

SEPT 2012

THE FIRESIDE



NAPOLEON
FIREPLACES



FIND A DEALER

Postal / Zip

GO

DEALER LOGIN

PRODUCTS | BEFORE YOU BUY | SUPPORT | COMPANY

SEARCH



NAPOLEONFIREPLACES.COM
HAD A MAKEOVER!



FACEBOOK



FOLLOW US



SAFETY FIRST

Find Your Dealer

Enter street address, city & state, OR postal code

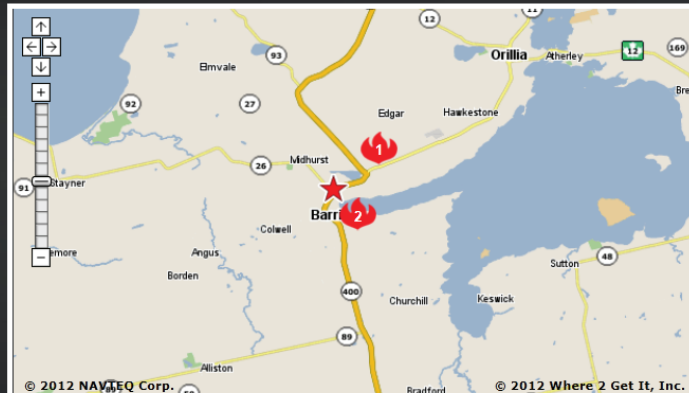
Barrie ON

Select Radius

Canada

Select a Product

Search



Map Dealer/Address

1 NAPOLEON HOME COMFORT

24 NAPOLEON RD
BARRIE, L4M 0G8

705-721-1214

Website

View Store Page



2 INNISFIL AIR COND. LTD

565 WELHAM RD
BARRIE, L4N 8Z6

705-739-9541

Website

View Store Page



Print

Email

Link to this page

International Dealers

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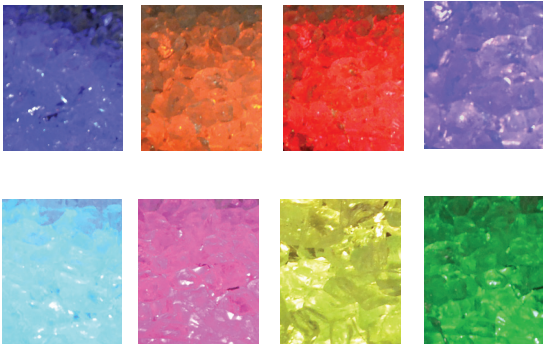
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THE FIRESIDE 09/2012

Announcements

Crystallo™ & Manhattan™ LED Spectrum Lights Now Standard

Every colour in a rainbow can now be enjoyed by either selecting a preferred colour or setting the lights to scroll through the spectrum of colours illuminating the glass media. As part of this product improvement, the topaz glass media previously included in the Crystallo™ and Manhattan™ is replaced with clear glass to maximize the diffusion of the light.



HDX40 Clean Face Gas Fireplace Now Standard with Proflame II - Modulating Remote Control

Proflame II Features:

- Controls NIGHT LIGHT™ (Six levels of brightness)
- Controls heat output (Six levels of flame intensity)
- Controls optional blower kit (Six levels of blower output)
- Features a 12 minute delay on fan
- Works with pilot or electronic ignition
- Thermostat or on/off - thermostat can be disabled
- Battery back-up



NAPOLEONFIREPLACES.COM Gets A Face Lift!

Today's consumers turn to the internet to research and gather information to educate themselves before making a purchase. If a company's website is not up-to-date with current information you may be losing out on a valuable sale.

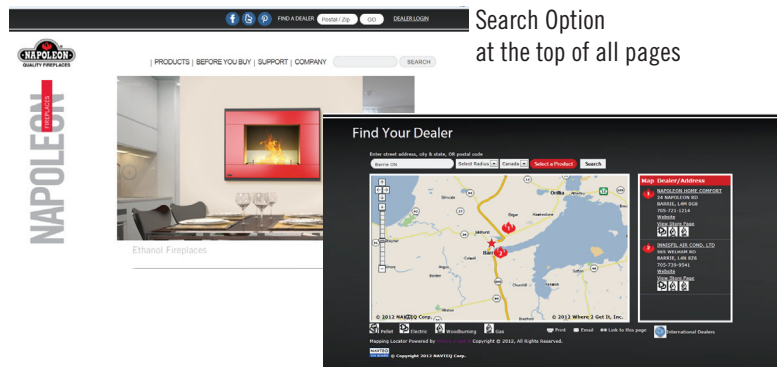
With that in mind, Napoleon® Fireplaces are happy to announce the launch of our New and Improved website, napoleonfireplaces.com.

"Napoleon® wanted to create a website that will not only be useful for consumers but will also be beneficial for architects and builders. The updated site is very interactive and user friendly, making it easy for consumers to navigate their way through, whether they are wanting to compare products, research specifications or find a dealer in their area." states David Coulson, Napoleon's Corporate Advertising Manager. "The new site also integrates social media and current news stories that feature Napoleon® products and innovations. This not only helps us keep in touch with consumers and dealers, it's also crucial to build search engine optimization, delivering better results for our dealers." adds Coulson.

Check out Napoleon's new and improved website at napoleonfireplaces.com.

NEW & IMPROVED FEATURES

- Clean, Crisp New Design - following Napoleon's 'new look'
- Dealer Locator - found on all pages
- Search Option - no need to search through pages if you know what you want
- Consumer, builder and architect friendly
- Interactive & easy to use



Search Option at the top of all pages

Dealer Locator at the bottom of all pages

Wolf Steel Ltd., Announces New HVAC Sales Force



Bill Harris



Mike Cantin



Scott Russel



Andrew Gabura



Wolf Steel Ltd. introduces the expansion of their HVAC Sales Force. Bill Harris started on November 14, 2011 as Sales Director and since then has had 3 more additions starting with Mike Cantin as the Canadian Regional Sales Manager, Scott Russel as Account Manager of central and northern Ontario and Andrew Gabura as Account Manager of south western Ontario. The new team represent both the Napoleon® & Continental® Heating & Cooling brands.

Collectively their resumes consist of strategic planning and implementation of sales and marketing programs, outstanding client relationship building and retention, as well as a strong commitment to excellence and team spirit. These qualifications along with progressive sales management and HVAC knowledge, this team is a significant expansion to team Wolf Steel Ltd. and will continue to grow with the progression of the HVAC division.

For further information on this sales force and product contact Bill Harris at BHarris@napoleonproducts.com.

Visit napoleonheatingandcooling.com/careers for job postings.

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Updated Brochures

Napoleon® has been busy updating many brochures with more still to come. So far brochures in the new look include...



Pellet, ADBR915



Electric Fireplaces, ADBR239



Direct Vent Fireplaces, ADBR450

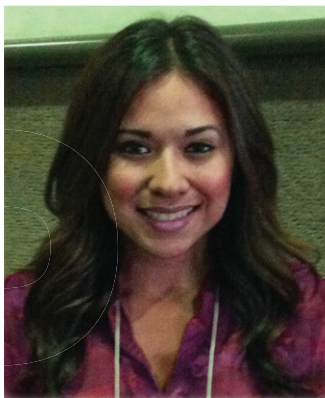


Gas Inserts & Log Sets, ADBR350

Keep an eye out for the following “in the works” brochures:

- Wood Burning Fireplaces
- Wood Burning Stoves & Inserts
- Modern Fireplaces
- Vent Free Fireplaces
- Gas Stoves

New Faces



Wolf Steel Ltd. introduces Vanessa Guilford as the New Account Executive for Napoleon® Fireplaces and Continental® Fireplaces. Vanessa will be responsible for covering both California and Nevada.

Vanessa brings with her over 12 years of sales experience in the hearth industry. Vanessa's past experience within the hearth industry will make her a great addition to the Wolf Steel Sales team and looks forward to helping her customers grow their business.



We would like to welcome Illona Matthews-Sheriffs to the Advertising Department as a Graphic/Web Designer for Napoleon® Fireplaces, Grills and HVAC. Illona will be responsible for helping with websites, packaging, logos, photo editing and much more.

Illona brings with her a Fine Arts, Web Design and Advanced Graphic Design education. Illona's current and continual studies to further her education will be a great asset to her position and her team.

Electronic Ignition Phase In

Incorporating the latest available technology, this new electronic ignition system with battery back-up provides the same all season dependability while eliminating the constant consumption of fuel necessary to sustain a standing pilot flame. This translates into energy savings through reduced operating costs while still providing the outstanding performance and reliability you expect from Napoleon® fireplace products. Our order entry team will keep you up-dated as we consume current inventory and start substituting the new electronic ignition models.

The following models will be changed to electronic ignition as a production running change in 2012:

- GD80 - Madison™
- BGD90 - Dream™
- BD82T-PA - Park Avenue™
- GD82T-T - Tureen™