



STYLE THROUGH INNOVATION



Front cover - The Summum 140 4/S is the latest 140 fire in Element4's range, and unique, too. With a Realflame burner (flames coming around the logs) and four different flame pictures and heat outputs, this fire ticks all the boxes for realism, style, innovation and sheer class. For more details contact David Adams in England, Scotland and Wales at david@element4.nl and, on the island of Ireland Norman McNaught at norman@nobledi.com **Fast Facts No. 1**



Pages 5 to 17 - Around the Trade

Microtex Products reports its growth in turnover over 12 months, ESSE forms an exciting collaboration with Manchester University, Percy Doughty revamp their reception area which was officially opened by Percy Doughty's daughter Kath North, there's some interesting research from AMA, Chimflue, Specflue and Capital Fireplaces announce new appointments, Rodstation reports positive feedback from Sweeps, Stovax and Certainly Wood team up to be green and the SIA sends out helpful packs to its Retail members.



Pages 18 to 31 - Product News

There are new brochures from Broseley, Pureglow and Primaflow F&P, Element4 has two new Cupido models and DRU introduces the new Passo Eco Wave, Evonic Fires' new Halden stove makes its début and Flue & Ducting has a new liner, there is a stunning new Ecodesign model from Focus Fireplaces, Jøtul introduces the new ILD, Mendip's well-known Woodland stove is now double-sided and there is a greener way to clean viewing windows thanks to Skan, Stovax's Stockton Cook Stove is both beautiful and a real lifesaver and Town and Country's latest Eco stove is the lovely Bransdale, also stockists required for the new Camina & Schmid Lina...



Pages 33 to 34 - Special Feature

Social media seems to run the world these days, but how many people are using it to its fullest potential? Alice Perry takes a look at how it can help your business, as well as highlighting some of the dangers and pitfalls. Whether you are digitally savvy or a total beginner, there should be something here that you can use to boost your public profile and selling power.



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