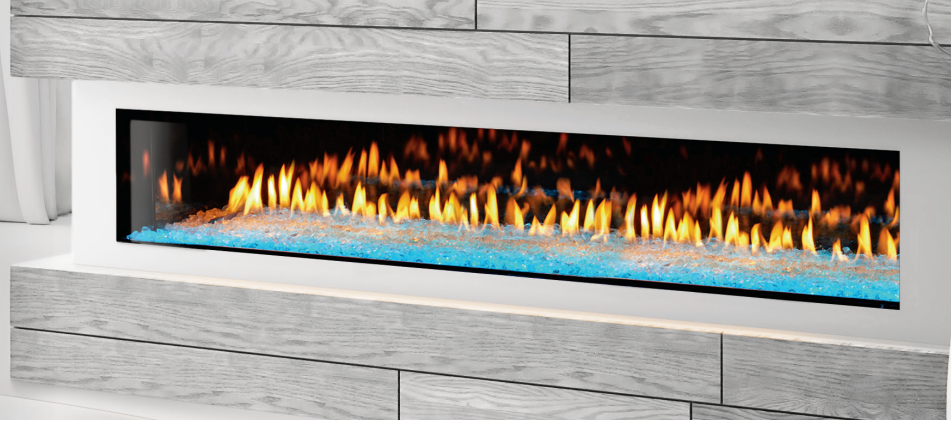


HEAT & GLO

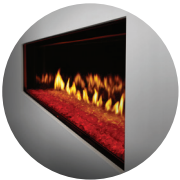
No one builds a better fire

PRIMO

DEALER
NEW PRODUCT INTRODUCTION



YOUR CONSUMERS WILL BUY THE PRIMO, HERE'S WHY:



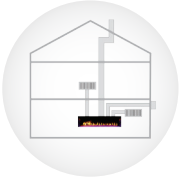
MODERN MINIMALISM

- Sophisticated modern styling that seamlessly blends into your living space, leaving no exposed seams or metal trim
- SafeSurface™ Glass¹ stays cool and requires no mesh
- Provides end-to-end flames and multi-colored LED lighting



DESIGN WITHOUT COMPROMISE

- Create a designer look by selecting any type of wall finishing material - no clearances, no restrictions
- Safely install TV and artwork directly above the fireplace with our SafeSurface Wall¹



FIRE. ANYTIME, ANYWHERE

- Exclusive PowerFlow™ Heat Management Technology provides full control, allowing you to direct heat inside or outside your home—at the flip of a switch

AS A DEALER, YOU WILL MAKE MONEY:

SELL MORE CONSUMERS

- Full line offering in three sizes, single-sided and see-through
- Industry-leading innovative modern product
- Finishing package combinations highlight design
- Exterior and/or Interior Heat-Zones available with wall switch for easy operation

EASY INSTALLATION OPTIONS

- No steel studs or additional non-combustible material requirements will save you time and money

HHT IS YOUR WHOLE HEARTH PROVIDER, WE MAKE IT EASY FOR YOU:

HHT ATTRACTS CONSUMERS FOR YOU

- HHT interacts with more than 5 million consumers per year
- HHT provides co-op allowance which allows you to double your local marketing presence

HHT PROTECTS YOUR REPUTATION

- HHT provides sales training, so you'll have better trained sales professionals and higher close rates
- HHT provides service and install training, so you'll have more satisfied consumers
- HHT ships 99% CTP, so your consumers will get their product on time

HHT IMPROVES YOUR MARGINS AND CASH FLOW

- HHT offers the best brands in the hearth industry so you can sell at top dollar
- HHT's shorter supply chain and LTD discount programs allow you to carry less inventory

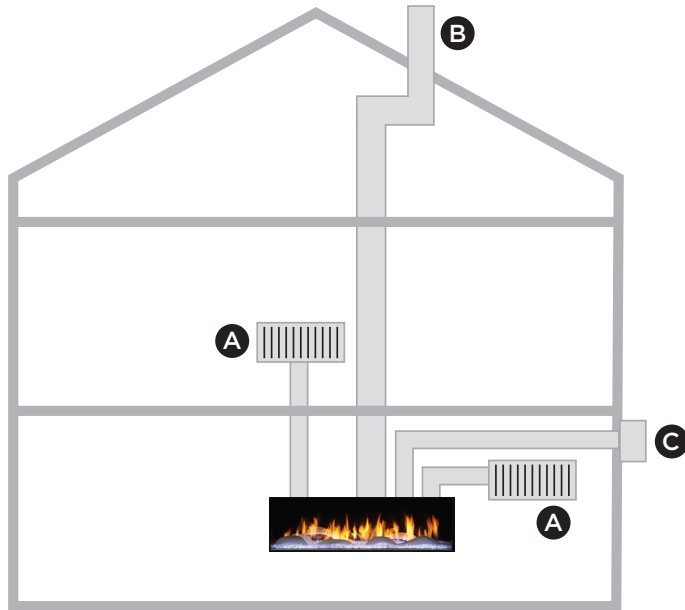
1: Via our exclusive PowerFlow Heat Management Technology

CONTINUED ►

POWERFLOW™ HEAT MANAGEMENT TECHNOLOGY

PowerFlow Heat Management Technology redirects the flow of heat, sending warmth where you want it, all while cooling the glass and wall to safe temperatures.

PowerFlow uses the combination of fan-powered Heat-Zone accessories and Power Vent Technology to distribute heat to an adjacent room or outside the home. The choice is yours—at the flip of a switch. The glass will stay at safe temperatures and the wall will too, so you can place your TV or artwork anywhere you'd like.



- A:** HEAT TO ADJACENT OR SAME ROOMS
- B:** POWER VENT
- C:** HEAT REDIRECTED OUTSIDE OF HOME

- Install A, B, & C for heat indoor when you want it and outdoor when you don't
- Install A & B for heating adjacent or same rooms
- Install C & B for redirecting heat outside



'THE DUNES' MODERN WHITE LOGS BY ELISA CARLUCCI

Heat & Glo partnered with renowned designer Elisa Carlucci to create 'The Dunes.' Elisa is a sculptor and product designer based in New York City that has spent 15 years creating furniture and home accessories for the luxury market and interior design trade. Her sculptural work explores how a shape exists in space and how it interacts with light and shadow.

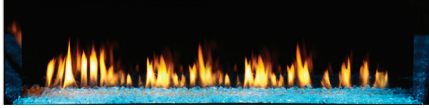

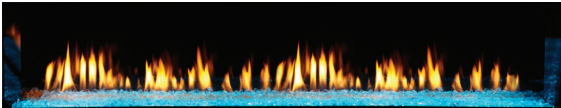
'The Dunes' unveil a whole new view of fire. This cutting-edge design uses white logs to transform the modern fireplace into a gallery of sculpture. The flames, full of movement, radiate glowing light and shadow on the sculptures encircling it and creating a fireside experience unlike any other.

Elisa Carlucci™



MSRP PRICING

MODEL (UNIT PRICING ONLY)

		SINGLE-SIDED	SEE-THROUGH
48"		PRIMO48 \$4,929	PRIMO48ST \$6,199
60"		PRIMO60 \$6,899	PRIMO60ST \$8,099
72"		PRIMO72 \$8,999	PRIMO72ST \$10,199

REQUIRED TO COMPLETE FIREPLACE

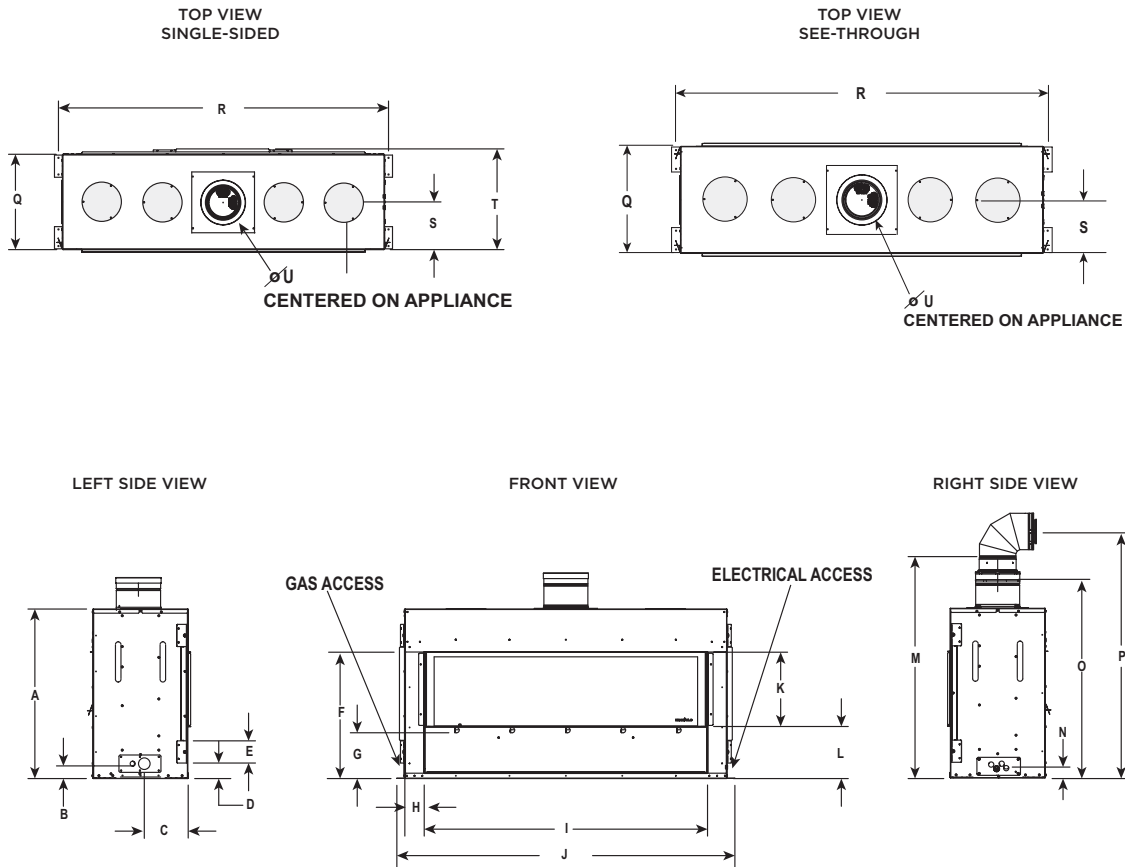
- Finishing Package
- Media
- PowerFlow Heat Management System (1 is required - 2 recommended for complete heat control)
- Power Vent
- Wire Harness

LP CONVERSION KIT		48"	60"	72"
LPK-PRIMO__	LP conversion kit	\$89	\$89	\$89
FINISHING PACKAGES		48"	60"	72"
PRIMO__-CF	Clean Face Trim with fade-resistant black glass interior (for single-sided models)	\$799	\$899	\$999
PRIMO__-ST-CF	Clean Face Trim with fade-resistant black glass interior (for see-through models)	\$999	\$1,099	\$1,199
PRIMO__-GR	Absolute Black Granite Surround with black granite interior (for single-sided models)	\$2,619	\$3,029	\$3,439
PRIMO__-ST-GR	Absolute Black Granite Surround with black granite interior (for see-through models)	\$3,209	\$3,459	\$3,679
MEDIA		48"	60"	72"
MEDIA-CLEAR-__	Glass media, crystal (translucent white)	\$199	\$299	\$399
MEDIA-FOG-__	Glass media, iced fog (requires black spray paint finish); Not available for 72" LP	\$299	\$399	\$499
MEDIA-AMBER-__	Glass media, amber	\$299	\$399	\$499
MEDIA-COBALT-__	Glass media, cobalt (blue)	\$299	\$399	\$499
MEDIA-EBONY-__	Glass media, ebony (black)	\$299	\$399	\$499
MEDIA-RED-__	Glass media, scarlet (red)	\$299	\$399	\$499
MODLOGS-__	'The Dunes,' by Elisa Carlucci (modern white log set, requires glass media)	\$599	\$699	\$799
ACCESSORIES		48"	60"	72"
HEAT-OUT-BEK	Exterior Heat-Zone brick extension kit	\$56	\$56	\$56
POWERFLOW HEAT MANAGEMENT		48"	60"	72"
HEAT-OUT-PRIMO	Exterior Heat-Zone kit (includes termination cap, 25' of 6" round duct, fireplace adapter, damper, wall switch and 350 CFM fan at termination)	\$1,199	\$1,199	\$1,199
HEAT-ZONE-PRIMO	Interior Heat-Zone kit (includes 2-25' of 6" round duct, 2-vents, 2-fireplace adapters and 2-90 CFM fans at register)	\$859	\$859	\$859
POWER VENT (Pricing effective through May 15, 2015)		48"	60"	72"
PVI-SLP	Power Vent Inline (SLP pipe only)	\$1,449	\$1,449	\$1,449
PVLP-SLP	Low Profile Power Vent	\$1,199	\$1,199	\$1,199
PVI-WH10	10 foot Power Vent wire harness	\$85	\$85	\$85
PVI-WH20	20 foot Power Vent wire harness	\$117	\$117	\$117
PVI-WH40	40 foot Power Vent wire harness	\$149	\$149	\$149
PVI-WH60	60 foot Power Vent wire harness	\$188	\$188	\$188
PVI-WH80	80 foot Power Vent wire harness	\$219	\$219	\$219
PVI-WH100	100 foot Power Vent wire harness	\$251	\$251	\$251
CONTROLS	DESCRIPTION	48"	60"	72"
RC300-HNG	RC300 remote control	Included	Included	Included

PRIMO SPECIFICATIONS

MODEL	FRONT WIDTH		BACK WIDTH		HEIGHT		DEPTH		GLASS SIZE	BTU/HOUR INPUT (NG)
	UNIT	FRAMING	UNIT	FRAMING	UNIT	FRAMING	UNIT	FRAMING ¹		
PRIMO48, PRIMO48ST	59-1/2 [1511]	60-1/4 [1530]	59-1/2 [1511]	60-1/4 [1530]	30-9/16 [776]	42 [1067]	17-3/16 [437]	18-1/4 [464] ST: 17 [432]	47-1/2 x 12-1/2 [1207 x 318]	31,000 - 45,000
PRIMO60, PRIMO60ST	71-1/2 [1816]	72-1/4 [1835]	71-1/2 [1816]	72-1/4 [1835]	30-9/16 [776]	48 [1219]	17-3/16 [437]	18-1/4 [464] ST: 17 [432]	59-1/2 x 12-1/2 [1511 x 318]	38,000 - 55,000
PRIMO72, PRIMO72ST	83-1/2 [2121]	84-1/4 [2140]	83-1/2 [2121]	84-1/4 [2140]	30-9/16 [776]	48 [1219]	17-3/16 [437]	18-1/4 [464] ST: 17 [432]	71-1/2 x 12-1/2 [1861 x 318]	41,000 - 61,000

1: Framing depth will vary if you are installing the low profile power vent (PVL-PLP) with min. vent configuration. Refer to manual for details.



Model	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
PRIMO48, PRIMO48ST	30-9/16 [776]	2-5/16 [59]	7-11/16 [195]	2-13/16 [71]	4 [102]	23-13/16 [605]	8-1/4 [210]	3-1/2 [89]	51-1/16 [1297]	60-15/16 [1547]	13-3/8 [340]	9-3/8 [238]	39-1/2 [1003]	2-1/16 [52]	37 [940]	44-3/4 [1137]	17-3/16 [437]	59-1/2 [1511]	8-5/8 [219]	18-3/16 [462] ST: N/A	8 [203]
PRIMO60, PRIMO60ST	30-9/16 [776]	2-5/16 [59]	7-11/16 [195]	2-13/16 [71]	4 [102]	23-13/16 [605]	8-1/4 [210]	3-7/16 [87]	63-1/16 [1602]	72-15/16 [1853]	13-3/8 [340]	9-3/8 [238]	39-1/2 [1003]	2-1/16 [52]	37 [940]	44-3/4 [1137]	17-3/16 [437]	71-1/2 [1816]	8-5/8 [219]	18-1/8 [460] ST: N/A	8 [203]
PRIMO72, PRIMO72ST	30-9/16 [776]	2-5/16 [59]	7-11/16 [195]	2-13/16 [71]	4 [102]	23-13/16 [605]	8-1/4 [210]	3-7/16 [87]	75-1/16 [1907]	84-15/16 [2157]	13-3/8 [340]	9-3/8 [238]	39-1/2 [1003]	2-1/16 [52]	37 [940]	44-3/4 [1137]	17-3/16 [437]	83-1/2 [2121]	8-5/8 [219]	18-1/8 [460] ST: N/A	8 [203]

Dimensions are in inches and millimeters. Product information is not complete and is subject to change without notice. Product installation must adhere strictly to instructions shipped with product. We recommend measuring individual units at installation. Assumes the use of 1/2" sheetrock. NOTE: Combustible material should not cover the face.

Refer to installation manual for detailed specifications on installing this product. Heat & Glo® reserves the right to update units periodically. The flame and ember appearance may vary based on the type of fuel burned and the venting configuration used. Actual product appearance, including flame, may differ from product images.

QUOTE & INSTALLATION CONSIDERATIONS

- Power Vent is required: inline or low profile
- PowerFlow Heat Management system is required: Exterior and/or Interior Heat-Zones
- Standard with 6" DVP collar section and DVP-2SL adapter
- Approved with DVP or SLP
- Non-combustible board is not required
- Recommend 1/2" sheet rock
- LP available by conversion kit
- Clean Face finishing package: Sheetrock over trim strips and complete with any type of finishing material (or paint)—recommend tape over trim strips, all-purpose joint compound and eggshell paint to reduce the risk of sheetrock cracking
- Granite Surround finishing package: Sheetrock to fireplace opening, then add granite surround over sheetrock

SELLING TOOLS

SELLING TOOL	HOW TO ORDER
Brochure	Part # HNG-1144U. To order, go to myhht.com and select Marketing Support > Marketing Tools > Literature > Order Literature
Showroom Sellcards	To download, go to myhht.com and select: Marketing Support > Marketing Tools > Showroom Design Center Merchandising > Sellcards
MSRP Price Pages	To download, go to myhht.com and select: Sales Support > Pricing and Stock List Documents > MSRP Price Book
Display Order Form	To download, go to myhht.com and select: Marketing Support > Product > Heat & Glo > New Product
Heat & Glo Linear Fireplace Comparison	To download, go to myhht.com and select: Marketing Support > Product > Heat & Glo > New Product
Training Modules	To take your training, go to myhht.com and select: My Training > Sales Training
myhht.com iPad App Update	To update to the most up-to-date content, select the settings tab in the app, and click on "sync"



No one builds a better fire