

HotTimes

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

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NORTHWEST
STOVES LTD.
5505 - 268th Street
Langley, British Columbia
Canada V4W 3W1

Phone: 604-857-8816
Toll Free: 1-800-663-0462

Fax: 604-857-8963
Toll Free Fax:
1-800-667-6162

Website:
www.northweststoves.ca

HearthStone Wins!



ANDRES DE LEON, PRESIDENT AND DAVE KUHFALH, VICE-PRESIDENT IMMEDIATELY AFTER ACCEPTING THE VESTA AWARD.

Each year HPBA Expo showcases the industry's newest products and innovations. This year's convention, held in Anaheim, March 17 -20 was no exception, with Hearthstone leading the way. If you missed the show, the "buzz" around Hearthstone was created by their all new fires, and a handful of new products. New things are really what the dealers come to see, and HearthStone had it for them.

HearthStone introduced the Tudor Direct Vent Room Heater and with it won the prestigious Vesta Award. The Tudor's distinctive design was created after gathering feedback from focus groups made up of young professionals. It is a small unit with 6600 – 12,000 Btus. It has a super

flame for a little unit, and has the unique function of doors that close to become a radiant heater.

HearthStone introduced their new burner technology in the Tucson, Santa Fe, Stowe, Champlain, and DV Insert. Red House Design has brought a fresh new look to the Sterling. The Sterling now shares with the DV Insert an all-new burner which has an incredible 70% turndown capability in the gas

valve. HearthStone has always made solid gas units with high efficiencies and the ability to heat large areas; now the new flame looks great as well. The new gas product will all be P4 tested for Energuide purposes.

Last year HearthStone introduced two Vesta finalists, the Heritage woodstove and the Morgan insert. This year they introduced the Tribute, a smaller version of the Heritage. Its 1.2 cubic foot firebox is large enough for a 16" log and up to a 6 to 7 hour burn time. This stove will be a popular new addition to your wood stove lineup.

Up until now the Morgan fireplace insert was the only non-catalytic cast iron wood-burning insert on the market. Now there is another larger ver-



HEARTHSTONE'S TUDOR WITH DOORS FOLDED BACK AGAINST THE SIDES. ON TOP SITS THE VESTA AWARD.

sion called the Clydesdale. The Morgan insert is now in stock at Northwest Stoves and the Clydesdale will be a special order product.

HearthStone is promising timely delivery on all of this new product, and based on last year, we believe them. This is shaping up to be an exciting year for HearthStone. With great products, the best warranty, and now the Vesta Award adding momentum, they are positioned for terrific sell through.

- by Dan Cook

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Jotul Updates and Refines

"The difficult we do immediately; the impossible takes a little longer."

Air Force Motto

Quick Facts

JOTUL F 3 CB

The F 3 CB is now being shipped with an ash lip that slides on like the F 400 and F 600. The ash lip will have a solid rib across the top of the tongue and will have a hole in it. When venting any enamel F 3 CB from the top there will be a 1/4" area of non enamel iron visible around the vent outlet.

Please make your customers aware of this prior to the sale.

WIND AND RAIN SHIELD (BI-ERCW)

The Wind and Rain Shield virtually eliminates water entry, even from horizontally driven rain. Testing results show that with a 40 mph horizontal wind, the shield increases draft by at least 60% versus a regular or deluxe cap.

"People only listen to 15% of what you are saying, and only remember 7%."

"Praise publicly, correct privately."

Greg Welsh
Welsh Sales Group-HPBA 2004

FACT: Jotul is the World's Number One Manufacturer of both freestanding wood and gas stoves.

2004 was the year for Jotul to refine and update their already successful line-up.

Following up on the success of the new JotulBurner implemented last year in the Sebago and the new Allagash DV, Jotul will be introducing the JotulBurner in the Nordic, Lillihammer, Allagash BV, and Acadia sometime later this year. The Lillihammer will also see the introduction of opening doors like the Allagash and new standard short legs, instead of the plinth legs (see picture). We will not see these new products until later in the year after Jotul (and us) sells existing stock. Northwest Stoves will keep you posted.

The Tamarack wood insert will come with new surround panels similar in style to the Katahdin. This unit has been renamed the Kennebec and will improve customer appeal with the new surround. The Camden gas insert also receives this attractive new surround.

A small change has helped improve the appearance of the popular Firelight and the 3CB stoves: They have removed the horizontal bars from the doors,



NEW LILLIHAMMER WITH DOORS AND STANDARD SHORT LEGS. AVAILABLE FALL 2004.

allowing for a cleaner more open view of the fire. When you see these new units you will wonder why those horizontal bars were there in the first place!

- by Dan Cook



New Max Insert Looks Like a Hit

Pacific Energy's new Max Direct Vent Insert was a hit with everyone who saw it. One dealer from Langley was so excited that he said it was the best thing he had seen at the show. With lots of flame and red glow, the firebox looks great. The Pacific Energy designers have maximized the viewing area with unusually tall glass, and taking a cue from Town & Country, there are no louvres. To allow for this, the fan and the valve assembly are located on each side of the unit.

Just like all Pacific Energy units, the Max pumps out the heat – both radiant and convective. The unit uses a Maxitrol valve which will be familiar to many of you. This unit will come standard with a brick kit and a remote.

The new burner assembly designed

for the Max has been adapted and will be installed in the new Esteem and Estates. These two units will still use the familiar NovaSit valve.

On the wood side of things – how do you improve on the best wood stoves in the market? You add a new enamel colour, Moka, which will become a premium colour. This Moka colour was test marketed in Ontario last year and sold very well.

Also shown was the prototype Fusion wood stove. This unit, based on the Super 27 firebox, has a more European inspired design, and generated a lot of interest and comments.



NEW MAX DIRECT VENT INSERT FROM PACIFIC ENERGY

If this becomes a production model, those of you needing a more contemporary styled wood stove, will be happy to take a look at the Fusion. A unique feature shown was an oven option that could be added to the top of the unit.

- by Dan Cook

The First Family of Flashings - Vesta Award Winner

Another Vesta Award recipient was ICC, for their "Family of Flashings". ICC introduced the Metal Roof Flashing last year and it was a tremendous success. This

year they offered a new Leaded Roof Flashing, designed especially for tile roofs. This means that ICC Excel will be the first chimney company to offer installers ULC listed



flashings, designed to vent through all typical roofing materials including shake, composition, metal, and tile.

The Metal Roof Flashing will be modified to include a flange for fastening on each side, with a taller profile at the bottom, to allow for larger roof profiles.

Until now, when faced with a metal or tile roof, an installer has had to fabricate a non-tested leaded flashing or substitute a rubberized flashing which will melt or deform under a chimney fire. Soon this won't be the case. Northwest Stoves will keep you informed as to the availability of the Leaded Roof Flashing. - by Dan Cook



RAY BONAR TAKES OUR DEALERS THROUGH THE NEW ICC AND RSF PRODUCT ON OUR DEALER TOUR IN ANAHEIM

Quick Facts

90° ULTRABLACK ELBOWS

The new one piece design for the 6" diameter elbows has already been introduced. The 7" and 8" will be changing to the one piece design as well. Check in the new Excel catalogue for the new modified dimensions.

THERMO DISC FOR THE TOPAZ FAN

The thermo disc for the Topaz fan kit has been eliminated. The Topaz fans are shipped with the wires stripped and with marettes included. The fan can still be hooked up to an external variable speed switch, but it will not turn on and off automatically. This is consistent with RSF's strategy of offering minimal options for the Topaz in order to help sell up to the other units.

Town & Country Unveils Two New Units

Town & Country shared a new outdoor booth with Pacific Energy. The huge tent was kept relatively cool with white insulated walls and a monster air conditioner. Way to go guys – well done!

The TC36 Arch was shown, as well as the TC36 see through, both to rave reviews. The see-through with two large centre flames stopped people in their tracks as they came through the front door. These units are great additions to the line and will help sales immensely.

All the units were shown with the new all-herringbone brick panels. I thought the existing panels looked wonderful, but the new all-herringbone looks even better. Also, new

venting will be available on all units. A power vent option is being worked on and will be an option on all the electronic ignition units. With the new venting and the power venting option, you should be able to install the Town and Country units into almost any situation.

The TC42 will be manufactured with a shorter box – same size firebox and same big flame, but a 16 inch shorter unit and lower mantle clearances. The TC42 was also shown with porcelain black panels, which



NEW TOWN AND COUNTRY 36 ARCH

looked incredible. They gave the unit a much more contemporary feel and added depth with the reflections of the flames.

"Everyone is able to give pleasure in some way. One may do it by coming into a room, another by going out."

Anon

Mark Your Calendars

Northwest Stove's
Dealer Day
May 14th, 2004
- watch your email and
faxes for updates.



We Have A Winner!

Congratulations to Tim Struch of Pioneer Fireplaces for winning the Jotul trip to Norway. Tim and Carey will be going for a week in June along with Mike Harstone.



RSF Debuts the new Chameleon



The Topaz was a huge success last year for RSF as it accounted for 33% of their total unit sales. At the HPBA Show in Anaheim, RSF unveiled the entry level, value added, Chameleon line of fireplaces. The Chameleon utilizes the Topaz EPA firebox, but does not include the hideaway door.

The Chameleon will be offered at an attractive entry level price point and earns its name from the distinctive facades available as options. We will keep you posted on the availability of the Chameleon.

The EPA fireplace category was the fastest growing category in the industry in 2003. (nearly 50% more product!) Those of you with RSF in your line-up are positioned to be in the right place at the right time.

- by Dan Cook

Quick Facts

TOPAZ TERMINAL BLOCK

Now that the thermo disc has been removed the terminal block has been removed as it is not required.

TOPAZ GRAVITY VENT KIT

The RSF now has a dedicated gravity vent for the Topaz (CR-FDVT).

"Talking a consumer out of putting in a pellet stove is like asking a CBC radio listener to change his radio station."

*Rick Springer,
Warm Hearth Heating*

Our Staff

TODD AYLEY (ext# 21)
email: taylor@northweststoves.ca

GRANT BIECH (ext#22)
email: gbiech@northweststoves.ca

DAN COOK (ext# 26)
email: dcook@northweststoves.ca

MIKE HARSTONE (ext# 30)
email: mharstone@northweststoves.ca

REID HARVEY (ext# 55)
email: rharvey@northweststoves.ca

DAN KOSOVIC (ext# 27)
email: dkosovic@northweststoves.ca

JOHN MITCHELL (ext# 54)
email: jmitchell@northweststoves.ca

DAVID ROSVOLD (ext# 31)
email: drosvold@northweststoves.ca

WAYNE ROURKE (ext# 32)
email: wrourke@northweststoves.ca

DAWNE SCHILDT (ext# 29)
email: dschildt@northweststoves.ca

GREG STALMAN (ext# 36)
email: gstalman@northweststoves.ca

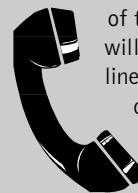
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No time to talk?

Then just send us an email.



Our email: nws@northweststoves.ca

Our website: www.northweststoves.ca