

# HotTimes

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

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## Peterson's Real-Fyre Log Sets - A Good "Add-On Sale"

by Dan Cook



PETERSON'S WESTERN CAMP-FYRE LOG SET

Log sets add to a room's decor and create a comfortable ambience on those chilly Fall and Winter evenings.

Our Peterson log sets have been selling well this year with sales up over 2002. The dealers who sell these units will have two things in common: **ONE**, they burn a current unit and **TWO**, they offer the log set as an add-on to a sale. Often the dealer will sell an insert in the family room, or a direct vent in the basement, and then offer the log set for ambience in the living room.

Many people have a living room where they do not want a gas unit capable of heating a huge area, but they do want a great flame. The Peterson log sets will do this and you sure can't beat their realistic beauty.

This year we have been offering three log styles - Split Oak, Charred Northern, and new this season, the Western Camp-Fyre. We are continuing to stock the sets in 18", 24", and 30" sizes. We also stock the Peterson See-Thru units in the same three sizes, but in Split Oak only. Our sales show that the Split Oak logs are the still most popular style, but the Charred Northern and the

Western Camp-Fyre are gaining in popularity as more and more dealers are burning them.

The Western Camp-Fyre was very popular when we first saw it at last year's HPBA show in Anaheim. This set brings you the realistic look of fresh cut wood tossed into the fireplace.

When you have a Peterson log set burning in your showroom, take advantage of the burn credit available by sending Northwest Stoves a photo of the log set in use. A completely new log set will have a 100% credit. If a log set has already been on display, but you want to upgrade, then replace the logs and the cost of the logs will be credited back to your account.

Accessories are a nice way to add to your sales, but to sell accessories you must display accessories. Some accessories to consider are cast iron fenders, ceramic pine cones, and wireless remotes.



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### IN THIS ISSUE...

**PAGE 1**  
Peterson's Real-Fyre  
Log Sets - A Good  
"Add-On Sale"

**PAGE 2**  
Wood Burning  
Problem Solving...

How to Maximize  
Employee Productivity

Breaking News

**PAGE 3**  
Heartland Sales  
Continue to Rise!

Great-West Metal  
Hearth Accessories

**PAGE 4**  
Win A Trip to Norway

Our Staff

# Wood Burning Problem Solving - Are you Asking These Questions.

Part 2 in a Series, by Reid Harvey

"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it."

- Lou Holtz

## Quick Facts

### Extended Direct Vent Lengths

Pacific Energy direct vent units now have the maximum vent lengths specified in their manuals accepted by Chris Jorgenson of the Gas Safety Program. Units not on this list have their vent lengths limited by Directive 34.3.

### Jotul Firelight GF DV 600

Page 12 of the manual incorrectly specifies a horizontal vent run of 12" directly off the rear of the stove into a standard horizontal termination. The GF 600 DV is not approved for that type of vent configuration. The GF 600 DV Firelight can vent horizontally a maximum of 24" only into a 36" snorkel.

### HearthStone Ad Materials

Go to [hearthstonestoves.com](http://hearthstonestoves.com) and click on the HearthStone Media Center icon and then click on "All Downloads". A complete list of ad slicks, logos, and 4-colour pictures of all HearthStone stoves will appear.

### Jotul GZ 550 DV Acadia

The firebox of the GZ 550 DV Acadia must be flush with the finished hearth material in front of the unit. This is to allow the control door to open.

We often receive questions about wood burning stoves and their installation. This is the second in a series outlining some questions to ask (with answers) to help diagnose these situations properly.

### Find out more about the chimney:

- What type of chimney is it?
- Is the chimney located inside or outside the house?
- What are the interior dimensions of the chimney?
- How tall is the overall chimney? Above the roof?

With today's high-tech stoves, the chimney is the MOST CRITICAL component of the system. The chimney is the engine that drives the car. It is the heat in the chimney that creates the draft and makes the stove work. It is NOT the stove that makes the chimney work.



NEW JOTUL SINGLE DOOR CASTINE

Chimney height and diameter are crucial. To avoid problems, do not use a chimney flue with a cross-sectional area greater than twice the area of the flue collar on the appliance. Almost all stoves today have a 6 inch flue collar.



## How to Maximize Employee Productivity

From Robert Half International Inc.

### Spell Out Objectives

One of the most common and frequently overlooked reasons why jobs aren't properly completed, is that employees aren't always given clear directions or objectives. When you issue an assignment, spell out as many details as you can. Bear in mind that many employees are embarrassed to ask questions because they are afraid of appearing incompetent.



That is 28.3 square inches of area. The most common masonry chimney is 8 x 12 O.D., which is approximately 6 x 10 I.D. This works out to 60 square inches. Technically, most masonry chimneys would require the addition of a stainless liner for an EPA stove to function at peak performance.

Review these specs with your customer at the time of the sale, and you can avoid problems later on. For more information on chimneys and the questions listed above, phone Northwest Stoves and ask Grant Biech to send you copies of our Wood Burning and Troubleshooting Guide.

## Breaking News

### Northwest Stoves to Rep Ducane

We are excited to announce that Northwest Stoves have entered into an agreement with Ducane Gas Grills of Canada Inc. to become Ducane's sales agent for British Columbia and Alberta. We will be in contact with the existing dealer network about this. If you are interested in becoming a Ducane dealer please give us a call.

**Ducane**  
**GAS GRILLS**  
BUY YOUR LAST GRILL FIRST.



# Heartland Sales Continue to Rise!

by Dan Cook

Heartland has had tremendous success with the new Classic sales. The sell through has been very strong. At Northwest Stoves we have seen the sales for our dealers increase this year from last. Keep in mind that you need to be displaying new product by the end of the year, or you will be excluded from the hot leads program. Place your display orders now.

In the Metro and Legacy series the sleek new clock accents an already exquisitely designed product. Instead of looking like an "add-on" to the control panel, it's now an integrated element.



A new feature has been added to the Metro/Legacy convection mode. You can now turn the bottom element on during convection for a more intense heat at the bottom of the oven; perfect for that flaky pastry or great tasting pizza.



**HEARTLAND'S WOODBURNING OVAL COOKSTOVE: INSTALL AND PHOTO BY RICK AND RHONDA FRIESEN, CRANBROOK'S FIRE PLACE.**

When placing an order for a dishwasher panel, please make sure that you inform Heartland if the panel will be mounted on an Asko dishwasher.

To view current images and logos check out:  
Heartland Media Gallery at: [heartlandapp.com/pressroom](http://heartlandapp.com/pressroom)

## Great-West Metal Hearth Accessories

You have all been sent a price list for the Great-West Metal hearth accessories. If you haven't received it, or need additional quantities, please call Dave Rosvold at Northwest Stoves.

These old fashioned decorative products have many functional uses. They are designed with an antique look, but with the durability of today's finishing and manufacturing techniques. Baked on powder paint finishes include Antiqued Copper, Pewter, and Matte Black.

Now In Stock: tool holders, wood holders, ash containers and coal scuttles. Please see page 87 in the grey, "Accessories" section of the catalogue.



### Quick Facts

#### HearthStone Homestead

When installing a Homestead blower, it must be installed with a rear heat shield, as the heat shield provides the ducting that directs the air forward above the stovetop and into the room. The Homestead blower can be used on a hearth-mount Homestead as long as the rear heat shield does not protrude back into the fireplace opening (unit is fully within the room). This application would not call for a surround.

#### New Pacific Energy Estate

The new Estate is now available to order. The new Estate now can be either top or rear vented (same unit), and now an optional bay window can be added. Make sure you have the new price pages in your catalogue (Apr. 10th, 2003d).

#### Jotul F 400 Castine

The F 400 is now being shipped with a standard bottom heat shield. You will find the heat shield packed inside the firebox. There also is a European air slider inspection cover that is shipped with the stove that should be discarded.



"The less time I have to work with, the more things I get done."

- Andy Rooney





## Mark Your Calendars

**NORTHWEST STOVE'S  
CHRISTMAS HOURS**  
Watch for Updates

**HearthStone's  
Mid-Winter Sale**  
Jan 1st - Feb 28th

**Jotul's Mid-Winter Sale**  
Jan 1st - Feb 28th

**Pacific Energy's  
Promotion**  
Jan 1st - Feb 28th

**BC Home & Garden Show**  
Feb 18th - 22nd  
BC Place Stadium  
Vancouver, BC

**Foodservice Expo**  
Mar 1st - 2nd  
BC Place Stadium  
Vancouver, BC

**HPBA Expo 2004**  
Mar 17th - 20th  
Hearth, Patio, and BBQ  
Industry Show  
Anaheim, California

"Excellence is in the details. Give attention to the details and excellence will come."

- Perry Paxton



## Win a Trip to Norway

**ONE Lucky JOTUL Dealer in BC will Win a Trip to Norway!**

To date, here are the Top Ten Dealers. (listed alphabetically)

All have a good chance of winning. GOOD LUCK!

Comox Fireplace & Patio  
Gray Creek Store  
The Heat Savers  
Hector's Heating

Okanagan Rock World  
Pioneer Fireplaces  
RE MacDonald Stove

Saltspring Home Design  
Sechelt Fireplace  
Vaglio Fireplaces



REID AND BARB HARVEY'S HOUSE, VERNON, B.C.

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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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