

March 2013

YOU TALKED, WE LISTENED



CHANGES TO HHT CONCEALED DAMAGE POLICY

Based on feedback from you, we have made important updates to the HHT Concealed Damage Policy. When a product arrives damaged which could not be discovered at the time of the delivery, this is called concealed damage. In the event that concealed damage occurs with will call, Truckload (TL) or Less-than Truckload (LTL) carriers, please contact your claims representative within 30 days of delivery.

HHT will issue 100-percent credit for concealed damage claims when notification is received within 30 calendar days of delivery. HHT will not issue credit for concealed damages when notification is received past 30 calendar days from the delivery date.

P38+ ROOM SENSOR - NOW STANDARD

Due to your customer feedback, the P38+ Pellet Stove will be shipped with the Room Sensor standard at no additional cost. This update will be effective March 4, 2013, with serial #008163189.

Thank you to these customers for their comments via the “comment/complaint” section of the myhht.com homepage:

- Ted Wilder - Clearview Fireplace and Patio
- Jack Wofford – Wizard Hearth & Home
- Mark Van Valkenburg - Home Heating Headquarters

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PRODUCT

INTRODUCING SIMPLIFIRE™ ELECTRIC FIREPLACES

Hearth & Home Technologies® is pleased to announce launch of the new SimpliFire brand of electric fireplaces. The electric fireplace trend is alive and thriving, and the new SimpliFire line of products meets that trend with unmatched ease and comfort. This premium line will feature 8 units (7 for Canadian Customers) across the three most popular platforms, Wall-Mount, Cabinet and Built-In. The trend is real and the potential is growing. Capitalize on Fire Made Simple.

This new line of electric fireplaces will replace the current line of Simplifyre™ electric fireplaces. The last date to order current units is March 8, 2013, shipment must be taken by June 30, 2013.

New SimpliFire line sales information and brochure is available here:

- [Dealer Sales Primer](#)
- [Installing Distributor Sales Primer](#)
- [Brochure](#)

Complete marketing materials including photos, video, sell cards, owner's manuals and price sheets are available on myhht.com.

The wall-mount and built-in units will ship from RDCs in late March, and the cabinet units will follow in May. **Start placing your orders today!**



fireplaces.com/blog



facebook.com/HarmanStoves



twitter.com/HarmanStoves



youtube.com/HarmanStoves

PROGRAMS

2012 MYHHT REWARDS PROGRAM - TRIP WINNERS

myhhtrewards

We are pleased to announce the following myhht Rewards trip winners for both the Sales Representative and Owner programs. Their hard work and dedication to our industry leading brands has earned them and a guest an all-inclusive trip to the Westin Playa Conchal Resort in Guanacaste, Costa Rica. Congratulations!

Dealer Channel Program:

Matt Brownell – Coastal Farm & Home Supply
Todd Ackerman – Wood Heat LLC
Mike Berge – Fireside Hearth & Home St. Cloud
Don Ferry – Buy The Fire
Byron Dixon – Olympia Fireplace Supply
Randy Nickerson – Fireside Hearth & Home Eau Claire
Susan McVety – McVety's Hearth & Home
Jim Gagnon – Gagnon Clay Products
Beth Graham – Evergreen Home & Hearth
Jeanine Doubek – Alaskan Fireplace Co.
Mike Kyle – Dayton Fireplace Systems
Joe Biber – Preston Trading Post
Bob Long – Fireside Hearth & Leisure
Emma Pratt – Godfrey & Black Fireplaces and More
Michael Huss – Fireside Hearth & Home
Craig Turano – The Fireplace Store
Jeff Gutkes – Basic Energy East/Northshore Fireplace
Rocky Gaslin – Rocky's Stove Shoppe

Jeremy Parsneau – Lacrosse Fireplace Co.
Jim Farr – Farr's Hardware, Inc.
Dan Devlin – Southwest Fireplace
Wayne Stritsman – Best Fire Inc.
Tim Shimek – Glowing Hearth & Home
Jared Smith – Royal Overhead Door
Tom Haley – Haley Comfort Systems
Chad Merrill – The Stove Depot, Inc.
Kate Fallon – Home & Hearth, Inc.
Ross Shultz – Coastal Farm & Home Supply
Darin Devries – Fireplace Professionals, Inc.
Morgan Keller – Wood Heat LLC
Chris Swier – Fireplace Professionals, Inc.
Joey Glenn – Nixa Hardware
Erik Rast – Preston Trading Post
Bill Morissette – Fireside Hearth & Home – St. Cloud
Steve Droogan – Wood Heat LLC
Kresta Craig – Fireplace Center – Billings
Darren Cooper – Coastal Farm & Home Supply – Oregon City

Mike Frangipane – Wood Stove & Fireplac Center/ Alternate Energy
Rick Thebo – Gagnon Clay Products
Howard Scriptor – KC Stoves and Fireplaces
Ashley Mainville – Rocky's Stove Shoppe
Christine Upton – NW Natural Appliance Center
Cliff Ezell – Comforts of Home
Wynston Withers – Fireside Hearth & Home Utica
Matt Freiberg – Fireside Hearth & Home Willmar
Matt Gullerud – Fireside Hearth & Home Eau Claire
Cynthia Heffley – Heffley's Hearth & Home
Peter Curran – Hearthside Fireplace & Patio
Trevor Narvasa – NW Natural Appliance Center
Shonda Stolz – Stolz Stove Sales
Wally Ren – Fireside Inc.
Tia Withers – Fireside Hearth & Home Canton
Jon Pierce – Fireside Hearth & Home Minnetonka

Installing Distributor Channel Program:

Matt Schulte – Western Fireplace Supply
Sarry Frusco – Perfection Fireplace
Jim Iversen – Rio Grande Co.
Jeff Goodwin – Complete Home Concepts
Mike Koster – Williams Distributing
Jeff Funk – Lumbermen's Brick & Supply
Jeff Bowen – Graves Fireplaces, Inc.
John Waterstraat – Fireside of Washington
Bruce Brown – AMI Fireplace Co.
Dan Parrish – Parrish & Company

Reed McCloskey – AMI Fireplace Co.
Bob Balder – Fireside of Washington
Kevin Kraich – Rio Grande Co.
Scott Lewison – Fireside Hearth & Home Twin Cities
Nick Wilde – Fireside Hearth & Home Twin Cities
Gary Reuter – Hearth & Home Distributors of Utah
Ulan Thacker – Perfection Fireplace
Clete Webb – Trinity Hearth & Home

Chris Jones – Fireside Hearth & Home Bridgeville
Kevin Casper – Hearth & Home Distributors of Utah
Chris Tenan – Western Fireplace Supply
Karel Brazelton – Trinity Hearth & Home
Tom Klubert – Perfection Fireplace
Brandon Gentry – Dealers Wholesale
Dane Threlkeld – Western Fireplace Supply
BJ Hogge – Hearth & Home Distributors of Utah

The myhhtRewards Program continues in 2013. If you are not yet signed up, contact your Territory Manager to enroll today and start earning points and rewards!

2012 – 2013 U. S. TAX CREDIT

The reinstated tax credit on select biomass products for qualifying purchases made between January 1, 2012 and December 31, 2013 has been updated to a straight \$300 rebate on the purchase or installation of qualifying biomass products with a \$500 lifetime limit. In order to help you promote this offer, we have created two highly effective Tax Credit Toolkits. The comprehensive toolkits include:

- Process Resources:
 - Qualifying Product List by Brand
 - FAQs for Dealers
 - Consumer Details
 - Tax Credit Certificate
- Advertising Toolkit:
 - Poster
 - Ad Slicks
 - Table Top Flyer
 - Web Banners

Visit myhht.com to download this toolkit today and start promoting biomass products in your showroom.

PROMOTIONS

TWO GREAT PROMOTIONS!

Harman customers have two great promotions to offer consumers during Q1. These two exciting Q1 promotions are now live! Visit myhht.com for additional information and marketing toolkits.

1. Triple Coupon Promotion

On Tuesday, February 19, 2013, we implemented a short-term Triple Coupon Promotion. This coupon is only available on www.harmanstoves.com until March 18, 2013. During this timeframe the \$300 online coupon will replace the \$100 coupon and will feature a shorter, **14-day expiration** to drive consumer urgency and traffic to your showroom. All dealers who carry Harman products are required to participate in this promotion, and are automatically opted-in at a 50/50 split. All claims for the Triple Coupon Promotion must be submitted on myhht.com within 45 days of purchase.

2. The Pellet Event Promotion

Between February 18, 2013 and March 18, 2013, you can offer consumers big savings! With the purchase of a qualifying product, consumers are eligible for \$200 towards pellet fuel, a \$300 tax credit and this offer can be combined with the Triple Coupon Promotion. This promotion features a comprehensive marketing kit available to download on myhht.com. Opt-in for this promotion is now closed. This offer, valued at \$200, will be split 50/50 between HHT and the Dealer. Claims must be submitted on myhht.com within 45 days of purchase.



MERCHANDISING

SIMPLIFIRE™ CORE POINT OF SALE

Use Core POS to promote SimpliFire in the showroom.

- Product specific Image Sell Cards
 - Free download on myhht.com
 - Marketing Support > Marketing Tools > Showroom | Design Center Merchandising > Sell Cards
- 36" x 14" Brand Sign
 - Order through myhht.com
 - Marketing Support > Marketing Tools > Showroom | Design Center Merchandising > Order Point of Sale
 - Co-opable
- Carriers (wall, mantel and floor)
 - Order through myhht.com
 - Marketing Support > Marketing Tools > Showroom | Design Center Merchandising > Order Point of Sale
 - Co-opable
- Brochures
 - Order through myhht.com
 - Marketing Support > Marketing Tools > Literature > Order Literature
 - No charge
 - Available after March 20, 2013



Simplifire Sell Card & Brochure Holder



Simplifire Brand Sign

MYHHT TRAINING

HPBEXPO 2013 TRAINING OPPORTUNITY

"Maximizing your Sales and Service to Improve your Bottom Line"

Join us at HPBExpo for an interactive discussion on how to coordinate your sales, install and service efforts to exceed ever-increasing consumer expectations. The Hearth & Home Technologies installation and sales training team will be available to help you design a comprehensive training plan that will fit your business needs and position you as the leader in your market. Adult beverages and soft drinks available. *(This course is available only to current HHT customers)*

Presented by: HHT Service & Installation Training Team

NFI CEU Credits: 2 electives

Date: Friday, March 15, 2013

Time: 3-5pm

Location: Room N320EF in the Orange County Convention Center

Click the link below to register for this training opportunity. **Registration deadline:** March 8, 2013.

[Register for Training ▶](#)

HHT INFORMATION

HHT AT HPBEXPO

Fire Up the Future



Join us as we lead the way into 2013! At this year's HPBExpo, we will be introducing new products along with exciting sales and marketing programs to help you drive more sales and profit in 2013. Our key events include:

- **HHT Exhibition Booth**
Thursday, Friday, and Saturday
Preview our newest sales and marketing programs, attend product presentations by brand throughout the day and enjoy our Booth Happy Hour with hands on experience with our products.
- **HHT Sponsored Party**
Thursday at 7:00 p.m.
HHT leadership will present the 2012 branded customer awards and connect with you, our valuable hearth partners.
- **HHT Breakfast Meeting**
Friday at 8:00 a.m.
Join HHT leadership for breakfast, and learn about our 2013 vision and business building strategies for you.

We look forward to seeing you at HPBExpo 2013 in Orlando, Florida on March 14 - 16th.

SELLING INTO CANADA

As a reminder, dealers located in the United States are not permitted to sell products to Canadian customers. With specialized work permits required for any type of work done across the border, US dealers cannot provide service to these units once installed in Canada. If a Canadian customer is interested in purchasing from your US showroom, please direct them to our comprehensive Dealer Locator on www.fireplaces.com to locate a Canadian HHT dealer.

An additional condition is being added to the warranty policy:

This warranty is only valid in the country in which the HHT authorized dealer or distributor that sold the appliance resides.

Installation Manuals are being updated over the next 5-6 months with the warranty statement above. This will disallow warranty on HHT product installed outside of the country in which it is sold. If you suspect a consumer is purchasing in the US with intentions to install in Canada we strongly advise you bring this to their attention.