



Core Point of Sale

2011

“More merchandise is sold as a result of in-store presentation than all other forms of marketing & advertising.”

Joseph Weishar Author: The Aesthetics of Merchandise Presentation

Hearth & Home Technologies understands the importance of retail merchandising.

Our Core POS program was designed to be:

SIMPLE

COMPELLING

CONSISTENT

myhht POS: Enhanced Point-of-Sale

The enhanced point-of-sale program was designed to **MAXIMIZE** your sales opportunity and **MINIMIZE** your effort in presenting products in the most effective format. The following materials will soon be required for our Authorized Dealers to help their consumers:

1. See



2. Understand



3. Buy

Product Messaging Center

Carrier holds all product messaging in one clean location

3 Key Components:

- Sell Card
- Scream Cards
- Carrier (holds product brochures)

RED40 Direct Vent Gas Fireplace		HEAT & GLO No one builds a better fire	
<ul style="list-style-type: none"> • Heats up to 2,080 sq. ft. • 40" viewing area • Ribbon of flame enhanced by LED accent lighting in up to seven different colors 			
STEP	DESCRIPTION	AS SHOWN	YOUR RANGE
1	CHOOSE YOUR MODEL:		
	RED40-LCG (clear media)	\$6,799	\$4,499 - \$6,799
2	CHOOSE YOUR SURROUND & FRONT:		
	<ul style="list-style-type: none"> • Absolute black granite surround • Mesh front (included) 	\$929	\$929
3	SELECT YOUR OPTIONS:		
	<ul style="list-style-type: none"> • Glass media: Clear, Blue, Green, White, or Onyx 	\$209	\$209 - \$519
4	FINISH YOUR WALL:		Customized to your project
	<ul style="list-style-type: none"> • Cultured Stone • Shelf Mantel 		
5	LET US HANDLE YOUR INSTALLATION:		Customized to your project
	<ul style="list-style-type: none"> • Standard Installation Package 	\$895	
Total Price		\$8,832	

Direct Vent technology

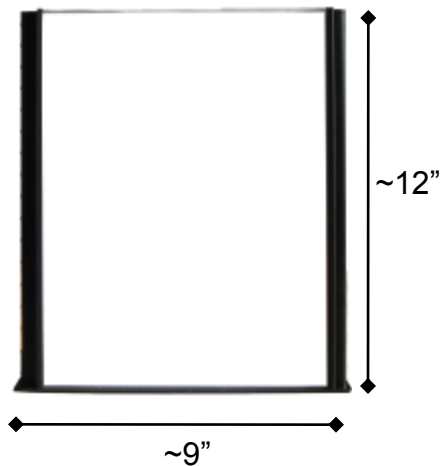
- Safety
- Convenience
- Saves money

IntelliFire™ Ignition System

Lights the pilot only when needed, saving you \$10 a month.

Carrier Options

Wall \$24



Preferable Selection – use when there is available space on wall.

- Mounts on wall to the left side of the product.
- The base of the carrier should be between 43” and 51” from the floor.
- This height measurement should be consistent throughout the showroom.

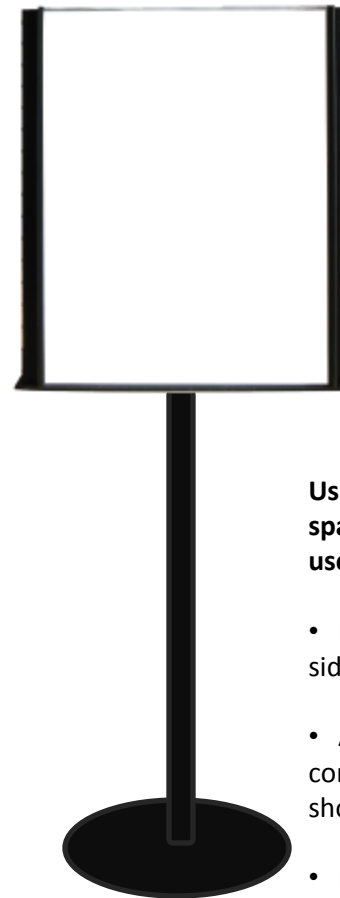
Mantle \$31



Use when wall space is not available or when wall is too far behind product to read.

- Place on left side of mantle/hearth .
- Place on top of non burning stoves.

Floor \$75



Use when there is no wall space, mantle or hearth to use other Carrier options.

- Place on floor to the left side of the product .
- Adjustable heights, be consistent throughout the showroom.
- Best application for burning stoves.

Carrier must be featured with every product

Brand / Fuel Signs – dealer only

1. See



Dealer only

Brand / Fuel Sign \$48

Why: To direct consumers to a specific brand/fuel.

Where: Hang these above the brand/fuel area in your store.

- 1 for each brand / fuel category (not one for every product)
- 14" wide x 36" tall
- 2-sided
- Hang from ceiling or on wall

Brand / Fuel Signs

HEAT & GLO.
No one builds a better fire


GAS



Innovation
Design
Best in Gas

heatilator
The first name in fireplaces


GAS



Value
Dependability
Most recognized brand

QUADRA-FIRE
NOTHING BURNS LIKE A QUAD

GAS



Pe

QUADRA-FIRE
NOTHING BURNS LIKE A QUAD


WOOD



Cleanest Burning
Easiest to Operate
Most Durable

QUADRA-FIRE
NOTHING BURNS LIKE A QUAD


PELLET



Most durable
Jam-free feed system
Easiest firepot cleaning

HARMAN
BUILT TO A STANDARD, NOT A PRICE


COAL



Cle

HARMAN
BUILT TO A STANDARD, NOT A PRICE


WOOD



Even Heat
Long Burning
Distinctive Features


HARMAN
BUILT TO A STANDARD, NOT A PRICE

CENTRAL HEAT



HARMAN
BUILT TO A STANDARD, NOT A PRICE

PELLET



urns any
de pellet
ren heat
n 1 degree
minimal
ntainance

Easy Steps Signs – FHH only

1. See



FHH only

Build Your Own **Fireplace** in 5 Easy Steps

- 1 Choose your fireplace model
- 2 Choose your front
- 3 Select your options
- 4 Finish your wall
- 5 Let us handle your installation



Easy Steps Sign \$58

Why: To help consumers understand the design process by category.

Where: Hang these in each category area of our store.

- 1 for each category (not one for every product)
- 22" wide x 28" tall
- 2-sided
- Hang from ceiling or on wall

Easy Steps Signs

Build Your Own **Fireplace** in 5 Easy Steps

- 1** Choose your fireplace model
- 2** Choose your front
- 3** Select your options
- 4** Finish your wall
- 5** Let us handle your installation



Build Your Own **Insert** in 5 Easy Steps

- 1** Choose your insert model
- 2** Choose your surround & front
- 3** Select your options
- 4** Finish your wall
- 5** Let us handle your installation



Build Your Own **Stove** in 4 Easy Steps

- 1** Choose your stove model
- 2** Select your options
- 3** Finish your wall
- 4** Let us handle your installation



Scream Cards

2. Understand



AUTOMATIC COMBUSTION CONTROL

Set it and forget it,
keeps heat at your
desired level.

Scream Cards \$3

Why: To deliver key messages to consumers.

Where: Attaches to side of carrier for all products featuring that technology.

- Limited 2 per product Carrier
 - Select up to 2 per product based on featured technology of each unit, and what is relevant in your marketplace
- 3 ½" x 3 ½"
- 2-sided
- Attaches to Carrier

Scream Cards

**PATENTED
FireBrick[™]
TECHNOLOGY**

- Keeps the heat in and cold out
- Realistic masonry look
- Large viewing area

Direct Vent[™]
technology

- Safety
- Convenience
- Saves money

IntelliFire[™]
Ignition System

Lights the pilot only when needed, saving you \$10 a month.

IntelliFire[™]
Ignition System
Plus Wireless Control

You choose: pilot on for heat, pilot off for energy savings.

**ADVANCED
ENERGY**

Easy

- Programmable thermostat
- Minimal maintenance

**QUAD
BURN^{4X}**

Amazing fire, releases more heat and less emissions

**AUTOMATIC
COMBUSTION
CONTROL**

Set it and forget it, keeps heat at your desired level.

FireDome[™]
technology

Up to 17 hours of even heat with each load of wood.

PELLETPRO[™]
SYSTEM

Superior performance burning any grade of pellet.



Verti-Flow[™]
Coal Stoker

Maximum efficiency from each piece of coal.



Sell Cards

3. Buy



MT. VERNON AE PELLET INSERT		QUADRA-FIRE	
• Heats up to 2,070 sq. ft.			
• 56 lbs. hopper capacity			
• Flexfuel allows fuel to be changed to save you money			
STEP	DESCRIPTION	AS SHOWN	YOUR RANGE
1	CHOOSE YOUR MODEL: MTVERNONINGAE-MBK	\$3,799	\$3,799
2	CHOOSE YOUR SURROUND & FRONT: • Standard surround • Cast trim kit	\$159 \$259	\$159 - \$209 \$259 - \$379
3	SELECT YOUR OPTIONS: • Ceramic logs	\$109	\$49 - \$379
4	FINISH YOUR WALL: • Cultured Stone • Shelf Mantel		Customized to your project
5	LET US HANDLE YOUR INSTALLATION: • Standard Installation Package	\$895	Customized to your project
Total Price		\$5,221	

Sell Card \$ no charge

Why: To deliver product and project details to consumers.

Where: 8 1/2 " x 11" downloadable/printable sheets that are placed in front sleeve of carrier.

- Download
- Customize with your MSRP
- Print in store


Sell Cards

Novus nXt42361
Direct Vent Gas Fireplace



- Heats up to 1,460 sq. ft.
- 36" viewing area
- Three front options available in three finishes


RED40
Direct Vent Gas Fireplace



- Heats up to 2,080 sq. ft.
- 40" viewing area
- Ribbon of flame enhanced by LED accent lighting in up to seven different colors

Step	Description
1	CHOOSE YOUR MODEL: Novus nXt 36"
2	CHOOSE YOUR SURROUND & FRONT: • Demi operable screen front
3	SELECT YOUR OPTIONS: • Fan kit • Herringbone Brick upgrade
4	FINISH YOUR WALL: • Cultured Stone • Shelf Mantel
5	LET US HANDLE YOUR INSTALLATION: • Standard Installation Package
Total Price	

MT. VERNON AE
PELLET INSERT



- Heats up to 2,070 sq. ft.
- 56 lbs. hopper capacity
- Flexfuel allows fuel to be changed to save you money

STEP	DESCRIPTION
1	CHOOSE YOUR MODEL: RED40-LOG (clear media)
2	CHOOSE YOUR SURROUND & FRONT: • Absolute black granite surround • Mesh front (included)
3	SELECT YOUR OPTIONS: • Glass media: Clear, Blue, Green, White, or Onyx
4	FINISH YOUR WALL: • Cultured Stone • Shelf Mantel
5	LET US HANDLE YOUR INSTALLATION: • Standard Installation Package
Total Price	

XXV
PELLET STOVE



- Heats up to 1,700 sq. ft.
- 65 lbs. hopper capacity
- Exhaust Sensing Probe (EOP) control and room sensor for even heat

STEP	DESCRIPTION	AS SHOWN	YOUR RANGE
1	CHOOSE YOUR MODEL: 1-90-00677-2 Charcoal	\$3,749	\$3,599 - \$3,999
2	CHOOSE YOUR SURROUND & FRONT:		
3	SELECT YOUR OPTIONS: • Battery back-up		\$599
4	FINISH YOUR WALL:		Customized to your project
5	LET US HANDLE YOUR INSTALLATION: • Standard Installation Package	\$895	Customized to your project
Total Price		\$4,644	

RED40
Direct Vent Gas Fireplace



- Heats up to 2,080 sq. ft.
- 40" viewing area
- Ribbon of flame enhanced by LED accent lighting in up to seven different colors

RED40 shown with LED lights, Granite media, and Absolute Black Granite



Without MSRP

With MSRP

Sell Cards

compare & contrast

RED40 Direct Vent Gas Fireplace

HEAT & GLO
No one builds a better fire

- Heats up to 2,080 sq. ft.
- 40" viewing area
- Ribbon of flame enhanced by LED accent lighting in up to seven different colors

understand steps to buy

STEP	DESCRIPTION	AS SHOWN	YOUR RANGE
1	CHOOSE YOUR MODEL: RED40-LCG (clear media)	\$6,799	\$4,499 - \$6799
2	CHOOSE YOUR SURROUND & FRONT: • Absolute black granite surround • Mesh front (included)	\$929	\$929
3	SELECT YOUR OPTIONS: • Glass media: Clear, Blue, Green, White, or Onyx	\$209	\$209 - \$519
4	FINISH YOUR WALL: • Cultured Stone • Shelf Mantel		Customized to your project
5	LET US HANDLE YOUR INSTALLATION: • Standard Installation Package	\$895	Customized to your project
		\$8,832	

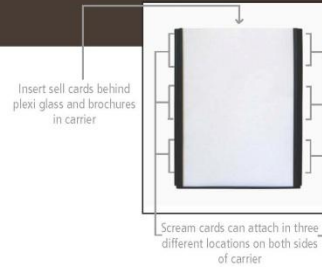
understand options

understand cost as displayed

Plan O Grams

Point of Sale Plan-O-Gram

Wall Carrier



Purpose of Display:

- Designed to hold key consumer messages for every product, where wall space is available.
- Holds sell card, scream cards and brochures.

Part number: HHT-80000
Cost: \$24
For the following products: All HHT hearth products

Place this product:

- Best:**
- Mounts on wall to the left side of the product.
 - The base of the carrier should be between 43" and 51" from the floor.
 - This height measurement should be consistent throughout the showroom.

Alternate: - On wall space in close proximity to product.

Photo used with permission of the manufacturer



Please note: Carriers should not be placed in front of or on top of burning displays.

ORDER NOW AT:

www.hearthandhomecoverge.com



A Plan O Gram will accompany each POS element

Actions

- TRAINING
 - Hearthville training course will be available on August 3rd
- SHIPPING
 - Existing dealer Core POS orders will ship end of July
- REMOVE
 - Old POS items from showroom
- ORDERING – August 3rd
 - All Core POS materials can be ordered via www.hearthandhomecgconverge.com
 - All Sell Cards can be downloaded from the dealer sites at:
 - Marketing Support
 - Editable Sell Card Signs
 - When myhht.com launches, they can be found at:
 - Marketing Support
 - Marketing Tools
 - Showroom / Design Center Advertising
 - Point of Sale