

Six common questions about Electric Fireplace Heaters:



Are you interested in purchasing a heater for your home? Consider a fireplace that runs on electricity. Not only do they look great, but they work well heating any room in your home without the hassle of installation or clean-up. Here are some frequently asked questions that people usually have about this type of heating.

1. What am I essentially purchasing with an electric fireplace?

A fireplace heater is an excellent combination of attractiveness and functionality. When looking to add a decorative touch to a room, choose this type of heat source for warming the temperature and adding coziness to a room, as opposed to an ordinary space heater.

These heaters simulate the look of a fireplace, but clearly do not actually burn gas or wood like a traditional version. As a result, there are no added inconveniences or expenses from storing firewood or installing gas lines into your home.

2. How do these units work?

The heat generated from this type of heating comes from electricity, so there is no need for a chimney to vent fumes or smoke like a traditional fireplace. Instead, the heat radiating from the electric heater is completely clean and free of all unhealthy or unclean material that comes from a fireplace such as smoke, carbon monoxide, soot, and creosote.

They are also very efficient; all the heat is released directly into the room instead of escaping up a chimney. Unlike central air or heating, which would wastefully heat an entire home, a fireplace only warms the immediate room where heat is needed. For pennies, one can use this heater too economically, conveniently, and efficiently warm a room.

3. Are they difficult to install?

Installation is extremely easy. Most models will run on a standard 120-volt home electrical circuit with no need of special wiring. It is simply a matter of positioning the unit and plugging it in for fast and easy warmth. There is no need for difficult construction to install these heaters; just a nearby electrical outlet! Unlike a traditional fireplace, an electric model is also totally portable. It would be very easy to move the fireplace from one part of the room to another if you did not like where the unit was positioned or if you wanted to focus the heat output to another part of the room.



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Also, once you light a fire in a traditional fireplace, you have very little control over the amount of heat coming from it. With an electric fireplace the heat settings are completely adjustable. You have controls to adjust the unit to send out minimal or maximum heat, depending on your preference. Also you have the option of turning off the heating function and using your fireplace simply as a decorative item!

4. What are the benefits of this type of heating?

The visual appeal of a fireplace is universally known. Traditional ones are most likely limited to large homes that can accommodate additional space and the chimney necessary for installation. With an electric version, it is possible to have a fireplace where they would not normally be found. For example, places that would not be able to accommodate one would be a condo, an apartment, a small house, an office, a high rise building, a boat, or an RV, and can now enjoy the warm glow of a fireplace.

The look of these heaters is surprisingly realistic. They have light bulbs to simulate the smoldering of a fire right down to the glowing embers. Choose the portable fireplace heater to meet your heating and decorating needs today!

5. How safe is a fireplace that uses electricity?

Having a traditional fireplace in your home can be scary, especially if you have small children and pets. There is always a danger present when you have an open flame in your home. Curious toddlers could get too close and seriously burn themselves. With an electric fireplace you don't have to worry about the danger of real fire. Instead the unit just simulates the look and feel of a cozy flame.



Also, these units are a lot sturdier than space heaters so there is less of a risk that they will tip-over and start a fire.

6. What if I already have a traditional fireplace that has been closed off?

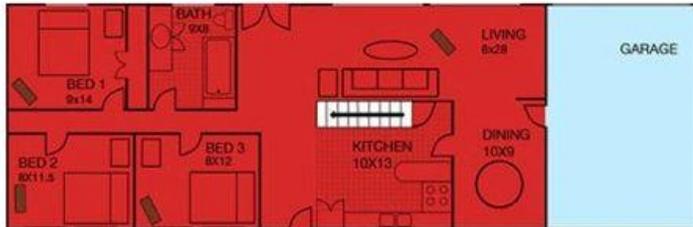
If you live in an older home it is very common to have closed off fireplaces. This is probably from the previous owners not wanting to deal with the hassle of stocking wood and the mess of cleaning up the ashes. However, now what are you supposed to do about the space? An electric fireplace could be a great option that could easily fit in the small space while still supplying you with supplemental heat. (We do not recommend this) but adding one of our units can replace what is no longer a functioning fireplace.

Some other benefits to owning an electric fire place:

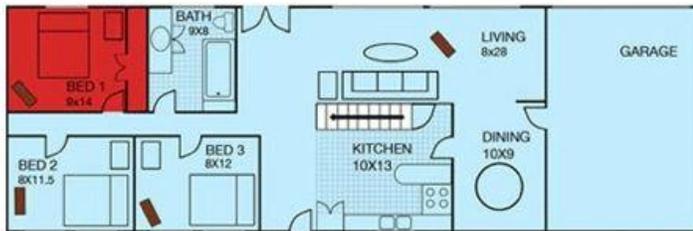
1) Zone Heating

Portable electric fireplaces are an affordable way to use zone heating throughout the home targeting a specific area without the cost of heating the entire home approximately 400 square feet.

Traditional Heating vs. Zoned Heating



Traditional Heating - All Rooms Heated The Same



Zoned Heating - One Room Heated More

2) Electric fireplaces are simply made appliances

Most anyone can understand the basic mechanics. There are metal coils that create the inner parts of the fireplace, and these coils heat up when plugged into the electrical outlet.

There is also a fan or blower motor, located inside the fireplace; this mechanism forces the heat of the coils out into the room. Though the blowers are powerful, they are usually quiet and therefore will not be disturbing if left on for long periods of time.

Though electric fireplaces waste none of their heat, by pushing 100 per cent of it out into the room, they still remain cool to the touch, which is a huge advantage for families who have children and pets.

3) Versatility

Our fireplace entertainment centers can function without the fireplace insert (use provided shelves) unlike most of the fireplace entertainment centers sold in the industry.

4) Efficiency

An electric fireplace is an efficient source of heat. One hundred percent of its electrical power is converted to heat, unlike wood-burning or natural gas fireplaces, which may dissipate as much as 50 percent of their heat energy into the atmosphere. The best electrical fireplace for conserving energy is one which has a thermostat, allowing you to control the level of heat desired.

5) The power is in your hands

You can control the heat. Many fireplaces and stoves can be thermostatically controlled – you decide how much heat you want and change it as desired. Some gas fireplaces even allow you to control the brightness of the flames, and have LED lighting in the embers that can be turned on or off as well as a timer.

6) Cut your heating cost saving you money

While electricity rates vary by location, the efficiency of various heat sources can range to the extreme. Gas fireplaces generally operate at a cost of 17 to 24¢ per hour, but electric fireplaces provide realistic looking, patented flame technology for around 8 to 12¢ an hour. If run 6 hours per day for 30 days at an average cost of .10 per hour the cost to heat the room would be approximately \$18 per month WOW!

7) Inferred heating element to maximize efficiency W100-21

Infrared heat warms objects in the room (rather than the air), so the space feels more comfortable, longer. This type of fireplace insert will heat approximately 1000 square feet at a slightly higher cost per hour than a traditional insert.



W100-01



W100-02



W100-21

See your marketing specialist to hone your skills on presenting fireplace entertainment good luck!