

HotTimes

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

MAY/JUNE 2003

ISSUE 3

VOLUME 2

HPBA Expo 2003 - Nashville

by Dan Cook

The HPBA Expo was held March 5th to 8th, and five of us from Northwest Stoves went to Nashville for the show. We arrived after a very early morning, a long day in the air, and lots of waiting in airports. We stayed only minutes away from the show at the "world renowned" (for what...?) Fiddlers Inn. They may not advertise it, but we all noticed the bullet proof glass protecting the front desk...

The Opryland Hotel and Convention Center, site of this year's Expo is amazing. It's huge, with hotels, waterways, restaurants, shops, and the convention center all under one monstrous glass roof. I've included a picture of one small portion of the complex, but no picture can do it justice.



RAY BONAR (ICC/RSF) SHOWING THE RSF TOPAZ ON THE NORTHWEST STOVE'S DEALER TOUR.

One of the things we tried to accomplish this year was a tour of our major supplier's booths. As you can see from the picture we had a good turn out of dealers. A report on what the manufacturers had to show is featured in other articles in this newsletter.

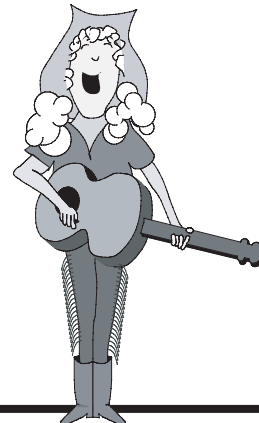
As usual, the show had row after row of fireplaces, stoves, and barbecues. It can be overwhelming and things start to look the same after a while, but a real benefit to attending is the education courses available at the HPBA Expo. Each of us attended several courses. We learned a lot and left with new insight.



PARTIAL VIEW OF THE OPRYLAND HOTEL AND CONVENTION CENTER

Next year the show returns to Anaheim (March 17-20). It will be easier to get to and the flights are less expensive, so mark your calendars. If you are in the hearth or barbecue industry you should seriously think about attending.

Even closer to home for most of us is the WHPBA Forum which is happening May 25th and May 26th, 2003 in Richmond, BC. There are a number of excellent workshops to attend, as well as top-notch keynote speakers, and as always the trade show itself. For more information, visit www.whpba.ca/forum2003 or call 604-298-7105.



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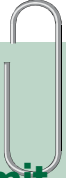
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Jotul - Introduces the Sebago for Fall '03



Pacific Energy- The Summit Classic Debuts

It was exciting to see Pacific Energy finally showing the wood and gas insert surrounds with black trim, not brass. Yes I do mean exciting, since most of us have been waiting for this for years. The ash lip trims on the wood units will also change to black, and the flat glass for the inserts will no longer come with the brass trims. These are things we will be seeing later this year when the existing stock is depleted.

Pacific Energy was also showing the new Summit Classic (available shortly) complete with stainless steel rails and encapsulated baffle. They were asking for feedback on three new colours - Olive, Sand, and Terra Cotta. Also shown was the new Estate with the new log set and burner. A new Estate will eventually be available featuring top or rear venting options, and a bay window option like the Esteem.



THE NEW ESTATE WITH NEW BURNER, LOGS AND BAY WINDOW.

The Sebago direct vent gas stove debuted at the show in Nashville. It is based on the Castine wood stove, and will be available this fall. The Sebago introduces a new burner from Jotul, has a 32,000 BTU input, and received very positive reviews at the show. As well as the usual options and features, a brick panel kit was also shown. By the way, "Sebago" is a lake in the State of Maine.

Jotul also showed a number of units in Iron paint which we all thought looked great. We have the spray cans of Iron paint (DP-155325) available for \$25.99 a can (sugg. list) - see the Jotul accessories pages of your Northwest Stoves Catalogue.

The Castine wood stove was shown with a new single door design. By popular demand, this

new model becomes available later this year. The following prototypes were also shown: the Oslo featured a new 2 piece fibre baffle, and a milled cast iron top



NEW SEBAGO WITH BRICK KIT AND SCREEN

which doubles as a hot plate. The Firelight gas unit offers a new lowered log set which allows for a better fire view.

A contemporary Scandinavian style wood stove was on display and will be available in the future. It has a very unique design, which attracted mixed

reactions. You'll love it or hate it. It is incredibly efficient though (84%), and takes a 13" log, and has 4" rear clearances.

The Camden gas insert and the Tamarack wood insert are also available from Jotul. These two inserts are based on the same chassis, similar to the 3CB and the Allagash. The Tamarack has an easy to remove cast and stainless steel baffle system, Jotul's emerging lattice™ cast iron surround panels, great air wash, and a wonderful burn. Although both of these units are non-stocked items at Northwest Stoves, we do have a matte black Tamarack in stock.



Heartland - Taste is Everything

Heartland Appliances has recently gone through an intensive review of their marketing programs, company positioning, and branding. The result is their new tagline "Taste is Everything", which was introduced at the show. Expect to see new brochures with a more consistent design, showcasing the Heartland lines.

The new larger oven for the Classic ranges will be available later this summer. The 30" will be available first. This new oven is a lot larger increasing its size to a whopping 4 cubic feet. For the first time, these new ranges will also offer true element convection, like that found in the Metro/ Legacy. Included is a 2 heat level warming drawer, below the main oven. Every dealer view-



MIKE HARSTONE IN FRONT OF HEARTLAND'S CLASSIC PORTION OF THEIR NEW SHOW BOOTH.

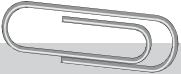


BRAD MICHAEL CONGRATULATES RALPH MACDONALD AND RICK ABBOTT ON ACHIEVING THE NICKEL AWARD.

ing this new unit approved of the larger oven, since this upgrade had been requested for years.

Here are some other items to take note of for Heartland this year:

- The smooth top electric Classic ranges are available for shipping. The new brochures show the glass top units, and it would be a good idea for any dealers with the old hob-style in stock, to clear those out and reorder the smooth-top models.
- Bright gold and brushed gold trim is available as an option for an upcharge. Please call Heartland for pricing if you do not already have this.



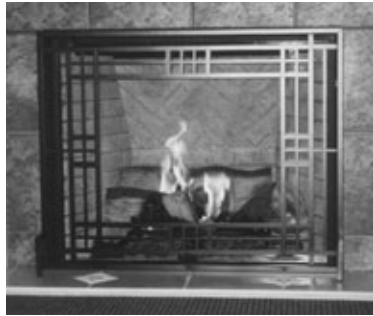
He who comes up with a lot of excuses is always on his "but".

Town & Country

The Talk of the Show

The Town & Country was a Vesta award finalist and really was the talk of the show – whether it was because of its fantastic looks and design, or because of the direct rip-off by an unnamed competitor.

Town & Country showed both the 42" model and the new 36" unit. Both looked great, but it was obvious when seeing them side by side, that the 42" unit will have a stronger impact in the showroom. The 36" unit is now



T&C36 WITH CRAFTSMAN SCREEN

ordering and is tested with 6" Excel and will eventually come with its own air-cooled venting. The 36" unit was also shown in the outdoor burn booth with a fan powered remote heat duct.

Also shown were screens, tool sets, and andirons for both models in three styles – the Classic, Craftsman, and Traditional. This will really allow the dealer, or the designer, to customize the hearth and give each unit a unique look.



'HEARTLAND' CONTINUED

- A new re-designed clock is coming for the Metro/Legacy which is more integrated into the front face of the unit. It features push buttons and less black showing.
- The Metro and Classic dishwasher panels will fit the Asco, Kitchenaid/Whirlpool and Viking integrated models.

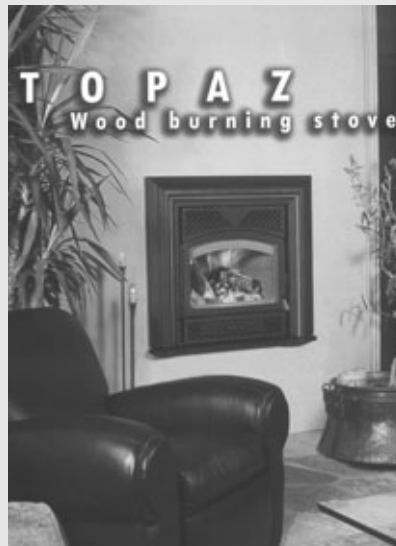
CONGRATULATIONS

to the following
Heartland Award Winners:

RE MACDONALD STOVES - NICKEL
STALWART MACHINERY - NICKEL
LALANI'S APPLIANCES - SILVER
BEST APPLIANCES - SILVER
VAGLIO FIREPLACE, EDM. - SILVER
MIDLAND APPLIANCES - SILVER
TRAIL APPLIANCES - SILVER

RSF Fireplaces - The Topaz is Available

The Topaz is finally in production and the unit was very popular with all who saw it at the show. The unit was shown installed in a panelled wall to demonstrate that this unit really needs no additional hearth items (hearth, brick or rock facing, mantle) to look great. To install the Topaz this way keeps the cost down below many wood stove installations, making it a viable wood stove alternative.



THE TOPAZ'S UNIQUE FAÇADE ELIMINATES THE NEED FOR NON-COMBUSTIBLE FACING.

With the Topaz's EPA performance, hideaway glass door, and open fireplace ability, we expect this unit to sell extremely well this year. If you haven't done so already, ask your rep about the burn unit promotion available on the Topaz.

The Onyx is now going to come with black trim at the top and bottom of the door, again, once stock is depleted. The Opel was shown with brushed nickel

doors, and looked great. It is available for ordering now.

RSF has a new bi-metal damper display that we will be supplying to displaying dealers. This is a real benefit for units that incorporate this feature. Use this to show your customers why they should buy RSF. It is RSF's 'USP' (Unique Selling Proposition).

Mark
Your
Calendars!

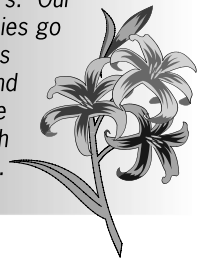
**Cariboo Stove
Exchange Program**
Apr 20th - June 5th, 2003
Cariboo, BC

WHPBA Forum 2003
May 25th & 26th, 2003
Western Hearth Patio &
BBQ Show
Richmond, BC

BC Fall Home Show
Oct 16th - 19th, 2003
BC Place Stadium

Our Sympathies

It was shortly after our return from Nashville when we learned of the death of Glen Yoder, co-founder of Hearth Classics. Glen was known for his kindness, humour, and generosity. Glen is survived by his wife, four sons and three daughters. Our sympathies go out to his family and everyone at Hearth Classics.



HearthStone - 2 out of 3 Vesta Award Finalists



THE MORGAN WOOD BURNING INSERT - ANOTHER VESTA FINALIST FROM HEARTHSTONE.

HearthStone introduced both the new Heritage wood stove and the Morgan wood insert at this year's show and both were Vesta award finalists in the Wood Stove and Insert category. The response to these units was incredible.

is gorgeous; the proportions are perfect and the detailing is exquisite. There were usually so many people hovering around this stove, that you couldn't get in to see it properly.

The new Heritage (available now) is a completely new stove; redesigned from the ground up. It has a larger, deeper firebox, larger viewing area, reduced clearances, better air control, more aesthetically pleasing rear heat shield, and is easier to install. This new Heritage

In the indoor booth, the Heritage was shown in the new Seafoam Majolica enamel. HearthStone's intent was to come out with a color that would stop people in their tracks - and they did. Seafoam Majolica enamel has two very interesting characteristics: One: when it is hot, it will change color, and then return to its original colour as it cools. Two: as it ages the enamel may craze. Crazying looks like little cracks in the enamel, much like the finish you will see on fine china. Most people found that this crazying actually added to the value of the stove, but it is important that the consumer know about this effect before they purchase the stove.



THE NEW HERITAGE PROUDLY SHOWN BY HEARTHSTONE'S DAVE KUHFALH.

The Morgan wood burning insert (available fall 2003) has a nice clean look, with cast iron trim and firebox. The firebox is lined with soapstone and is fronted by a large viewing area with a door that can be hinged on the left or right. The insert body itself can slide in or out, by up to 4 inches, to allow for different fireplace depths.

Like concept cars at an auto show, Hearthstone showed two concept units; the new Sterling gas stove and the new Clydesdale wood burning insert. Also shown was the new Phoenix, which will be available for shipping later this year. It offers new legs, a new door, and new detailing.

Hear Northwest Stoves Ad Campaign on



and



New this year: Northwest Stoves has added broadcast media to its marketing mix. All year long our commercials will feature key suppliers products!

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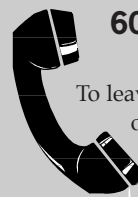
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To leave a voice mail, call and enter the extension of the person you are trying to reach and you will be automatically directed to that person's line. We will take your call promptly, or you can leave a voice mail for a quick call back. No time to talk? Then just send us an email.

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Our website: www.northweststoves.ca

While in Nashville, I put a Canadian dime in a parking meter. The next day I got a ticket from the Mounties!