

HEARTH & HOME TECHNOLOGIES: HOT! HOT! HOT!



A CASE STUDY IN EXPANDING MARKETS

With four brand names under the Hearth & Home Technologies umbrella, we are collectively the world's largest fireplace manufacturer, the country's premier fireplace brands, the most recognized name in the industry, and the preferred brands among home builders. As the leading provider of hearth and home products and services, we make houses feel more like homes.

In addition to our commanding leadership position in manufacturing the two strongest hearth and home product brand names — Heatilator® and Heat-N-Glo® — we also offer innovative wood fuel technology, fireplaces, and stoves through Quadra-Fire™, while Fireside Hearth & Home distributes, services, and sells fireplace systems.

What are we up to with all our great brands? We are meeting a broad range of customer needs, particularly by selling both to consumers and builders through a network of independent and company-owned, stand-alone, or gallery-style design and installation centers. These Fireside Hearth & Home design centers — visually impressive and aspirational in setting — manifest our proprietary concept of elevating the hearth retail, installation, and distribution experience to a new level of sophistication and service. Since there is no other nationally branded hearth retailer in the industry, we are once again changing the game by being first-to-market innovators.

Our newest store in Eagan, Minnesota, for example, is living proof that we're succeeding in growing core product share by getting closer to consumers. One customer, a St. Paul, Minnesota veterinarian, recently had a typically dynamic retail experience at the Eagan store. He's among a large group of people who own at least one of our hearth products — and who comes back for more. He explains: "When we moved into our house, there were three fireplaces built into the family room, living room, and kitchen. Since we used them every day and liked them so much, we decided to convert our three-season porch into a year-round porch."

"We all went to the Eagan store to purchase our fourth Heat-N-Glo® fireplace. Once we were walking around the store, taking in the lifestyle environments that are set up and dreaming about what our house could look and feel like, we realized we wanted more! We saw an amazing stone surround setting in one of the store displays — and before you knew it, we had bought the whole wall. Not only does our new fireplace now have a beautiful aesthetic and terrific functionality, but so does our porch. Because the surround wall installation was so surprisingly easy and clean, we're even considering our next purchase."