



No one builds a better fire

International Builders' Show
Booth #W3982

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Heat & Glo® PRIMO: Innovative Design That Defies Convention

ORLANDO – January 10, 2017 – Heat & Glo®, the industry leader in design and technology, offers its most innovative fireplace series yet with the PRIMO – a sophisticated take on contemporary styling that's also the cleanest finish direct vent fireplace available.

The newest modern linear addition to the Heat & Glo lineup, the PRIMO gives homeowners complete design freedom, including the ability to safely hang a TV or valuable artwork above their fireplace, making it ideal for luxury homes. Zero restrictions on finishing materials eliminate concerns of overheating or safety hazards, so any finishing material – even barn wood – can be used for a completely custom look. Available in three single-sided and see-through sizes – 48, 60, and 72-inch – the PRIMO has no exposed mesh or trim, allowing viewers to enjoy an unobstructed view of their fire, which features LED lighting in seven colors options.

The PRIMO also makes it possible to comfortably enjoy the ambiance of a fire year-round thanks to a brand-new, exclusive PowerFlow™ Heat Management Technology, which provides heat control at the flip of a switch. Heat can be distributed to the room the fireplace is in, to an adjacent room, or outside the home – allowing homeowners to enjoy the beauty of their fireplace in comfort, no matter the season. This complete control over the heat output and flame paired with the flexible finishing options provides a fully customized experience unlike anything currently available.

“The PRIMO is a huge step forward in fireplace design and offers another option for builders and architects looking to capitalize on the modern trend,” said Roger Oxford, senior vice president of new construction sales and marketing for Heat & Glo. “The seamless flush-to-wall finish and new heat management technology create the luxurious, sophisticated fireplace that homebuyers, architects, and designers are seeking for their high-end homebuyers.”

At the International Builders' Show, visit booth #W3982 to experience the PRIMO firsthand. For additional information, press releases, and high-resolution images from Heat & Glo, visit www.fireplaces.com/mediakit or contact Kristen Mathis (mathis@krhearthnhome.com, 952.540.7383).

About Heat & Glo

Heat & Glo has been the fireplace industry leader in design and innovative technology since its inception by brothers Ron and Dan Shimek in 1975. The brand pioneered direct vent gas technology in 1987 and revolutionized the way fireplaces operate in the years that followed. Today, Heat & Glo continues to develop unmatched technologies, materials and designs in a full line of fireplaces, inserts and accessories. It is the most award-winning U.S. fireplace brand and has been granted more patents than any hearth manufacturer. Heat & Glo is headquartered in Lakeville, Minn. and is a brand of Hearth and Home Technologies. For more information, please visit www.HeatnGlo.com.

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