

# PELLET STOVES ARE AWESOME

Good for your wallet. Good for the environment.

Free standing or insert



0% Net carbon released into the atmosphere\*



\*Pellet Fuels Institute  
\*\*engery.gov

Fueled by "BIOMASS" PELLETS



More than **1 MILLION** currently heating with pellets in the US

Becoming a popular alternative to fossil fuels

Cleanest solid-fuel burning  
**85% EFFICIENT\*\***  
residential heating appliance

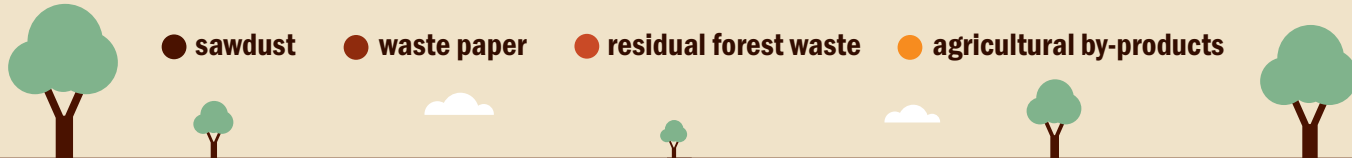


## ANATOMY OF A PELLET

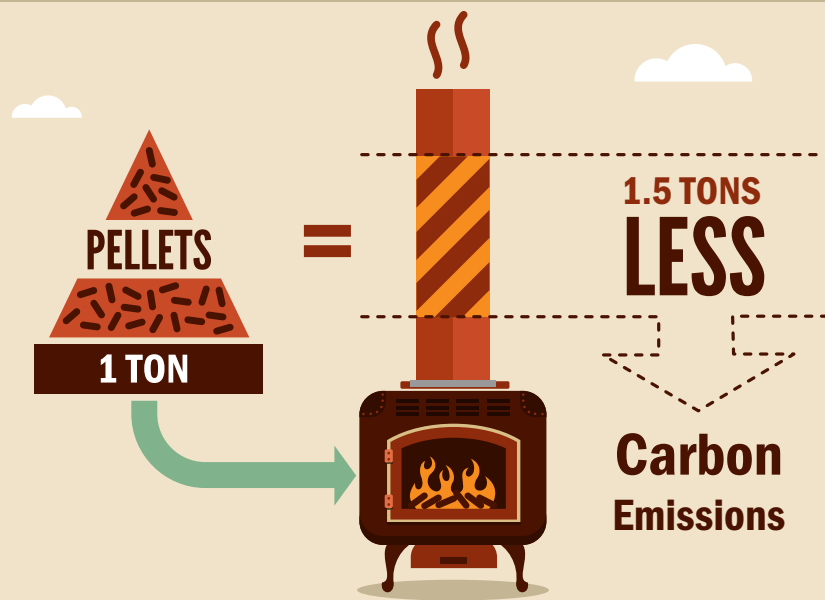
Efficient marvels of renewable energy

Pellets are uniform cylinders of composite biomass fuel that are loaded into the stove hopper and "automatically fed" into the stove burn pot, creating a steady, warming fire. Typically produced domestically, their composition varies depending on regional resources.

Typical Pellet Composition



## Biomass can make A TON of difference



Pellet stoves already saving **4.5 MILLION TONS\*** of carbon emissions

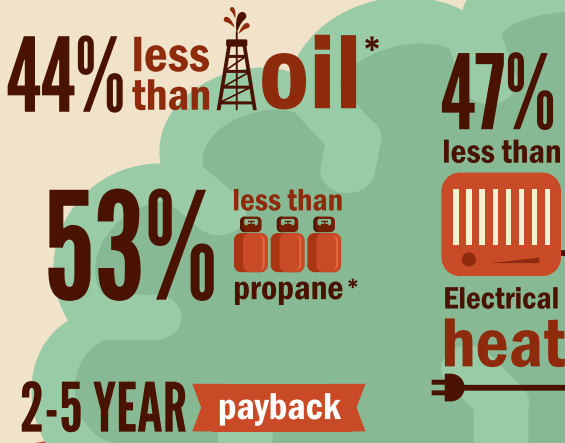
Each installation of a pellet or wood appliance in a single-family home in a cool climate can displace about **9 TONS OF CARBON\*\*\*** emissions annually

That is about three times the impact of buying a hybrid car, for roughly half the cost

\*Pellet Fuels Institute \*\*\*forgreenheat.org

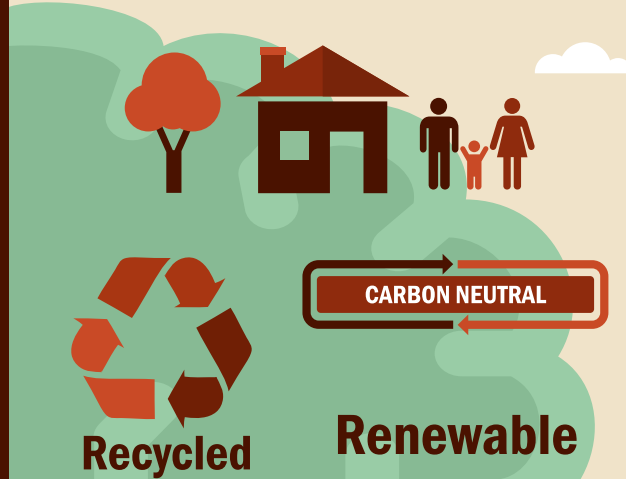
### Why your LEFT brain likes it

The rational left brain loves saving money. And when it sees all the money saved by making the switch, your pellet stove will have a huge new fan. What will you do with the money you'll save on heating bills, you extremely intelligent, eco-conscious citizen, you?



### Why your RIGHT brain likes it

Heat your home. Take care of your home planet. Using a pellet stove can do both. Biomass fuels are constantly replenished and reforested and absorb nearly as much carbon growing as they give off when burned. The result is a virtually invisible carbon footprint and a warm, cozy home.



\*Pellet Fuels Institute - Compare Fuel Costs as of 1/2013

**RATIONAL**

**EMOTIONAL**

## MAKE BOTH SIDES OF YOUR BRAIN HAPPY

Switching to a pellet burning stove or insert is just as sound ecologically as it is economically. So instead of calling the idea a no brainer, perhaps it should be called an "all brainer".

Anyway you look at it - it's just plain smart.