyone agreed that our booth was the place to be.



Crystallo™



Our prototype NZ3000



Our prototype LHD48

## BRIGHT IDEA!

Should you have an interesting idea for upcoming issues of THE FIRESIDE, please send your submission (stories, photos, etc.) to:

[nrodgers@napoleonproducts.com](mailto:nrodgers@napoleonproducts.com)



# THE FIRESIDE

May 2008

## EXCITING NEW PRODUCTS

### NEW Electric Fireplace - EF30HD

A new clean face electric fireplace that looks great in both a mantel or drywall installation. The modern 30" design has the "plug n play" convenience for homeowners that are limited with venting options. The superior flame image and natural looking log set truly reflects the appearance of a real burning fire. Tinted reflection panels give the illusion of a deeper, larger firebox. The three stage heater and WHISPER QUIET™ fan provides a comfortable, warm environment.

#### Other Features:

- Adjustable ember bed and flame control
- Easy access on/off switch
- Comes complete with a convenient remote that controls the flame appearance, the ember bed intensity as well as the three stages of the heater output



AVAILABLE NOW!

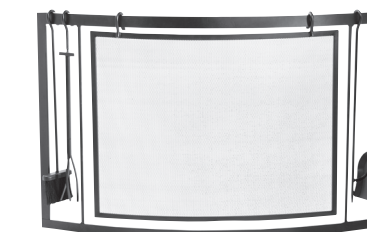
## In This Issue

New Products	1
New Accessories	1
HVAC	2
Napoleon® In The News	2
Success Stories	2
Tech Training	3
Advertising	3
Who's Who	4
President's Award	4
HPBA 2008	4
Bright Ideas	4

## New Fireplace Accessories



Arched 3-part Folding Screen



Curved Screen with 4 Piece Tool Set



Log Holder



Ash Bucket & Shovel Set



5 Piece Helix Tool Set



5 Piece Twisted Wrought Iron Tool Set

**NAPOLEON® FIREPLACES**  
24 Napoleon Road  
Barrie, Ontario  
Canada L4M 4Y8  
Phone: 800.461.5581

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

Visit [napoleonfireplaces.com](http://napoleonfireplaces.com) to check out more of Napoleon's new accessories

## HVAC



**95% AFUE Warranty**  
 3 YEAR  
 Limited Labour Warranty  
 7 YEAR  
 Limited Parts Warranty  
 25 YEAR  
 Limited Heat Exchanger Warranty

The 95% AFUE series features a two-stage burner and a variable-speed blower. Napoleon's two-stage furnace reduces temperature swings within your home, maintaining a consistent, comfortable temperature. The 95% AFUE series furnaces will operate on low flame for greater efficiency and comfort for most of the heating season.

Have you checked out our HVAC line? Contact Jason Foxtton for more information at [jfoxtton@napoleonproducts.com](mailto:jfoxtton@napoleonproducts.com) or by phone at (705) 818-1818



HVAC Sales Representative  
**Jason Foxtton**

## NAPOLEON® IN THE NEWS



Students from the Georgian College Advertising Program recently took part in a unique advertising competition on behalf of Napoleon®. Napoleon Fireplaces & Grills, working with the final semester class, invited these students to submit Advertising plans for a product launch in Florida. They presented their ideas in an "advertising pitch" to members of the program advisory committee and David Coulson.

## SUCCESS STORIES

**Dealer:** Colorado Comfort Products  
**Rep:** Dan Vail



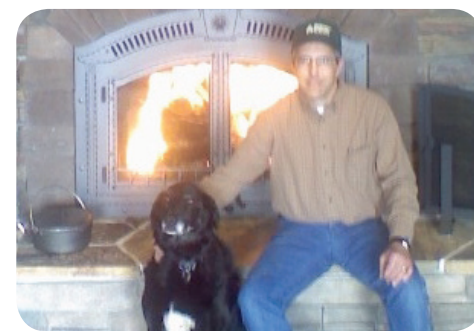
Colorado Comfort, Denver, Colorado displayed four of our products in their booth at the Home, Garden & Remodelers Show in Denver and was given Special Recognition for showing innovative products, specifically the Torch™. Part of the recognition was that they were featured along with a few selected other products in a special showcase at the entrance of the Exhibit Hall. Dave Hall, the owner of Colorado Comfort was given an interview with Channel 9 News (NBC, the most watched news station in the Denver Metro area) to talk about the Napoleon® Torch™ and his company. The two days that I worked the show, it was amazing how many people came by to see the Torch™ because of the interview on Channel 9 News. The waterfall, Tureen™, Park Avenue™ and Torch™ were well displayed and got tremendous attention, making their booth one of the busiest booths at the show. Great Job!!



**Dealer:** Burning Stoves and Stuff  
**Rep:** Brian Wade



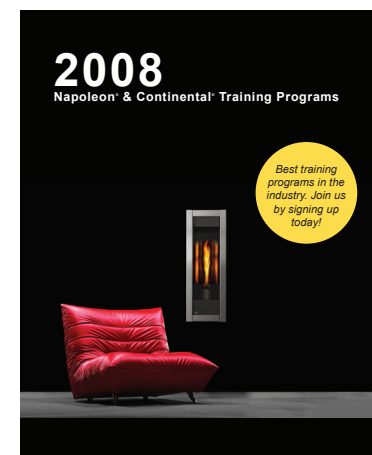
Burning Stoves and Stuff is a family owned hearth store in Belgrade, Montana. Belgrade is located near the entrance to Yellowstone National Park, where only the most prestigious of homes are built. J.D. and Deb Engle are the owners, and I have known them for nearly 9 years. When I met JD he was a very small hearth shop doing business out of an old 'Taco Stand' building. Currently JD owns a 10,000 Sq ft showroom with over 100 units on display. Back in February 2007, JD was looking to replace his main product line that he has been selling for many years, as a matter of fact, he was selling many hundreds of these units each year. This opportunity came suddenly, as his main manufacture was 're-aligning' the territory with a "factory franchised" store in his town. After nine years of knowing JD, it was now my time to shine. I met with JD and discussed Wolf Steel and the Napoleon® product offerings to him. After many relentless visits and sending him to Barrie, ON to see our company first hand, JD was sold. He was very impressed with the quality of our products and being privately held company was a huge bonus for him. Within one year, Burning Stoves and Stuff became my flag ship store in Montana, and became his number one product line. He also makes stronger margins selling Napoleon® and the products seems to 'sell itself' according to JD. This success story is based off of having the best product line, working hard, never giving up!



## TECH TRAINING



Above is a picture from Ron McCraes recent tech training session in Saskatchewan which took place the first week of April. In case you haven't seen this years 2008 Training Manual it has been mailed out, so start considering which session you and your team would like to come to. To register for a session today fax your registration form to Danielle Gauthier at 1-800-667-6063.



If you did not receive your schedule please contact Danielle Gauthier or check out the dealer website to get your copy.

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

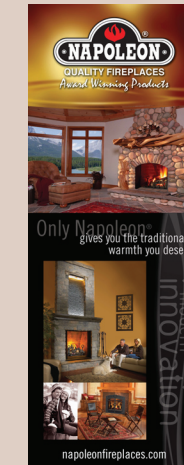
## ADVERTISING

### NEW Pull-up Banner Stands

**ONLY \$44.50\***  
 Compared to \$250 or more!

each, with eligible co-op. \$89 without co-op.

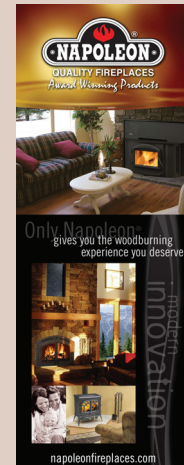
- Available in 3 designs
- Modern - featuring Crystallo™, Tureen™ & Torch™
  - Traditional - featuring Madison™, Dream™ & Starfire™
  - Wood Burning - featuring 1402, NZ6000, 1600C



#ADSI640  
 Traditional



#ADSI642  
 Modern



#ADSI644  
 Wood Burning

### '08 FALL BUYERS GUIDE FLYER PROMOTION EARLY BOOKING SPECIAL



Order 25,000 flyers & get 5,000 **FREE**  
**\$295 VALUE!**

Minimum order 25,000 flyers. Order 50,000 flyers and receive 10,000 FREE!  
 Early Booking Order deadline is May 30, 2008  
 \$29.50 per thousand, after eligible co-op or \$59 per thousand before co-op

**As low as \$0.03 per copy**

For more information or to place an order for either the banner stands or the fall flyers, please contact our inside sales department at 1-888-721-7253 or visit [napoleondealers.com](http://napoleondealers.com).

### Have you planned your advertising for 2008?



Fall Season will be approaching before we know it! Now is the time to start preparing for all your Fall advertising. Plan an open house (contact your local newspaper for free publicity), order your Napoleon '08 Fireplace Buyers' Guides, schedule your newspaper ads, radio & tv commercials. The '08 Advertising CD is now available and contains everything you need to create your Fall advertising campaign (please place your order through inside sales).