



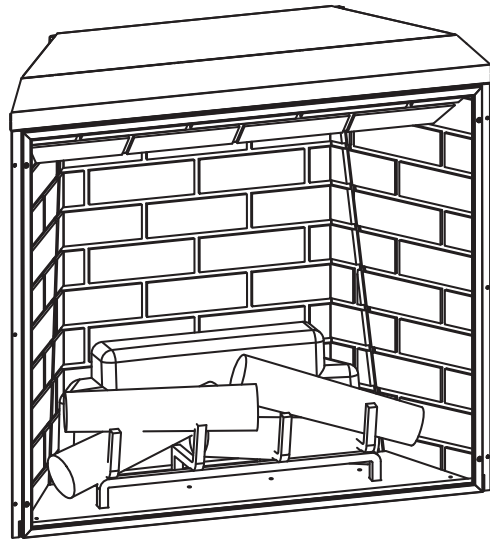
Patent Pending

Model: SFE-35

This appliance has been retired.
Service parts pages within have been removed.
For replacement parts, please refer to the individual
service parts list located on the brand websites.

BUILDER BOX

| |
|--|
| INSTALLER/CONSUMER SAFETY INFORMATION |
| PLEASE READ THIS MANUAL BEFORE INSTALLING AND USING APPLIANCE. |
| WARNING! IF THE INFORMATION IN THIS MANUAL IS NOT FOLLOWED EXACTLY, AN ELECTRICAL SHOCK OR FIRE MAY RESULT, CAUSING PROPERTY DAMAGE, PERSONAL INJURY OR LOSS OF LIFE. |
| <p style="text-align: center;"><u>FOR YOUR SAFETY</u></p> <p>SERVICE MUST BE PERFORMED BY A QUALIFIED SERVICE AGENCY.</p> <p>DO NOT STORE OR USE GASOLINE OR OTHER FLAMMABLE VAPORS AND LIQUIDS IN THE VICINITY OF THIS OR ANY OTHER APPLIANCE.</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div> |



TUV Listed as SFE-35

Homeowner's Installation & Operating Manual

Note: The device complies with Part 15 of the FCC Rules.
Operation is subject to the following two conditions:

1. This device may not cause harmful interference, and
2. This device must accept any interference received, including interference that may cause undesired operation.

ANSI / UL 2021. Fixed or location dedicated electric room heater.

Installer: do not discard this manual -- leave for home owner

Congratulations!

Congratulations on selecting a Simplifyre electric fireplace. The unit you have selected is designed to provide the utmost in safety, reliability and efficiency.

As the owner of a new fireplace, you'll want to read and carefully follow all of the instructions contained in this owner's manual. Pay special attention to all cautions and warnings.

This owner's manual should be retained for future reference. We suggest you keep it with your other important documents and product manuals.

The information contained in this owner's manual unless noted otherwise, applies to all models.

Your new Simplifyre electric fireplace will give you years of durable use and trouble-free enjoyment.

Welcome to the Hearth & Home Technologies family of fireplace products!

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Please read the installation & operation instructions before using this appliance.

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1 Important Instructions

WARNING! Risk of Fire!

DO NOT:

- install or operate damaged heater
- modify heater
- operate the heater without fully assembling all components

The following actions are strictly prohibited:

- Installation other than as instructed by Hearth & Home Technologies Inc.
- Installation and/or use of any component part not approved by Hearth & Home Technologies Inc.

Hearth & Home Technologies Inc. disclaims any responsibility for, and the warranty and agency listing will be voided by the above actions.

When using electrical heaters, basic precautions should always be followed to reduce the risk of fire, electric shock and injury to persons, including the following:

- Read all instructions before using this heater.
- This heater is hot when in use. To avoid burns do not let bare skin touch hot surfaces. If provided, use handles when moving this heater. Keep combustible materials, such as furniture, pillows, bedding, papers, clothes and curtains away from sides and rear of heater, and at least 36 in. (914 mm) from the front.
- Extreme caution is necessary when any heater is used by or near children or invalids and whenever the heater is left operating and unattended.
- Always unplug heater when not in use.
- Do not operate any heater with a damaged cord or plug or after the heater malfunctions, has been dropped or damaged in any manner. Return heater to authorized service facility for examination, electrical or mechanical adjustment, or repair.
- Do not use outdoors.
- This heater is intended for use in bathrooms, laundry areas and similar indoor locations. Never locate heater where it may fall into a bathtub or other water container.
- Do not run cord under carpeting. Do not cover cord with throw rugs, runners, or the like. Arrange cord away from traffic areas and where it will not be tripped over. Do not coil cord.
- To disconnect heater, turn controls to "OFF" then remove plug from outlet.
- Do not insert or allow foreign objects to enter any ventilation or exhaust opening as this may cause an electric shock or fire, or damage the heater.
- To prevent a possible fire, do not block air intakes or exhaust in any manner.
- A heater has hot and arcing or sparking parts inside. Do not use it in areas where gasoline, paint, or flammable liquids are used or stored.
- Use this heater only as described in this manual. Any other use not recommended by the manufacturer may cause fire, electric shock, or injury to persons.
- Always use properly grounded, fused and polarized outlets.
- Always use ground fault protection where required by electrical code.
- Always disconnect power before performing any cleaning, maintenance or relocation of the heater.
- To prevent a possible fire, do not burn wood or other materials in this heater.
- To prevent electric shock or fire, always use a certified electrician should new circuits or outlets be required.
- When transporting or storing the heater, keep in a dry place free from excessive vibration and store to avoid damage.
- Avoid the use of an extension cord because the extension cord may over heat and cause a risk of fire. However, if you have to use an extension cord, the cord shall be No. 16 AWG minimum size and rated not less than 1875 watts.
- **SAVE THESE INSTRUCTIONS FOR FUTURE REFERENCE.**

WARNING! Improper installation, adjustment, alteration, service or maintenance can cause injury or property damage. Refer to the owner's information manual provided with this heater. For assistance or additional information consult a qualified installer, service agency or your dealer.

NOTICE! This fireplace is not intended for use as a primary heat source and should not be factored as such in residential heating calculations.

WARNING! Risk of Electric Shock! This product should never be installed near water.

A Unpacking the Unit

WARNING! Do NOT use this appliance if any part has been under water. Immediately call a qualified service technician to inspect and to replace any part of the electrical system if necessary.

Carefully remove packaging from the unit. The front screen is held in place with four Phillips head screws. To remove the screen, extract the screws. Grasp the screen frame and pull out.

B. Locating Your Electric Fireplace

Your new electric fireplace may be installed virtually anywhere in your home. However, when choosing a location ensure that the general instructions are followed. For best results, install out of direct sunlight.

Power supply service must be either completed or placed within the heater prior to finishing to avoid reconstruction.

Protective cover may stay on during framing, but must be removed before final finishing. Once final finishing has been completed, the protective cover can be used to protect the heater until final installation is complete.

C. Clearance to Combustibles

| | |
|-------|--------------|
| Sides | 0 in. (0 mm) |
| Floor | 0 in. (0 mm) |
| Top | 0 in. (0 mm) |
| Back | 0 in. (0 mm) |

D. Framing

- Choose a fireplace location and frame as shown in Figure 2.1.
- Frame in the fireplace with a header across the top.
- It is important to allow for finished face when setting the depth of the frame.
- If a hearth system or raised hearth is to be installed, the unit **MUST** be raised to provide service access and use of optional fronts.
- The fireplace can now be positioned in the opening.
- Level it with shims if necessary, and attach the unit to the frame using the nailing flanges provided.

E. Electrical Specifications

| | |
|---------------|---------------------|
| Voltage | 120 V AC, 60 Hz |
| Total Amps | .9.6 AMP |
| Total Watts | 1050 Watts |
| Heater Rating | 1000 Watts/3415 BTU |

F. Hardwire Electrical Connections

WARNING! Electrical wiring must comply with local building codes and other applicable regulations to reduce the risk of fire, electrical shock and injury.

Note: All wiring must be completed prior to finishing the unit.

For supply connections use No. 14 AWG or larger wires. Use copper wire only. Connect only to a 15 AMP branch circuit. A dedicated circuit is recommended as other appliances on the circuit may cause the breaker to trip or fuse to blow when the heater is operating.

- Remove the screws securing the junction block cover.
- Wire to a properly grounded, 120 volt, 60 Hz, 15 AMP circuit
- Ensure all junction block connections are tight.
- Replace the cover and retaining screws.
- Plug in the IEC-320-C14 power plug to the IEC-320-C13 power inlet located on the upper right side of the unit.
- All components and wiring may be inspected by removing the top inter-panel through the fireplace front opening.

G. Wall Switch and Thermostat Connections

WARNING! Do NOT connect the optional low voltage switch and/or thermostat to 120 volt branch circuit.

The Optional Wall Switch 4050-309 contains two single pole switches. (LEVITON 5634 Series or equal)

The Optional Wall Thermostat is a low voltage mechanical type. (Columbus Electric RK120EAA or equal)

Maximum run distance is 30 ft. (9.14 m) with 20 gauge solid copper low voltage thermostat wire. Connect per the electrical wiring diagram on page 7.

H. Finishing

Combustible or non-combustible materials may be used to finish up to the fireplace opening.

Note: ensure that you leave adequate room to remove and replace the front screen or optional front.

2 Fireplace Dimensions

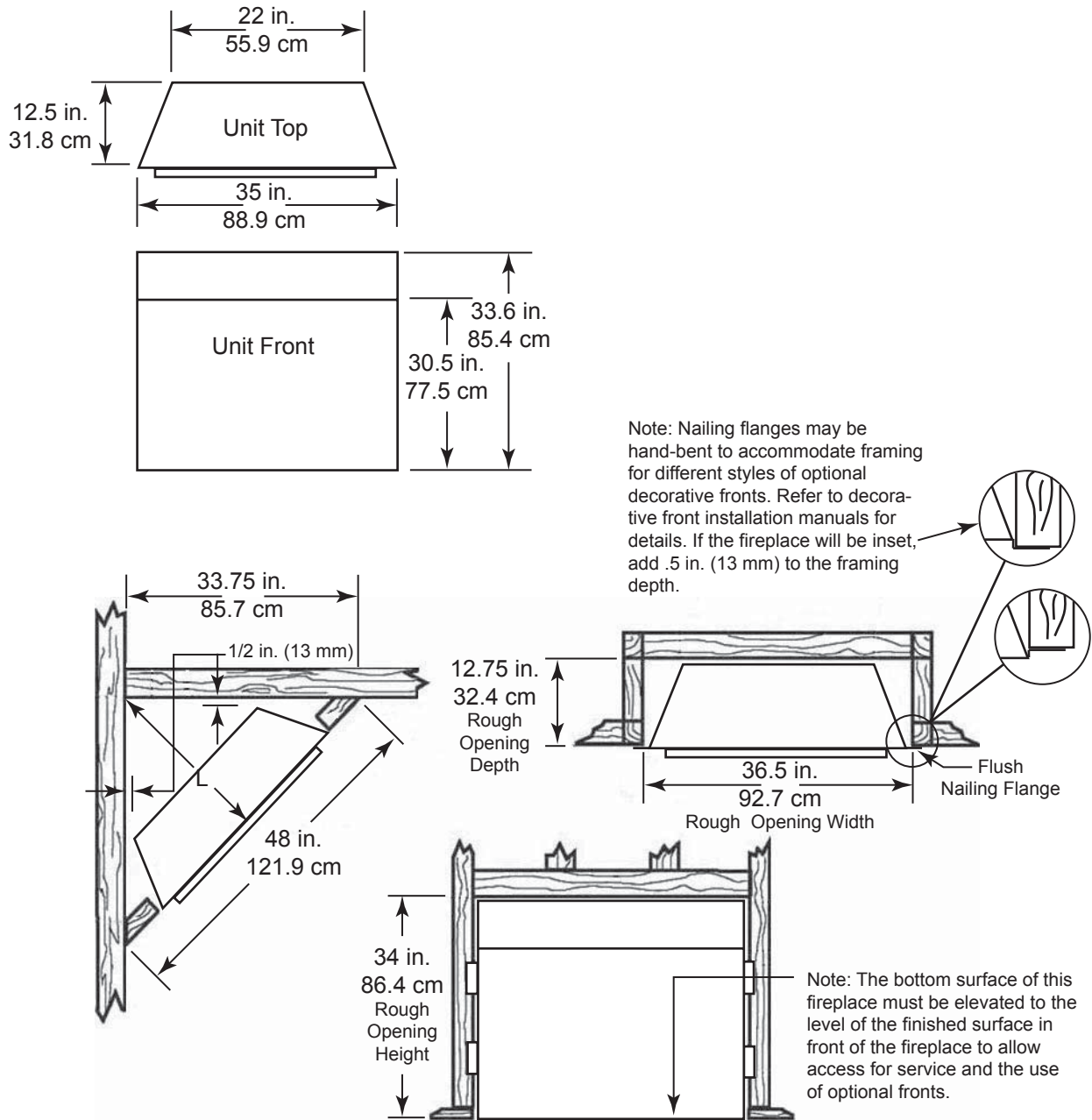


Figure 2.1 Fireplace Specifications and Framing Dimensions

3 OPERATING INSTRUCTIONS

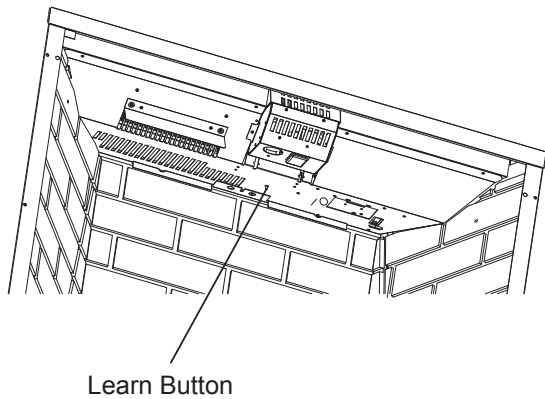
Ensure the appliance is connected to a properly grounded electrical outlet on a minimum 15 AMP circuit. If a new outlet is required, it should be installed by a qualified electrician according to applicable building codes.

A. Remote Control

Note: If the fireplace does not respond to the hand held control see “Remote Control Initialization” below.

This equipment has been tested and found to comply with the limits for class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in residential installation. This equipment generates and uses, and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Re-orient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.



B. Remote Control Initialization

This procedure is required only when the unit is installed or the transmitter is replaced and is not affected by the loss of power.

- Ensure that power is supplied through main service panel.
- Place fresh batteries in the transmitter.
- Access the LEARN button by removing the front screen.
- Press and hold down the learn button. You will hear a beep.
- Press a button on the hand-held transmitter.
- Release the learn button when you hear the long beep.
- This completes the remote control receiver/transmitter initialization.

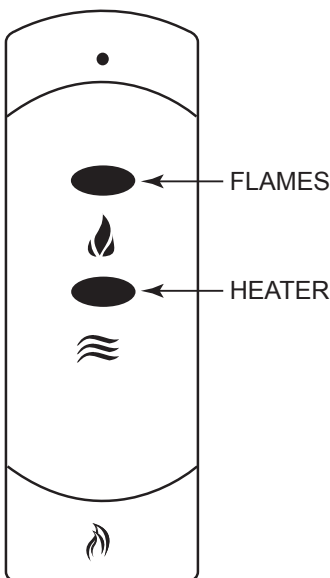
C. Control Usage

The controls operate the fireplace modes.

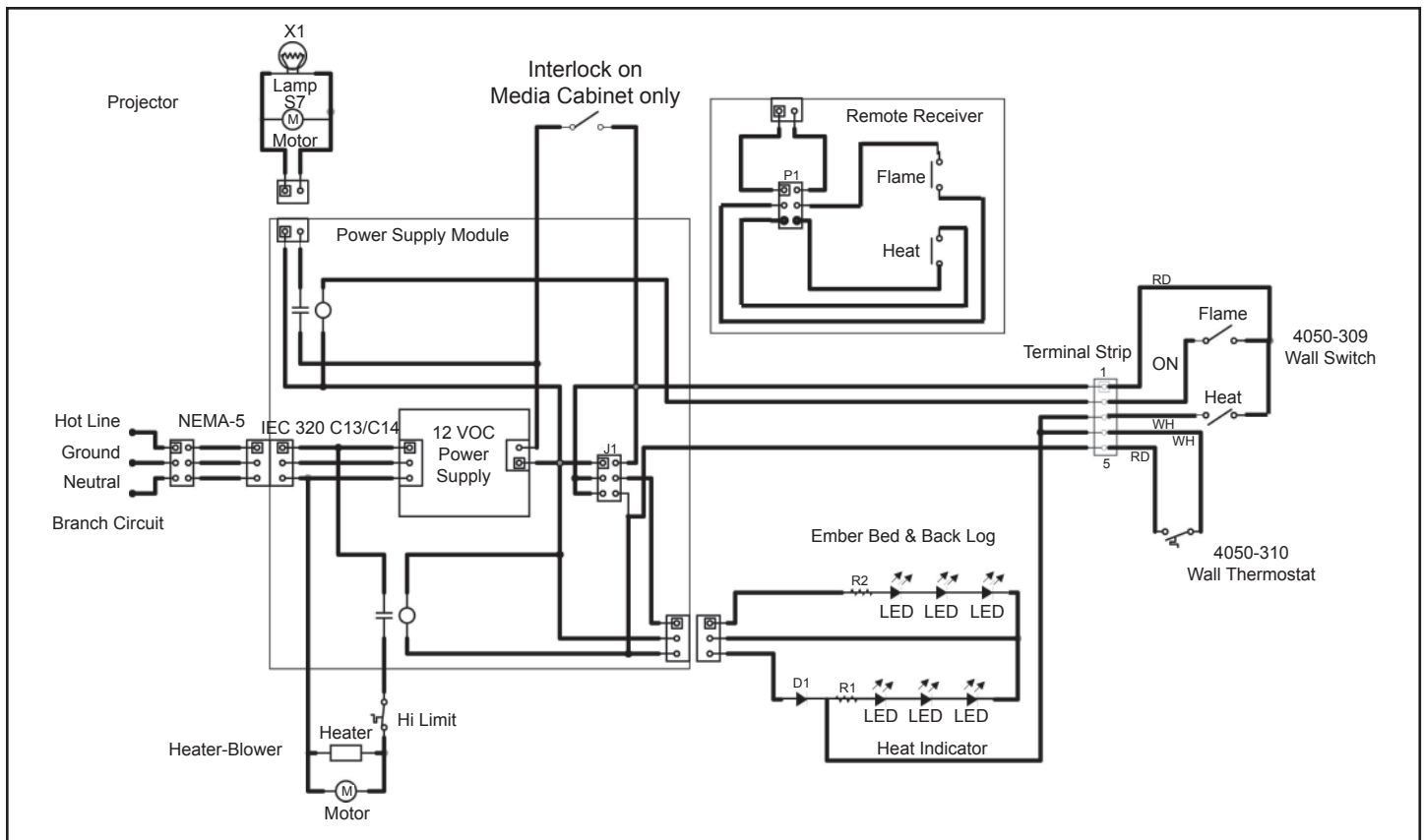
- The flame effect and backlog/embers are turned ON/OFF by alternate action of the FLAME button on the remote transmitter.
- The heater/blower and front embers are turned ON/OFF by alternate action of the HEATER button on the remote transmitter.
- The optional wall FLAME switch provides manual operation (ON/OFF) of the flame effect.
- The optional wall HEAT switch controls the front embers and activates the optional remote wall thermostat.
- Set the thermostat to the desired room temperature.

The optional wall switches/thermostat are in parallel with the remote control relays. The wall switches **MUST** be OFF for the Remote Transmitter to control the fireplace.

Note: While the heater is ON the embers in front will glow. Ensure the heater is OFF when unattended.



4 Electrical Wiring



5 Service Instructions

WARNING! Disconnect power at circuit breaker before attempting any maintenance or cleaning to reduce the risk of fire, electrical shock or personal injury.

A. Replacing the Light Bulb

This appliance uses a single 12 Volt, 35 Watt, MR-16 bulb. The bulb is located behind the smoke shield.

A spare is provided with the unit. Replacement bulbs (Part No. 4050-123) are available through your Simplifyre dealer.

- Turn off power to the unit at the main service panel.
- Let the fireplace cool if it has been operating.
- Release the spring pins and remove the upper shield.
- Remove the two screws on the projector basket.
- Rotate the housing down to access the bulb.
- Remove the screws holding the bulb and socket.
- Unplug the bulb from the socket.
- Replace the bulb.
- Re-assemble in the reverse order.

B. Screen Cleaning

During shipment, installation, handling, etc., the screen surface may collect dust particles; these can be removed by lightly wiping with a clean, dry cloth.

C. Maintenance of Motors

The motors used on the fan and flame projector assembly are pre-lubricated for extended bearing life and require no further lubrication. However, periodic cleaning/vacuuming of the fan/heater unit is recommended.

D. Resetting the Temperature Cutout Switch

The heater on this fireplace is protected with a safety device to prevent overheating. Should the heater overheat, an automatic cutout will turn OFF the heater/blower. The switch is reset by turning the unit OFF, waiting 10-15 minutes and switching the unit back ON.

E. Optional Wall Switch / Thermostat Wiring Connections instructions

The optional wall switch and thermostat wiring is low voltage and must be separated from power wiring. Do not connect the switches or thermostat to house power.

To control the fireplace with a single switch:

(flames/ember bed and heater/front embers all on or all off)

- Switch between terminal 1 and 2
- Jumper wire between terminal 2 and 3
- Jumper wire between terminal 4 and 5

To control flames/ember bed with one switch and heater/front embers with another switch:

- Switch 1 - turns flames/ember bed ON/OFF
- Switch 2 - turns heater/front embers ON/OFF
- Switch 1 between terminal 1 and 2
- Switch 2 between terminal 1 and 3
- Jumper wire between terminal 4 and 5

To control flames/ember bed with a switch, and control the heater with a thermostat:

- Switch 1 - turns flames/ember bed ON/OFF
- Switch 2 - turns front embers ON/OFF indicating the heater/fan is being controlled by the thermostat (UL requirement)
- Thermostat turns heater/fan ON/OFF as room temperature requires it
- Switch 1 between terminal 1 and 2
- Switch 2 between terminal 1 and 3
- Thermostat between terminal 4 and 5

7 Warranty



Warranty

Hearth & Home Technologies Inc. (HHT) Electric Fireplaces are tested and inspected prior to shipment and are guaranteed from defect to the purchaser of each new product. Any part which proves to be defective in material or workmanship under normal use within one year will be repaired or replaced without charge.* The Company will not be responsible for any expense incurred for installation, removal from service, or transportation costs. Any such defect should be brought to the attention of the Dealer where the product was purchased and is authorized to repair or replace within the terms of this warranty.

The Company's only obligation under this warranty will be at its sole option to repair or replace any part proving defective or to refund the purchase price thereof.

The owner/user assumes all other risks, if any, including the risk of any direct, indirect or consequential loss or damage arising out of the use of or inability to use the product.

The warranty will not apply if, in the sole judgement of the Company, damage or failure has resulted from accident, alteration, misuse, abuse, incorrect installation, or operation on an incorrect power source.

The foregoing is in lieu of all other warranties expressed, implied, or statutory, and the Company neither assumes, nor authorizes any person to assume for it any other obligation, or liability in connection with said product.

*Light bulbs are not covered in the warranty.

How to Obtain Service.

To obtain service under this warranty you must:

1. Send written notice of the claimed condition to Heatilator Technical Service Department, Hearth & Home Technologies Inc., 1915 W. Saunders St., Mt. Pleasant, IA 52641.
2. Provide proof of purchase, model number, serial number, and manufacturing date code to HHT.
3. Provide HHT reasonable opportunity to investigate the claim, including reasonable opportunity to inspect the appliance prior to any repair or replacement work and before the Appliance or any component of the Appliance has been removed from the place of original installation.
4. Obtain HHT's consent to any warranty work before the work is done.

ADDITIONAL INFORMATION. If you would like information on current HHT products or want to locate a dealer in your area, call 1-800-927-6841

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