

ITS TIME HAS COME!

Electric Fireplace sales are now moving well through the specialty hearth retail network, and the market for those products is enormous.

By Bill Senebeck

Electric fireplaces have long been a shadow product for most specialty hearth retailers...

Electric fire sales continue to grow, say manufacturers...

It's our fastest growing product category, and we're heavily investing in it. Napoleon is not the only manufacturer...

Glen Dimplex America's COPI-BX1500 LS Spacers See-Through

Electric fire sales for 2019 were "tremendously successful" for Glen Dimplex America...

include electric fires in their offerings rather than gas or wood fireplaces...

New from Glen Dimplex, electric patio heaters introduced in three wattages...

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Electric Fireplaces |



SimpliFire Allusion 60 from Hearth & Home Technologies

Electric fires sold "really well" in 2019 for Hearth & Home Technologies (HHT)...

clean-faced linear models with more premium features than the company's Allusion Series...

Today's consumers are more aware of quality electric fires, says Kuefler. "We're seeing a trend toward more high-end models..."



E60 Corner Style Electric Fireplace from European Home

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European Home has not been known for electric fires, but it began offering this category a year and a half ago...

European Home is seeing increasing sales of electric fires for hospitality and commercial installations...



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60-TRU-VIEW-XL 3-sided electric fireplace from Amanti

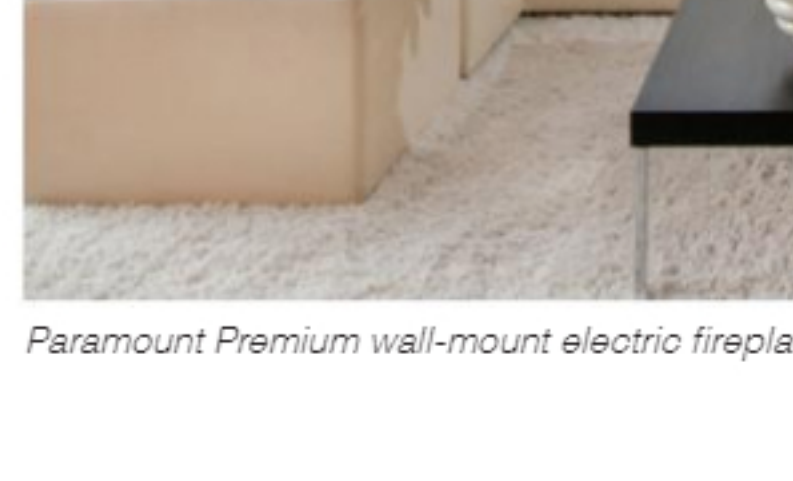
Markham. "We're striving to have our electric fire feature extremely realistic, flickering flames in front of wood panel openings..."

"A trend today is designers wanting much taller, linear models with big log sets. Another trend is back to logs rather than glass or rocks..."

Amanti's sales of electric fires in 2019 "better than 2018 and are definitely continuing to grow"...

While most of its sales go through mass merchants, JR does sell to specialty hearth product dealers...

"Our goal for this year and next is to strengthen our brand," says Richards. "We are updating our technology and flames..."



Paramount Premium wall-mount electric fireplace by JR Home Products

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says Donna Lewis, director of Product Development and marketing. "Although electric fires are just one of the many products we offer..."

"We've gotten away from cabinet models, and now feature wall-mount electric fires that also can be built in..."

Electric fires are selling "very well" for Innovative Hearth Products (IHP)...

"We're offering a growing number of models with more realism and more features."

NEW 2020 PRODUCTS FEATURING NEW HYBRID FX™ FLAME TECHNOLOGY. GOOD SPECTRUM SLIMLINE 2x4 Recess / Wall Mount. BETTER LANDSCAPE PRO SLIM 2x6 Built-in / Clean Face. BEST LANDSCAPE PRO MULTI Multi-Sided Built-in / Clean Face.

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Michael Lewis also thinks electric fireplaces may help with the industry challenges of decreasing incident rates...



Landscape Pro Multi from the Landscape Pro and Spectrum Slim Series by Modern Flames

Consumers have become more accepting of electric fireplaces, and those sales are away from a traditional fireplace and gone to more linear styling...

extensive website, according to Howard Birnbaum, president. "We tried to sell through brick-and-mortar stores..."

It was an "amazing" sales year with electric fires for MagikFlame, a company recently built in the gas category...

Birnbaum sees "status quo" for the industry in 2020. "The industry appears to be doing well with what it's offering..."



MagikFlame HaloFlame Trinity Electric Fireplace with Mantel Package

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Birnbaum says that while many competitors offer \$600 or \$800 models, MagikFlame's suggested retail prices are around \$3,000...

Modern Flames, celebrating its 10th anniversary selling electric fires, had a "good sales increase" in 2019...

May every home have a HEARTH. Electric fireplaces can provide a stunning solution in homes without gas or attached housing where venting is a challenge. HEARTH & HOME SimpliFire. Providing warmth and comfort where people live, work and gather.

Electric Fireplaces |

Modern Flames is improving its technology, specifically more realistic flame appearance. "We're positioning ourselves for the future by taking our products to the next level..."

are perfect for projects such as high rises and restaurants. "Czerwonka says Napoleon's sales for hospitality and commercial installations are "less than 15% of our sales..."

Foy says homebuilders are paying "a lot more attention" to electric fireplaces. "While a builder thinks a fireplace is too expensive, many now are looking at electric models with easier installation..."



Trivista 3-sided Electric Fireplace from Napoleon Classics

About 25% of Modern Flames' sales now are for hospitality and commercial installations. "This is a growing opportunity for hearth product dealers..."

Czerwonka sees the technology in electric fires rapidly increasing with new innovative features. "You now can control your fire with your hand held device..."

"Electric fire sales have been outstanding" for Napoleon Fireplaces, says John Czerwonka. "Our percentage sales growth in this category last year was in mid-double digits..."

Regency Fireplace Products is another newcomer to electric fires, having entered the category a year ago...

For the last decade, fewer fireplaces have been included in new homes, says Czerwonka. "Electric fireplaces now offer a reasonable solution for homebuilders..."

Although a newcomer, Regency always is expanding its line from its current four high-end, linear, contemporary models...

The company has new builder models in 36- and 42-inch sizes. "These models

are floored at dealers who are not selling electric fires. They have to play at higher price points than the Big Box stores..."

Spielli sees the electric fire category growing. "As an example, five years ago no one manufactures offering electric cars..."

Although a newcomer, Regency always is expanding its line from its current four high-end, linear, contemporary models...

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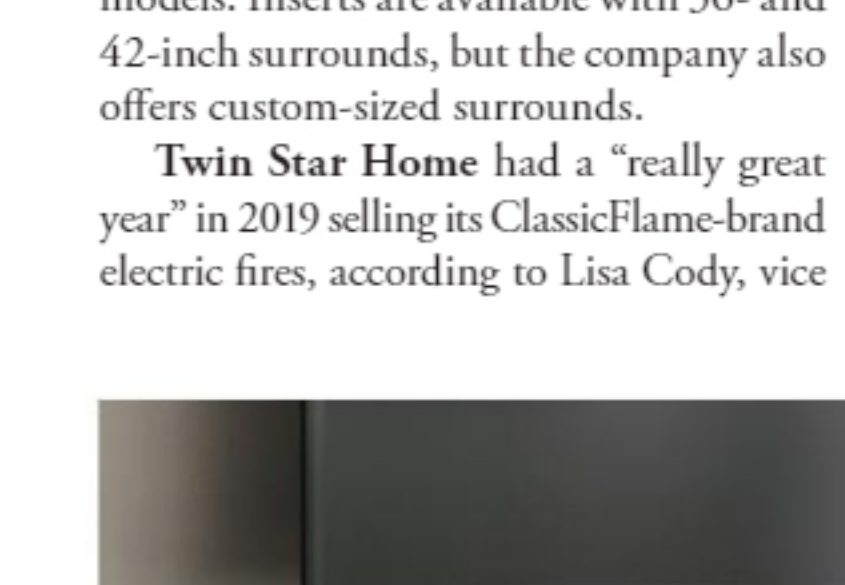
sale instead of the 'cash and carry' models found at the Big Box stores..."



29-inch Electric Fireplace insert from The Outdoor GreatRoom Company

Twain Star Home is "doing well" with its TV-stand furniture featuring an electric fire and including Bluetooth speakers and remote controls...

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Twin Star Home's Media Mantel with ClassicFlame Panoramic Electric Fireplace

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