



# **HOTLINE**



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

## ***CONTENTS IN THIS PACKAGE***

- **Apparel Special – April**
- **IDCEC Approved Online Learning Course Announcement**
- **Napoleon Fireplace Newsletter – March Edition**
- **Product Information Bulletin #72 (PIB-72)**

**April 4 2012**

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

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

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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

April 2012

# APPAREL SPECIAL

## Men and Women's Snag Protection Polo with Piping

- Three-button placket (men's)
- Y-neck two-button placket (women's)
- Matching flat knit collar
- Contrast side inserts, cover stitch and piping
- 100% polyester snag protection tricot
- Moisture wicking, antimicrobial and UV protection performance
- Companion styles
- Sizes: XS(women's only), S, M, L, XL, XXL, 3XL, 4XL(men's only), 5XL(men's only)

### Colours:

Women #75110 and Men #85110: 417 Lite Nautical Blue w/Grey Lustre/White, 701 White w/Grey Lustre/Black Silk, 703 Black w/Black Silk/White, 849 Classic Navy w/Black Silk/White, 850 Classic Red w/Grey Lustre/White



417 Lite Nautical Blue  
w/Grey Lustre/White



850 Classic Red w/Grey Lustre/White

**Special  
Dealer Price**

**\$15.00**

after co-op  
(Reg \$30.00)

All specials are based on regular priced product and on placing the order within the given time period. Does not run in conjunction with any other promotions or discounts. Payment can be made by Cash, Cheque, Visa or Mastercard. (NOTE: As per Company policy a 2% surcharge will apply to credit card payments). Due to terminal changeovers we are no longer able to process Debit payments. Please place your order through order desk at Wolf Steel Ltd. or Napoleon Appliance Corporation. Note: Napoleon® logo embroidered on left hand side of apparel. Optional company logo embroidered on right hand side at additional cost (Visit Graphic Apparel at [graphicapparel.on.ca](http://graphicapparel.on.ca) for details).



## Napoleon® Online Learning Center Approved by IDCEC

Gas Hearth Appliances: Enhancement Living Environments



As previously announced, Napoleon® teamed up with AEC Daily to develop an online training course. Architects and Designers need to accumulate credits to keep their accreditation. Napoleon® is very proud to announce that the Interior Design Continuing Education Council (IDCEC) has approved the online version of Napoleon's course, "Gas Hearth Appliances: Enhancement Living Environments".

The Napoleon® continuing education course, **Gas Hearth Appliances: Enhancing Living Environments** is live on AEC Daily's Online Learning Center (OLC). The course can be viewed here [www.aecdaily.com/sponsor/napoleon](http://www.aecdaily.com/sponsor/napoleon).

For more information on how to use this valuable tool, please contact Greg Thomas, [gthomas@napoleonproducts.com](mailto:gthomas@napoleonproducts.com).



### About AEC Daily Online Learning Centre

AEC is considered to be a viable alternative to traditional, classroom style education. AEC Daily's Online Learning Center is a practical and affordable way for procuring ongoing, state-of-the-art, and up-to-date continuing education. Architects and Designers can download a course 24 hours per day, 7 days per week. Since the course then resides in their desktop or laptop computer, they can participate in the learning experience at the convenience of their home, office, or while on the road. These courses are offered free of charge through a professional courtesy provided by the sponsors (in this case Napoleon®).

# THE FIRESIDE

Paperless Edition



March 2012

## IN THIS ISSUE

What's New 2012	1
New POP	2
National Sales Meeting	2
Who's Who	2
HPBExpo	3
Did You Know?	3
Dealer Success	4
International Builders Show	4

## WHAT'S NEW 2012

### Linear-Slim Line Electric Fireplaces

Napoleon® is introducing an electric fireplace series with a clean, crisp contemporary design and all the conveniences of simply hanging, plugging in and enjoying. Napoleon's new electric fireplaces feature a generous glass front and a contemporary stone ember bed that complements the minimalist design. All units can be recessed into the wall for reduced protrusion into the room. Coming in 2012.



EFL32



EFL48



EFL60



EFL72



EFL100

### Gas Fireplaces

#### LHD62- Linear Gas Fireplace

A dynamic 62" direct vent fireplace that can be installed in both a residential or commercial application. Coming in 2012.



#### EPI3C - Wood Insert

Wood burning insert with a modern twist. Surround Options to match any contemporary design. Coming in 2012.



#### Linear Outdoor Fireplace

A truly unique outdoor fireplace with a sleek modern design available as a one-sided or See Thru unit. Coming in 2012.



For more information please contact dealer services at: 1-800-461-5581



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#### GL30E/GL24E/GL18E- Gas Log/Rock Sets

Now coming standard with energy saving electronic ignition. The option to switch the FIBERGLOW™ logs for river rock ensure an ambiance to match your decor. Available now.



#### WHVF31 - Vent Free Fireplace

Easy installation with all the conveniences of a vent free gas fireplace. Impressive viewing area. Available now.



#### I4DPS/I3FS9

Napoleon® has launched a Premium Scalloped Artisan door and frame to harmonize with the traditional design of the XIR4. Available now.



## NATIONAL SALES MEETING

We had our Annual Sales Meeting, hosting our Account Executives from across North America, here in Barrie March 12 – 14.

The meeting focused on the growth we are experiencing and how we will develop & emerge in the recovering economy with our customers in mind.

We gained a great deal of insight on how the different regions are operating, and the areas that we can improve in, to ensure Napoleon increases its Brand Awareness and continues to expand and prosper in the competitive global market.

Thanks to all who assisted with the meetings, and here's to looking forward to a strong future.

- The Napoleon Sales Team



## MARKETING SUPPORT AND BROCHURE UPDATES

The Outdoor Fireplace Brochure has been updated. Visit the dealer website for high resolution files to print.



Updated Outdoor Pull Up Banner perfect for in-store displays and tradeshow where space is limited. This light weight, compact and easy to carry banner sets up in seconds.



New Napoleon® Fireplaces & Grills Flag and adjustable pole. The aluminum pole

installs quickly and easily extending up to 20 feet. The vertically hanging flag is 3' x 9' with grommets.

Perfect for all outside retail locations. Call Dealer Services to order.

New 8" x 10" Feature Card template for 2012. Visit the dealer website for high resolution files to print.

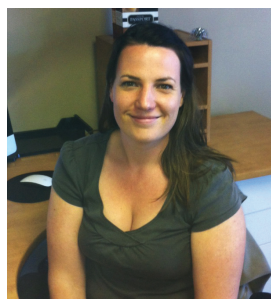


## WHO'S WHO

### New and Moved Positions



Dave Coulson is promoted from National Advertising Manager to that of Corporate Advertising Manager. Dave's role has grown to encompass the management of Napoleon's advertising initiatives for all of our divisions not only on a national level, but also on an international scale.

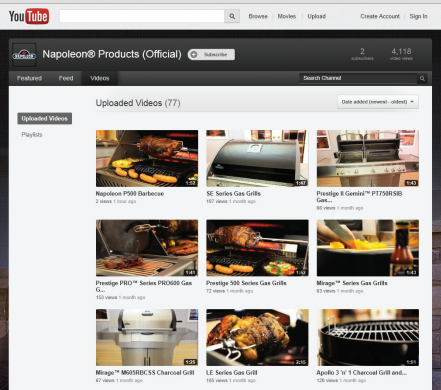


Illona Matthews-Sheriffs is welcomed to the Napoleon family, joining us as a permanent part-time Graphic Designer in our Advertising department for Wolf Steel Ltd.

## DID YOU KNOW?

### Napoleon's YouTube

Did you know that Napoleon® has 77 videos on our Napoleon Products Youtube account? Check out some of our great instructional and informational videos on our Grill, Fireplace, HVAC and Outdoor Living product lines including "How To" videos at <http://www.youtube.com/NapoleonProducts>



### Digital Moisture Meter

Are you aware that Napoleon® offers a moisture meter to measure the percentage of moisture in your firewood? It's a great tool to help ensure customers avoid smoky fires, poor flame, difficulty getting a fire started and keeping it going, excessively dirty glass and low heat output. Napoleon's digital moisture meter is accurate, convenient, easy to use and helps to optimize the burning of firewood. Product # MM22.



## 2012 HPBEXPO TOUCH DOWN!

### The Vesta Awards

Napoleon has certainly dominated possession at this year's HPBExpo. Although several exhibitors are scaling back, Napoleon had a very strong presence. This year Napoleon brought with them the best and brightest players for all divisions.

The Gourmet Grills division won finalist in the Vesta Awards for the Charcoal Kettle grill and were proud to show delicious talent at the Tailgate Cook-off.

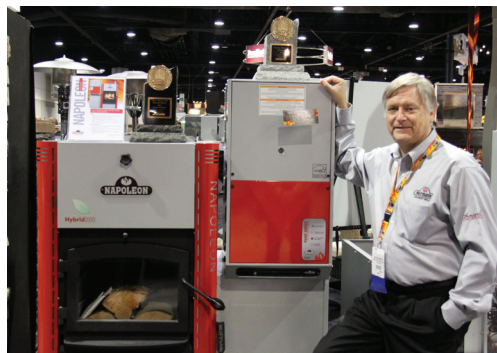
The Quality Fireplaces division had a strong defense with astounding product, exhibiting the new IR Series inserts and the impressive 62" linear gas fireplace (LHD62) and the new 62" outdoor linear gas fireplace. All are sure to have a winning season.



Ted Scott with the Vesta Product Finalist Award for the Charcoal Kettle Cart model.



The final score resulted in a very proud moment for the Heating & Cooling division at Hearth & Home's Vesta Awards ceremony, taking home two very prestigious awards; The Daniel J. Melcon Award for Best-In-Show Hearth Products and the Vesta Award for the Central Heating Systems category. This honor was awarded to the combination for the 9600 Series gas furnace with the Hybrid 200 wood furnace. This unit won for its industry first design, green technology and fuel saving capabilities. The Vesta Awards were created to recognize and honor companies for their innovation in product design and technology in the Hearth & Patio Industry. It was a great show at the 2012 HPBExpo and we look forward to unveiling new MVP's next play off season.



Wolfgang Schroeter with the Vesta winning furnace combination.



Bill Harris with the Vesta winning furnace combination.

## DEALER SUCCESS STORY

### Jackson Propane, London, Kentucky

Jackson Propane is a full service propane dealer with three locations in the central Kentucky area. As a propane dealer, Jackson Propane offered only a limited amount of home heating products. Generally these were limited to vent free wall heaters, vent free logs, and some vent free fireplaces.

About two years ago Wayne Reed of Jackson Propane realized that they were ordering higher end fireplaces. Ones that may be only featured in fireplace shops located well over an hour away. Clearly there was a big opportunity for a full service hearth shop.

Wayne decided that this was too big an opportunity to pass up. The decision was made to build a new facility that would feature a full showroom with a variety of hearth products. With the help of Woody Markus of Ray Murray, Wayne decided that Napoleon would be the best fit with their depth of product and variety of hearth products. With Napoleon, Jackson Propane could now offer something for everyone in the marketplace. Now customers can choose from a wide variety of fireplaces.



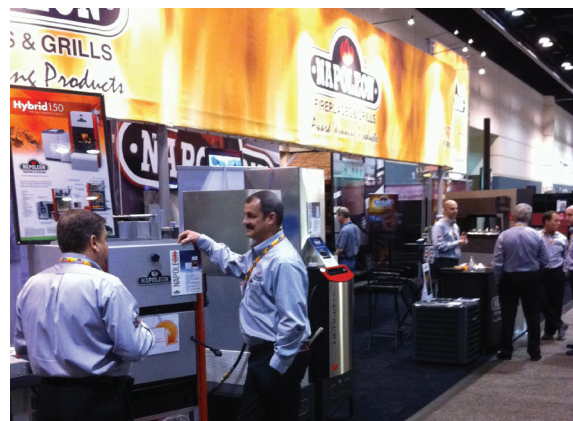
Wayne especially wanted to introduce and educate customers to the concept and benefits of direct vent products. Misuse of vent free products could create problems and direct vents resolve these issues. It is amazing how many builders and customers are not aware of the direct vent option because vent free has been so prevalent. Wayne has also pursued an aggressive advertising campaign by using his vast list of propane customers as well as radio and billboards. In fact for anyone driving south on I75 for spring break, you most likely will see their billboard as you pass by the city. You can find Jackson Propane in beautiful London Kentucky near the Cumberland lakes, falls, and river.

## INTERNATIONAL BUILDERS SHOW

Napoleon® products were again on display at the International Builders Show in Orlando Florida which took place on February 8-11 2012. With over 1700 square feet of floor space, we were jam packed with people excited to see some of our new designs, including the first ever showing of our new LHD62 linear gas fireplace, with driftwood logs and porcelain panels,

it was a definite show stopper!! We also had our new full lineup of HVAC products including the new 9700 high efficiency gas furnace on display, and fully functional. We received many comments again from attendees that indicated we are on the

right path with product designs, and we are catering to their needs for the more discriminating consumer these days. We look forward to participating again at the IBS Show in 2013 as it moves back west to Las Vegas.



# Wolf Steel Product Information Bulletin

PIB: 72

March, 2012

**Subject: IR Direct Vent Gas Insert Improvements**

The recent launch of our hot, new IR Series of inserts has been met with a tremendous response from our customers. We have also been provided with some great feedback regarding these inserts, which has enabled us to introduce the following improvements in our next production runs.

A new battery pack (W350-0658) will replace the 2 x 2 battery pack (W350-0517) previously provided. This will make accessing the batteries much easier and also eliminate the potential of the contacts shorting out on parts of the insert body. As previously advised, the sensor and electrode wires on the pilot assembly (W010-2763) are being replaced with wires protected by a higher temperature rated coating.

We are also redesigning the PRP panels for each of these inserts to remove the potential of flue gases re-circulating behind them. Changes will include returns on the panel edges to improve rigidity, barriers behind the PRP cavity as well as securing mechanisms to fix the panels tightly to the firebox walls.

An IR Insert service kit (IRSK) has also been created for those existing IR Inserts in the field experiencing intermittent pilot issues. The IRSK kit will include the new battery pack, IPI Control Module, wire sleeves and a complete natural gas pilot assembly along with an LP pilot orifice for those LP installations. These IRSK kits are available for order from the Wolf Steel Customer Service (Technical Service) Department.

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For more information regarding this or any other technical questions related to our products, please contact our Technical Department at:

Telephone (1-888-721-8324)

Fax (1-877-329-8324) or email to [tech@napoleonproducts.com](mailto:tech@napoleonproducts.com)



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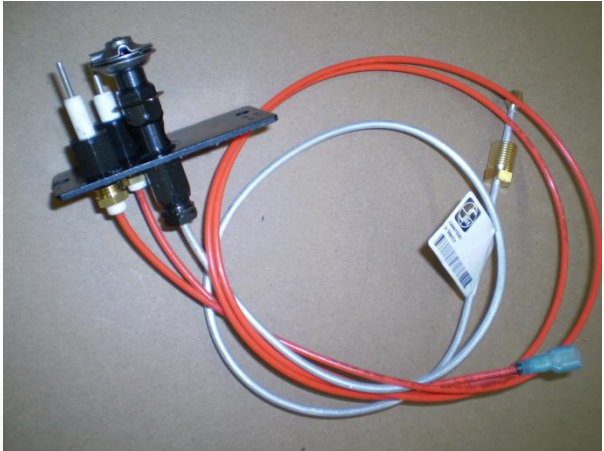
Battery Packs

Original W350-0517

New W350-0658



IPI Control W190-0029



Complete Pilot Assembly W010-1263

