



HEAT MANAGEMENT OVERVIEW

- **Why are gas fireplaces being purchased/specified and what's the relationship to heat?**
 - Research has shown that consumers, homebuyers, builders and architects are buying and specifying gas fireplaces as much for the ambiance and decorative nature of the fireplace, just as much, if not more, than their need or desire for supplemental comfort or heat in their home or room plan
 - In fact, with the advent of modern/contemporary fireplaces, these products are often being purchased primarily for the decorative interiors, media, flames, and lighting effects; in these cases, no or limited heat output is desired in that particular room design
- **What is the concept of "heat management"?**
 - In simple terms, "heat management" is simply allowing the consumer/homebuyer the ability to choose or manage where heat from a fireplace can go
 - > Builders and architects, who are looking to utilize fireplaces as a focal point of design, but also do not want too much heat in a given room plan, are also interested in heat management to better control heat and comfort in the home or a commercial application such as a bar or hotel lobby

WHAT ARE THE BENEFITS OF HEAT MANAGEMENT SOLUTIONS?

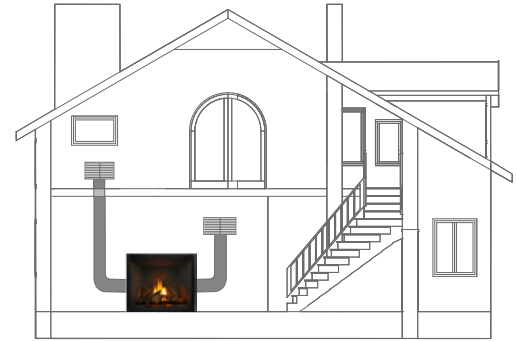
Considering the above background, there are two main benefits:

- **Comfort/control of heat** – Ability to choose where, how and when heat from a gas fireplace can be managed within the home
- **Design/room styling and interior design versatility:**
 - **Wall styling and materials** – Ability to specify any kind of wall material around a gas fireplace (something highly desired and important for many luxury homebuyers, designers and architects)
 - **TV placement considerations** – Ability to place a TV on the wall above a fireplace, without the use of a mantel, without any fear of heat damage
 - **Fireplace installation almost anywhere** – With the use of power venting (see next page)

HEAT MANAGEMENT SOLUTIONS We offer the widest breadth of heat management solutions and technologies, including:

1) Heat-Zone® Kit

Draw heat from your fireplace to another room in your home, up to 20 feet away. When a Heat-Zone kit is run continuously, it can redirect up to 25% of the heat to another area, also reducing wall temperatures above the fireplace. Two Heat-Zones run continuously will redirect up to 50% of the total heat output.



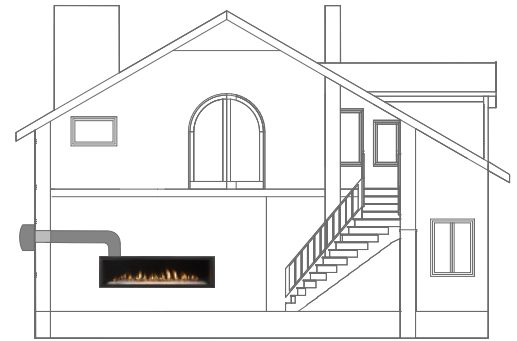
2) Passive Heat™ Kit

Disperse heat naturally (no fan) into the room, lowering the surface temperatures so you can place a TV or artwork just 12" above the fireplace with no mantel. Choose side, front, or open wall registers.



3) Heat Out™ Kit

Draw heat from your fireplace and direct it outside, up to 25 feet away. When a Heat Out kit is run continuously on high, it can redirect up to 40% of the heat off the fireplace, also reducing wall temperatures above the fireplace.



4) PowerFlow Heat Management

As of today, comes standard on the PRIMO fireplace only



Power Venting is another technology you should be aware of. Fireplaces aren't just for exterior walls. A fan-powered accessory with slim venting can zigzag throughout your home—up, down, over or under – making it possible to install a gas fireplace virtually anywhere. This ensures safe fireplace operation and the best flames.

HEAT MANAGEMENT AND GAS FIREPLACE PRODUCT APPLICATIONS

The chart below shows you the various heat management solutions and technologies we offer.

	Heat-Zone	Passive Heat	Heat Out	PowerFlow
6K/8K Series	✓	✓	✓	
6K/8K Modern	✓	✓	✓	
Cerona	✓	✓		
COSMO	✓	✓	✓	
TRUE	✓		✓	
MEZZO	✓	✓	✓	
PRIMO	✓		✓	✓
SlimLine Series	✓		✓ ¹	
Escape See-Through	✓		✓	

PRICING

Ensure you fully understand the MSRP, net price and total installed cost of all these products with the fireplace package.

SALES CONSIDERATIONS FOR BUILDERS AND ARCHITECTS

It is important to understand the excellent functionality of each of these heat management products and how they can help their home and room designs to ensure they are aligning and specifying the right fireplace and heat management solution for their homebuyers. This is especially important for your move-up and luxury homebuilders, designers and architects.

SALES CONSIDERATIONS FOR IDBP AND BSRS

Ensure you understand all these products and are also using all the heat management sales tools, videos, photos to show the breadth of heat management applications and solutions we offer.

SALES TOOLS

- Video, consumer – heat management
- TV guideline sheet
- Heat management best practices tool