

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.

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

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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!**



PROGRAMS

myhhtrewards

2012 MYHHT REWARDS PROGRAM - TRIP WINNERS

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 & Fireplace Center/Alternate Energy

Rick Thebo - Gagnon Clay Products

Howard Scripter - 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!

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.



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.

2013 INTERNATIONAL BUILDERS' SHOW

The 2013 International Builders' Show was held January 22-24, 2013 in Las Vegas, Nevada. HHT exhibited and highlighted new products and trends in the Heatilator, Heat & Glo and Outdoor Lifestyles brands. We featured the four consumer trends in fireplaces: Contemporary/Modern, Outdoor, Personalization, and Green. [Click here](#) to learn more about these trends. Not only was the show a great brand-building event, we also captured leads that drive sales through our channel partners.

A sincere thank you to our dedicated partners that joined us at the show:

- Reed McCloskey - AMI Fireplace Co.
- Spencer Lowe - California Mantel
- John Clark - Fireside Hearth & Home
- Gary Reuter - Hearth & Home Distributors of Utah
- Gary Hinkle - Fireside Hearth & Home
- Erica Peterson - Earth Energy
- Troy Young - Fireside Hearth & Home
- Bob Balder - Fireside, Inc.
- Kevin Kraich - Rio Grande Co.
- Noah Seyfert - Fireside Hearth & Home

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.

INDUSTRY INFO

Each month we will provide links to reputable 3rd party articles that are relevant to your business. Click the links below to read.

[Home Building Forecast Calls for Further Growth](#)

[Metros Improving Across All 50 States](#)

