

## WHO'S WHO!



**Advertising Assistant**  
Natalie Rodgers

We are happy to announce that Natalie is the new Advertising Assistant effective January 28, 2008. She received her Advertising diploma from Georgian College. Natalie did a placement in the Advertising department at Wolf Steel in April of 2007. Natalie has been full-time with Wolf since July 2007 in the accounting department.



**Sales Assistant**  
Melissa Graves

We are happy to announce that Melissa has accepted the Sales Assistant position at Wolf Steel effective January 7, 2008. Melissa is returning from her maternity leave and has worked at Wolf Steel since March 2002 in the accounting department for Napoleon Home Comfort. Melissa has previous knowledge of the corporate structure and products.



**Corporate Receptionist**  
Danielle Gauthier

We are happy to announce that Danielle has accepted the Corporate Receptionist position at Wolf Steel effective January 28, 2008. Danielle started with Wolf in February of 2006 as the receptionist at 9 Napoleon Rd, providing support to Human Resources and Technical Services.

## HPBA SHOW



When: February 28th – March 1st  
Where: Outdoor Booth #5505/5509  
Georgia World Congress Centre,  
Atlanta, Georgia  
Time: Daily from 9:00am – 5:00pm  
Reception: Daily from 3:00pm – 5:00pm

### New products being featured at the show...



\*NZ3000  
\*CF35  
\*GD81

\*EF30HD  
\*L48  
\*L36



## CANADIAN HOME SHOWS

### The Spring Cottage Life Show March 28-30

International Centre – Toronto  
What could possibly be a better way to kick off spring, shed the winter blahs and start dreaming of dock parties & black flies! The absolute number one consumer show every year for Napoleon Fireplaces & Grills is The Spring Cottage Life Show. We will be in Hall #3 at booths 1709 & 1721, a full 2,000 sq. foot display of fireplaces and grills. You can't trust a ground hog... spring is here when the Cottage Life Show starts!

### Interior Design Show February 21-24

Direct Energy Centre - Toronto  
The IDS is Canada's leading residential design event in North America. This year is the 10th Anniversary of the Interior Design Show where millions of the newest and most exciting internationally known design products for the home have been launched. Wolf Steel has a fantastic location, booth # 1731 (10'x60') strategically positioned in front of the show's special feature exhibit, with our "radical" new innovative booth. A must see!

### The National Home Show April 4-13

Direct Energy Centre – Toronto  
Canada's largest home decorating and renovation show with over 800 exhibitors and a million square feet of shopping experience. We are highlighting the Napoleon Grills this year with a compliment of fireplace and HVAC equipment. See you there!

## BRIGHT IDEA!

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

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



# THE FIRESIDE

February 2008



## In This Issue

New Products	1
New Accessories	1
Success Stories	2
New Machinery	2
Congratulations	3
Advertising & Promotions	3
Co-op Claims	3
Coming Soon	3
Who's Who	4
Canadian Home Shows	4
HPBA Show	4
Bright Ideas	4

## EXCITING NEW PRODUCTS

### CRYSTALLO

It's crystal clear. A clean face design with an exclusive CRYSTALINE™ ember bed embraces Napoleon's new collection of contemporary fireplaces. The CRYSTALLO™ provides inspiration to create hearth experience that focuses on warmth, beauty and style. CRYSTALITES™ (lights that accent the crystals from below) can function with or without the flame. Your customers that are looking for a unique hearth idea that sparkles with elegance will thank you for this one!



### Vittoria™

With it's sleek, tall, slender design the GD19 zero clearance gas fireplace easily installs into smaller wall applications... perfect for entrance ways, smaller rooms and corner wall installations. The choice of painted black or hammertone pewter facing kits and Victorian ornamental upper and lower insets provide consumers with two different design option, sure to complement discriminating tastes.



### New Fireplace Accessories in Stock

Just a reminder that the new lineup of fireplace accessories is available and we have been receiving many favorable comments. The packaging is exceptionally presented for POP display and as an added bonus, when shipped with fireplace orders the freight is covered. With growing concerns for toddler's safety, screens are an excellent add on sale item to your customer and provide an added safety buffer for those with small children.

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

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

## SUCCESS STORIES

Don Roper, owner of Don's Heating and Cooling in Orangeville Ontario, renovated his store in the summer of 2007 and installed strictly Napoleon fireplaces. Don has reported that his retail sales numbers increased by 20%, and has had excellent feedback from customers coming in the showroom.



We the staff at Regional Fireplace Specialists love the monthly specials and the Winter Event promotions. It is an excellent selling aid as it does assist in closing a hesitant deal. We look forward to displaying the P.O.P. material throughout our showroom and on our exterior sign. We advertise these promotions on our radio commercials and in our newspaper advertisements. Customers are aware that these promotions are out there and some wait and watch the websites for the sales, others will just buy because the price and product suit their needs. For us we are proud to know that our customers received the in-store and in-home information required to make that satisfactory purchase.



Napoleon Fireplace Buyers Guide: Have you missed out on the Fireplace Buyer Guide Program? What a mistake. Home Fireplace has participated for a few years now. Last years Fireplace Buyer Guide order was 160,000, all Fireplace Buyer Guides have since been hand delivered by a Direct Mail Company in our area. Picking specific postal codes in areas around our two locations have been very effective. Customers called as soon as they receive the flyer or they hold on to the flyer for future reference. There has been great feed back on how informative and well done the flyer is, and of course sales confirmed. As always the Napoleon advertising department produces a fantastic looking flyer, which is totally co-opable. Don't hesitate, order your flyers for the next program, and get ready for the calls.

*As a side note , Napoleon® printed 2.2 million flyers... a great selling tool.*

## NEW MACHINERY – PANEL BENDER



Wolf Steel Ltd. growing again!!

While it appears that most manufacturers are experiencing cost cutting measures, Wolf Steel's ownership is yet again re-investing substantial monies to continually improve our finished products....

We have recently acquired another state of the art machine for our manufacturing process. The new panel-bending machine will improve efficiency relating to product turn around and improved consistency of finished goods. Not just because of good looks, it will be a tour stopper as visitors marvel at its impressive operational capabilities. Be sure to sign up for the next plant tour, as you will be amazed!



## Congratulations!!



We wanted to say congratulations to Hearth Warming in Wasaga Beach, Ontario on their recent Grand Opening. The Grand Opening took place this past October. Their store is now close to 2000 sq ft, with 14 Napoleon units on display. Congratulations and good luck in your new store!



## Congratulations!!

Congratulations to Forest Glade Fireplaces for winning the Biz X "Oscar", Biz X is a local magazine out of Windsor. Forest Glade Fireplaces is located in Windsor and has been in business since 1984. Forest Glade won the Biz X Oscar based on the following criteria:

- Exceptional service
- Selection
- Experienced staff

Congratulations on your Oscar!



## ADVERTISING & PROMOTIONS

### NEW Fireplace Advertising CD

It's time to update again. Order your 2008 Fireplace Advertising CD through Inside Sales (1-888-721-7253). This CD features images, logos, brochures, feature cards, ad mats and more!



## CO-OP CLAIMS

We want to remind our dealers that in order for your co-op claim to be approved you MUST be using Napoleon's current logo. Please contact Natalie Rodgers at 1-888-726-2220 ex 118 if you have any questions. Updated logos can be found on Napoleon's dealer website, on the dealers FTP site, and also on our 2008 Fireplace Advertising CD.

\*Please note that all co-op claims are to be sent to Natalie Rodgers, the new Advertising Assistant. Claims can be sent via mail, email or fax.

## COMING SOON

Builder's Website - Specified for designers, builders and architects

Things that can be found on this website:

- Drawings & dimensions
  - compatible with industry design programs
- Videos
- Brochures
- Entire product line
  - drawings & specifications
- Sales representative locator
  - with map of regions
  - sales rep contact information