

Volume 6, Issue 1

April 2007

SERVING THE FIREPLACE INDUSTRY



HotTimes

A NEWSLETTER ON WHAT'S HOT AND WHAT'S NOT

Primo's newest addition—The Junior



Northwest Stoves is proud to introduce the Primo Oval Junior, the best sized and only oval shaped grill in the ceramic universe.

With 210 square inches of cooking surface, the Junior already beats expectations, but when the optional upper racks are used, up to 370 square inches of cooking space becomes possible. This smaller and easier-to-handle ceramic grill will go to many places that others simply cannot.

Some of the standard features of the Junior include the slide top cast iron chimney, two adjustable porcelain cooking grids, stainless steel bottom draft door, easy lock hinge system, thermometer, ceramic

'feet', and a limited lifetime warranty.

With the bottom draft door and the cast iron chimney, you can regulate the heat inside the Junior from 180F to 700F degrees. This makes the Junior much more than just a grill. With the optional cast iron firebox divider, you can cook indirectly, turning the Junior into a smoker.

Using Lump Charcoal, your food will never dry out, but will be cooked perfectly and be the tastiest you've had from a grill.

The Junior's size, very manageable weight (less than 100 lbs.) and its slate black colour make it a perfect compliment on your deck or patio.

The Junior is available now, so call us to make it part of your BBQ lineup today!



Primo Grills and Smokers presents the Junior and the Oval

"The best sized and only oval shaped grills in the ceramic universe"



The Junior in a Cradle with Stainless Steel Shelves



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HPBA Online Training

Former HearthStone sales rep Rick Vlahos, who now works for HPBA, has announced a series of online training sessions that will be beneficial to all of us. These current sessions are beginning in May, but more sessions will be added throughout the summer.

Sessions

Hearth 101-Gives new employees basic fundamentals.

Why Isn't My Wood Burning?- Common consumer questions about woodburning.

Gas Tech 101- Basic gas appliance installation.

A series of free 30 minute online demonstrations will also be available in April on these dates: April 13, 17,19, 25 & 27. For further information, please contact Rick at (815) 334-1215 or email him at vlahos@hpba.org. Don't miss this chance to educate your staff.

"Everything that can be invented has been invented"

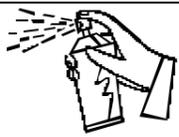
*- Charles H. Duell
US Office of Patents 1899*



Wayne explains his back Wall to Dave

*"The tunnel is just one of several changes **HearthStone** has made to ensure their product's quality is among the best"*

Wayne installed a Skylight in his apartment. The people who live upstairs are furious!



Direct-Temp Paint

Also available from Forrest Paint is Selkirk Gas Vent Paint. The sku is **DP-52H206** and it will retail for the same price as flat black paint (DP-6304).

HearthStone's New "Tunnel"

For the past few years, HearthStone Quality Home Heating Products has been setting their stoves using an electric heater installed inside of each unit for 8 hours to cure the cement. Now, in their much improved quality control centre, HearthStone has implemented a heating tunnel to speed up the process substantially, resulting in better quality stoves arriving in your store.

The process consists of finishing the stove, cleaning off all the excess cement and getting a quality control inspector to give to "go-ahead" to send the

stove thru the heater. Each stove moves along the conveyor at one foot per minute and the tunnel is twenty feet long. It only takes simple math to understand the time savings this creates.

The tunnel is just one of several changes that **HearthStone** has made to ensure their product's quality is among the best in the industry. While in Vermont for the annual winter meetings, Northwest staff were all duly impressed with the rigors a stove must go through to pass.



A Mansfield stove begins the voyage through **HearthStone's** new heating tunnel.

Hearth Classics Early Buy



Amazing Profit Centre

Once again, it's time for the **Hearth Classics Early Buy** program. If you have yet to take part in this program, read on to see the many ways that can improve on your bottom line.

Phase 1

Order 3 pads before April 30th and get 180 day terms or receive a 5% cash discount if full payment received in 15 days.

Phase 2

Order 3 pads before June 15th and get 90 day terms or receive a 3% cash discount if full payment is received in 15 days. In either case, your discount will improve from 40% to 45% for the balance of 2007 on any Yoders product you purchase, provided that you have a fully updated 10 tier display rack in your showroom.

Freight Allowance

It doesn't stop there. If you order as few as two pads, you will receive a freight allowance too. For two pads—\$35, three pads—\$60, four pads—a total of \$85 and if you ship five or more pads, you get a freight credit of \$23 per pad.

There are many other money savings to be had, including full size display pad credits, so call and take advantage of this amazing deal right away.

Stovebright's High Temp Sealant



As seen in Reno

New from Forrest Paint, Stovebright's M230 High Temperature sealant. Available in black, this sealant has a peak temperature of 1100oF and a continuous temperature of 900oF. It will not promote rust when applied to bare metal, unlike some of its competitors. In a 24 hour test, the M230 maintained excellent integrity and constant seal at temperatures of 700oF, while other



brands turned to powder. Once the sealant has air dried, it can then be painted with High Temperature Paint, either before or after it has been heat cured. The M230 sealant only emits a small amount of

gray smoke during heat cure, compared to considerable amounts of black smoke that other brands emit.

Northwest Stoves has made a commitment to this product. We're sure you'll find that it will work for you.





Reno Review—What Lies Ahead

Interesting Things Seen

This Year in Reno, Northwest's contingent found many new and interesting things. These are some of the items to look forward to.

Hearth Classics

Two colour changes to report. Espresso and Sonora are no longer being produced. Java and Mahogany will be replacing these discontinued colours.

All boards will soon be produced with Thermoshield protection, with a tested R Value of 1.01. Another product to soon be available is the Guardian powder coated black stove board, made from the same material as the Thermoshield board. With an R Value of 0.66, it will be available in two sizes when ready this summer.



Peterson's Sierra Log Set with the Flat Pan Burner (FPB)

R.H. Peterson

The ANSI certified Flat Pan Burner (see picture below—left) is available in 24" size and two log styles. Also available as a special order (and ANSI certified) is the Glass Pan Burner which can be used with any of the three valve options.

Pacific Energy



The **Alderlea**, which is the Cast Iron stove with the Super 27 firebox, or T5, will soon be available in both the Vista (T4) and Summit (T6) sizes. The door can be factory installed on a left or right hinge and it has a huge viewing area. The top will "swing out" to expose a cooking surface and the ash lip contains an ash chute for easy cleaning. Pricing for these units will be along soon.

Jotul

Like its woodburning 'cousin' The GI350 DV Gas Insert (see picture below) comes with a full face cast iron front and Fire on the Floor technology.

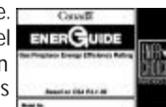


Also available in a larger model (the GI550 DV Insert), each insert comes with a choice of three panel options and has an elegant, clean face design that is perfect for any decor.

Also from Jotul, is the much sought after Majolica Brown and Majolica Blue enamel colours, which are going to be available soon, first in gas products, followed by wood. Majolica's roots can be traced back to ancient ceramic traditions of the Dutch, French and Spanish, among others.



The HPBAC introduces the EnerGuide and EnerChoice programs. These programs, done in conjunction with the Federal Government, assist end users in being proactive in their search for efficient gas stoves and fireplaces. In the coming weeks, you will receive labels in the mail like this one. Each label will pertain to gas products currently in your showroom. The label above is for products that have been identified as EnerChoice, or highly efficient. Please display each label with the tags HPBAC is forwarding to you. Call if you have any concerns.



Early Buy Reminders

We would like to remind you of the ongoing Early Buys and their respective deadlines. Please get your orders in soon!



Patio Comfort

Deadline—To be determined

Primo Grills & Smokers

Deadline—To be determined

Stoves Mix & Match

Phase 2—Begins April 1

ICC Chimney

Phase 2—Begins April 1

Hearth Classics Boards

Deadline—April 30 (phase 1)

Pilgrim Hearth Wares

Deadline—April 20—ASAP!!

Don't miss the chance to increase your margin with these early buy opportunities. If you require information on any or all of them, please call us today.

Hearth Pad Clearance

Due to colours being discontinued, Northwest Stoves has the following popular Espresso and Sonora boards available at **15%** off the retail price (plus your discount) while quantities last. You may include any of these pads if you wish to do a Hearth Classics Early Buy. For more information, see page 2.

Sonora

DY-PS3032C1SO 30x32
DY-PS3636C1SO 36x36

DY-PS4040C1SO 40x40
DY-PS4840C1SO 48x40
DY-PS4848C1SO 48x48
DY-PS5448C1SO 54x48
DY-PE1848C1SO 18x48
DY-PC3636C1SO 36" Corn
DY-PC4040C1SO 40" Corn
DY-PC4848C1SO 48" Corn
DY-PC5454C1SO 54" Corn

Espresso

DY-PS3032C1ES 30x32
DY-PS3636C1ES 36x36
DY-PS4840C1ES 48x40

DY-PS4848C1ES 48x48
DY-PS5448C1ES 54x48
DY-PE1848C1ES 18x48
DY-PC3636C1ES 36" Corn
DY-PC4848C1ES 48" Corn
DY-PC5454C1ES 54" Corn

Also available are the following two original edge boards at an amazing **40% off** list.

DY-S3636CS 36" C. Skies
Reg. \$279 **Sale \$167**
DY-S3636TA 36" Tartara
Reg. \$279 **Sale \$167**



Serving the Fireplace Industry

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"Each project should have a an attainable deadline so that results can be measured and procrastination avoided"

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Bye-bye Bonar—Greetings Bob

It is with sadness that we bid a fond farewell to Dan Bonar, who has blessed us with humour, strong industry knowledge and a popular presence in the office throughout the past year. Dan has been very fortunate to be able to go from here to working hand in hand with the formidable Tom Pugh. Tom has said that Dan will embark on the "Dan Bonar Intensive Training Program" which will land him in a variety of distributors all over North America. With luck, Dan will pop by during a training session in the coming months to say, "Hi." It's going to be very difficult to make through the next year without hearing that familiar phrase, "Boooooonnnnaaaarrrrrrr!!!!!!!" We'll miss you Dan.



Dan & his fiancée Karen last Christmas



Bob working hard in his new surroundings.

But, as one door closes, another one truly opens. So I am very happy to welcome Northwest's newest member, Bob Roy. Bob comes to us after having spent the past year at Coast Wholesale Appliances, where he was in outside sales. He also possesses an AR background. A native of England, Bob has come to us with a good sense of humour, a strong desire to succeed and all important soccer skills. He has taken on the task of being Northwest Stoves' outside salesperson in the Fraser Valley, Cariboo and BC's Peace Region. He will also spend some of his time inside the office. Welcome to Northwest Stoves *Rob Roy!*



Contact Us

To leave a **Voice Mail** please phone **604-856-8750** or **1-888-663-8816**, then enter the extension of the person you are trying to reach and you will be automatically directed to that person's line. We will take your call promptly, or you can leave a voice mail for a quick call back.



Serving the Fireplace Industry For More Than Twenty-Five Years

Web Site Updates

Northwest Stoves in constantly striving to have the most up-to-date, user friendly web site in the industry. Using your dealer access code you can log-in and find price lists, brochures, manuals and technical information that is current and relevant to your needs. All of Northwest Stoves latest products are available on-line, including stove and venting manuals & brochures, as well as links to our vendor's web sites and many other related links. If you aren't sure or have lost your user ID and password, give us a call.

If there is something that you would like to see on our website, please give us a call and let us know. We will do our best to accommodate your request.