

HHT AT HPBEXPO THE TIME IS NOW

Time to make money. Time to explore new tools. Time to reconnect with old friends. Time to reshape the hearth industry! HHT is going to the HPBExpo like never before! Make plans to attend four key events:

1. HHT Exhibition Booth
2. HHT Breakfast Meeting
3. HHT Training Seminars
4. Friday Night Fever: Hearth Industry Party

Visit [Dealer Corner](#) to learn more about these key events and pre-register.



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LEAD TIME DISCOUNT PROGRAM

The Lead Time Discount (LTD) Program is a great way to save BIG and is an ongoing program with orders accepted throughout the year. The chart to the right outlines the level of purchases and potential savings you can enjoy. Take advantage of the unique combination of savings and flexibility built into the ongoing LTD program today. Visit [Dealer Corner](#) for the LTD program letter, qualifying products and flooring program information.

Lead Time Discount
The best time to save is **TODAY!** HEARTH HOME

Lead Time Discount	Month	Target % of Units on Order/On Hand
6%	6 months out	20% - 30%
5%	5 months out	30% - 40%
4%	4 months out	40% - 50%
3%	3 months out	50% - 60%
2%	2 months out	60% - 70%
1%	1 month out	70% - 80%
Normal Orders	During Month	Remaining product as needed

↑ SAVINGS
↓ FLEXIBILITY

ONLINE COUPON CAMPAIGN EXTENDED

After hearing lots of positive feedback from you, our valued customers, we are excited to announce that we are extending our pay-per-click campaign and online coupon into Q1 2011. This will serve as our Q1 promotion.

Here's a snapshot of the early success of this new promotional activity:

- Web traffic - Up 13%
- Online dealer searches - Up 17%
- Coupons emailed to consumers - Over 27,000

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TAX CREDIT EXTENDED FOR 2011

President Obama recently extended the tax credit for biomass heating appliances, but with some important modifications, as outlined below:

- Purchase of qualifying product must be made by Dec. 31, 2011.
- 10% tax credit for the purchase price, capped at \$300.
- Products must have a 75% efficiency rating, therefore the same Harman products qualify for this tax credit as in previous years.
- Tax credit applies to appliance purchase price only – not installation costs.
- For years 2006 – 2011, there is a \$500 cap on home efficiency tax credits claimed by a single consumer. For example, if a consumer claimed \$300 in 2007, they can claim only \$200 in 2011. However, consumers who claimed a \$1,500 tax credit as part of the 2009/2010 tax credit will benefit from the full amount, but are not eligible for the new \$300 credit.

Consumers with questions about the tax credit should consult their tax advisor. Additional information is available on [Dealer Corner](#).

BIOMASS CAMPAIGN UPDATED FOR 2011

We have updated our existing biomass campaign material for use in 2011. Visit [Dealer Corner](#) for a great advertising toolbox complete with updated print, radio and TV options customizable to fit all your pellet marketing needs. Continue to help your consumers realize the value of heating with pellets today.

PELLET DISPLAY FEEDERS NOW AVAILABLE!

Back by popular demand!

The Pellet Display Feeder is an educational countertop display that demonstrates the Harman Patented Feeder and Burn Pot in action. Simply add pellets and turn it on. The window in the feeder area shows the pellets dropping and feeding into the burn pot. Pellet display feeders are available to order (part #1-00-677191) and are eligible for co-op credit. To have your display feeder ship with your stove order, simply add it to your stove order. Visit [Dealer Corner](#) for additional information.



EXTENDED TECHNICAL SERVICE HOURS TO SUPPORT BUSY SEASON

Now through the end of February 2011, the hours of operation for Tech Service will be:

- 8:00 am to 6:00 pm EST

As a reminder, peak call time is typically during the lunch hour therefore the best times to call are early morning and late afternoon. We hope these extended hours will help you during the busy season.

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