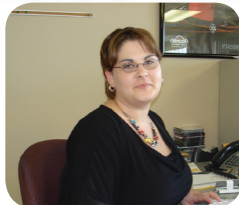


## WHO'S WHO!



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, which will make her a great asset to the accounting department.

## 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.

## PRESIDENT'S AWARD



Nino Sebastiano



Dan Vail

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 Canada is Nino Sebastiano (Mississauga, Ontario), and this years Presidents Award Winner for the United States is Dan Vail (Colorado Springs, Colorado). Congratulations Nino & Dan!

## 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!

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## New Fireplace Accessories



Arched 3-part Folding Screen



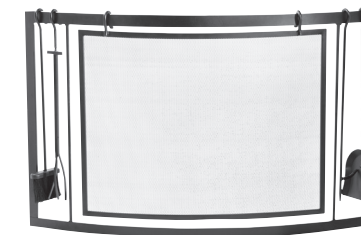
Log Holder



Ash Bucket & Shovel Set



5 Piece Helix Tool Set



Curved Screen with 4 Piece 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

## SUCCESS STORY

Dealer: Toronto Home Comfort  
Sales Rep: Jim Mills

Toronto Home Comfort, formerly known as Napoleon Home Comfort Scarborough, was purchased in May 2005 by Shora Mashouf. Immediately after she took over the store, she changed the name to Toronto Home Comfort. Shora after changing the name gave the store a face-lift, new outdoor signage, and the indoor displays were all updated. The old displays were upgraded with new and current product, the displays themselves were upgraded to add more colour, and more inviting settings were created. As well the overall appearance of the fireplace displays were enhanced, and the entire store itself became very public friendly. Following in a Wolf Steel tradition, Shora made Toronto Home Comfort a family business and had family members in place to help with the everyday tasks involved in operating a successful retail store. Toronto Home Comfort became very proactive, with the store and brand promotion, as well as with advertising campaigns. They used the Napoleon's flyer program as a selling tool, and tied flyer mail outs and the winter events into other store promotions. Business picked up quickly and Toronto Home Comfort was quickly becoming a household name in a very tough Scarborough fireplace market. In January of 2008 Toronto Home Comfort partnered with a high-end marble, stone, and concrete mantel manufacturer, and has added a second location in the high-end district of the Young and Eglinton area. Pouya (Shora's son) has overseen the setup of the second location, ensuring that Napoleon® high end products make its way into the mantels at the new store. Pouya is currently the manager at the store and has reported that he is pleased with the results he has seen to date. A grand opening will be scheduled for later this summer and will tie in nicely with the launch of our new products that Toronto Home Comfort is anxious to display.



## HVAC



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.



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

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



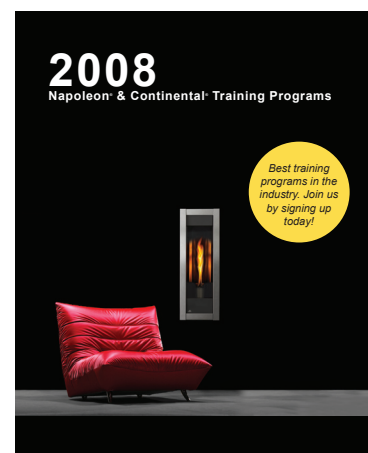
**HVAC Sales Representative  
Jason Foxtton**



## 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)

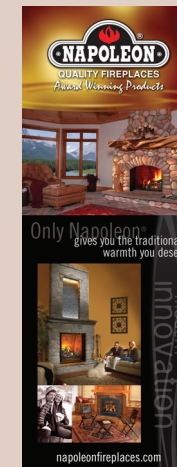
## ADVERTISING

### NEW Pull-up Banner Stands

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

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

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



#ADS1640  
Traditional



#ADS1642  
Modern



#ADS1644  
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).