

PRODUCT INNOVATION



The Lucius 140 room divider MKII fireplace by Element4

SLEEK WARMTH

European Home's eye-catching fireplaces are coveted by those seeking clean lines. **BY GREG THOMPSON**



The Bathyscafocus fireplace by Focus Fires

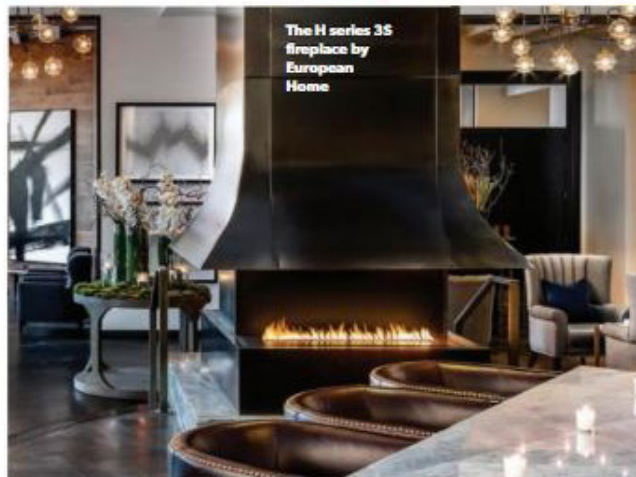


The gas direct-vent Sky T MKII fireplace by Element4

cerned that a 72-inch gas fireplace could look so simple and be safe—and be allowed in Boston—but it was allowed.”

Markham continues, “They could not put a vent termination on the side of the house due to historical regulations, and they could not vent vertically due to the units above the project. The vent-free fireplace was a great solution, since they didn’t have to compromise on design.”

A year after the H series came the Element4 line from the Netherlands. As an admirer of the clean, multisided, trimless design made famous by Dutch companies and available in Europe since at least early 2000, Markham had longed for the Element4, but did not yet



The H series 3S fireplace by European Home

way into old, stately areas of Boston that craved the company’s eye-catching creations—combined with practical features. Markham explains, “Our first vent-free linear model was installed in Beacon Hill, a very old and traditional part of Boston. The architects (Hacin + Associates) were a bit con-

know enough about direct-vent units in the early 2000s. After a decade of study and prototypes, the new Element4 became a perfect addition to what was quickly becoming an iconic lineup.

Markham confirms that the Element4 line was worth the wait, describing it as successful with

many dealers displaying the three-sided models. “We don’t look for ways to cut corners,” she says. “We look at how to make sure that the quality exceeds the customer’s expectations. We don’t compromise.”

That extends to safety, where European Home is the only company that uses a second thermocouple on direct-vent fireplaces, according to Markham. The detail is important because when the pilot is lit, it heats the primary thermocouple.

“Once heated, the valve opens, and a cross-light is expected in a certain amount of time,” Markham says. “What can prevent the quick light can be a weak pilot, fire media blocking some ports, or a pilot installed incorrectly. A second thermocouple, installed on another section of the burner, will sense if the burner has been lit. If it has not, the second thermocouple will close the gas valve, preventing the risk of a delayed ignition.”

Another area of innovation at European Home is the concept of controlling the heat in ways other than a summer kit or heat-management system. Keen to avoid the inefficiencies of outdoor heat dumps, Markham encourages dealers to tell customers that they can control the heat of the fireplace using a multiburner/thermostat system, rather than putting the heat outside.

“They might see an outdoor heat dump as a good thing, but many customers won’t think of the consequences,” Markham explains. “It is only right to explain that this happens by putting the heat outside of the house. Presented with that information, they will understand that the more responsible way to use a fireplace is to enjoy it on cooler nights and use the thermostatic features. Although some customers want to be able to have their cake and eat it too, we are committed to offering responsible fireplaces.”

All European Home fireplaces have electronic ignition systems and thermostatic controls that shut off the burner or lower the flames, based on the room temperature and thermostat setting. That’s a great way to maintain a preset temperature in the room. Markham adds, “The E-Save control system on Element4 fireplaces can use an option that makes the burner automatically adjust the flames. You see movement in the flame height, and you will use 40% less fuel, compared with running the unit at the high setting only.”

Many fireplaces also have multiple burners. By shutting off a second or third burner, users can control the heat output. The Element4 8-foot fireplace, the Modore 240, has a Btu range of 25,000 to 84,000. “I like the idea of turning one burner off and turning the flames down when the room is getting warm, rather than releasing that heat to the outdoors,” Markham says. “Customers can also run ducting to direct the heat into other rooms.” Those who have trouble envisioning European Home’s products

in their homes can use the company’s surround builder (www.europeanhome.com/designer-surrounds/).

MADE IN NORTH AMERICA

Dealers interested in partnering with European Home might not know that despite the company name, not all products come from Europe. In fact, the European Home and Gavin Scott fireplace brands are made in the United States. The name evokes another continent, but applies to the style types coveted by customers looking for what Markham calls breathtakingly beautiful fireplaces.

In the early days, when fewer dealers carried the brand, homeowners personally visited the office. Perhaps motivated to visit by seeing a European Home product at a commercial establishment, these potential customers were typically 50 to 70 years old, drove fine cars, “and they were usually well traveled or foreign,” Markham reports.

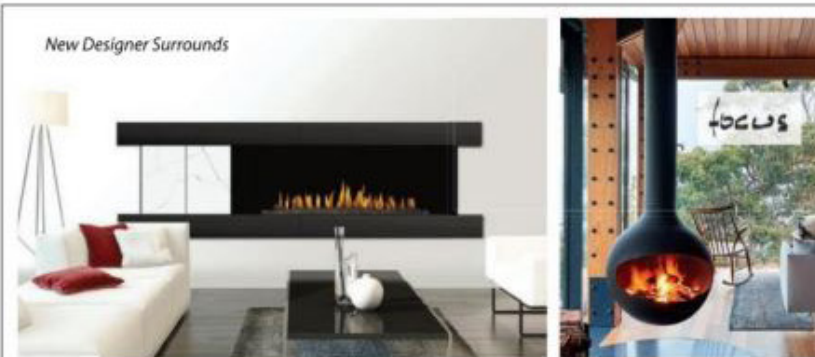
Now, there are more than 100 European Home

dealers across North America, so customers come to European Home in the more traditional way.

Dealers who carry the brand report that the demographic range of customers has expanded to include those over 40 who have disposable income, as well as a desire for modern fireplace designs.

Those designs have seeped into the industry’s consciousness, often transcending the idea of mere heat provision to become works of art. With such iconic designs already on the market, it would be tempting to stand pat, but Markham has other ideas.

“We ponder design changes and updates all the time,” she says. “I like to look at design magazines, and many architects and designers inspire me. Where fireplaces are so different from soft furnishings and a one-off building is that due to the testing, listing, and production aspects, we have to be sure that we want to change something. We do, however, have lots of ideas—all the time. Some are for now, and many are for later: Wait and see.” ■




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ELEMENT 

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PRODUCT PROFILES



DENVER FIREPIT CHAT GROUP

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DESIGNER SURROUNDS FOR H SERIES FIREPLACE

Whether it's industrial, coastal, or minimalist/modern, showcase your unique style with a custom fireplace surround. Using European Home's new Digital Surround Builder, you can now design your perfect surround for the H series fireplace. Choose from premium-quality materials such as patina finished metals and Italian tile. There are over 200 possible design combinations. Contact: (781) 324-8383 or www.europeanhome.com/designer-surrounds/. Circle Reader Service No. 104



ECOFAN AIRMAX

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BIG GREEN EGG CAST-IRON COOKWARE

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pot are all built to deliver a lifetime of cooking enjoyment. Contact: (770) 938-9394 or www.biggreeneegg.com. Circle Reader Service No. 105

CLARITY 2118

The Clarity 2118 is a modern gas fireplace designed for smaller applications. This fireplace has crisp lines and luxurious features, including two-tone shroud finishes, a black-glass Reflections firebox floor, Infinity mirrored firebox sides, a Sand Dunes fluted-ceramic firebox back, a crescent-shaped burner, nonreflective 21x18-inch glass, and an Invisimesh safety screen, all designed to create a spectacular flame experience. You can add the optional fan, the River Washed high-definition log set, and City Scape or In the Woods firebox insets (or customize your own inset). The Clarity 2118 fireplace produces 27,000 Btu with a 50% turndown and comes with an ignition choice of SIT standing-pilot or intermittent-pilot valve systems. Contact: (509) 522-2730 or www.blazeking.com. Circle Reader Service No. 103



AMERICAN FIRE PRODUCTS HARBOR GRAY GRANITE FIREPIT

Introducing the latest addition to the best-selling Carmel series by American Fire Products: The new Harbor gray granite is the perfect contrast to an evening of mesmerizing fire reflections, with the lighter tone resembling the sand of the moonlit beach. The high-quality all-aluminum base includes some subtle (but appealing) changes, with recessed corner supports and a softer-looking satin finish. To top off these improvements, each American Fire Products firepit also includes 0.5-inch premium fireglass, a metal burner cover, and a vinyl firepit cover. Contact: (888) 264-1017 or www.americanfireglass.com. Circle Reader Service No. 106



PRODUCT PROFILES



DELTA HEAT OUTDOOR-KITCHEN PRODUCTS

The grill is the cornerstone of any outdoor kitchen, but it is the complementary products that bring it to life. Delta Heat has thought through your customers' cooking, storage, and entertaining needs. The company's offering is complete, giving customers the products that they need to

create a space that is unique to them: a space that suits their personal cooking and entertaining styles. The company invites you to explore the complete Delta Heat offering. Contact: (800) 422-0091 or www.deltaheat.com. Circle Reader Service No. 158



GLASS SAFETY BARRIER FOR ELEMENT4 FIREPLACES

The glass safety barrier for Element4 fireplaces is a system that allows air to be vented between two glass layers, reducing the heat of the outer pane. Hot air travels up the chase and is then efficiently distributed into the room, so no heat is lost. This clean and stylish look maximizes the trimless modern lines of fireplaces and maintains safe glass temperatures. Contact: (781) 324-8383 or www.europeanhome.com. Circle Reader Service No. 159



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ZEN FIREPIT BY OW LEE

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This redesigned PelletVent Pro cleanout tee has been engineered to simplify the cleaning of your pellet stove's vent system by featuring a revolutionary one-handed twist-release method. This new method uses a push button that releases when you turn the cap, allowing easy removal, and it makes quick work of a messy situation. It will be available to order in March 2018. Contact: (800) 835-4429 or www.duravent.com. Circle Reader Service No. 161

