

Burning Bright

With an emphasis on customer service and a selective approach to dealers, European Home explains how it has carved a reputation associated with quality.

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hile many industries have suffered during the Covid outbreak, European Home has seen an increase in business during lockdowns in North America as people have been inspired to invest more on their homes.

Finally getting round to that long-awaited home improvement projects is a dream for many, but customers and dealers alike don't always know what they want or what's possible – and that's an area European Home has made its forte.

Building a reputation for the best customer service in the industry, the small family-run business distributing high quality gas, wood, and electric fireplaces across the US and Canada, goes so far as to only work with the best quality dealers and resellers.

"Our Customer Service is the best in the industry," says Liz Lee, Lead Product Coordinator at European Home. "We serve our clients from the beginning of a project all the way to completion.

"We start with guidance on which model is best for the job, brochures, and marketing materials, then connect them to the best dealer in their area."

"We do not just sell to anyone either," warns Liz. "Our dealers must be able to provide customers with the models and installation along with lifetime support of the fireplace. But we are also very respectful of our dealers, making sure they receive exclusivity to their areas."

The company demands that dealers it works with carry out annual recommended maintenance and repairs when needed and, in return, provides them with AIA training.

Meanwhile, its troubleshooting team helps out dealers, architects, designers and homeowners over the phone, through skype and in person, on-site. That can be questions about the most suitable design and installing manuals to queries coming in years after the fireplace has been installed.

"We want dealers, architects, and homeowners to be happy with our product and know that we will always stand behind it," adds Liz.

Beyond customer service, European Home is constantly working to stay ahead on design innovation and flame technology. So much so that the Massachusetts-based company is working on its own brand of vent-free fireplace with a propane fuel option, which should be available to customers this year.



This will add to the line of vent-free fireplaces it already manufactures in the US, where the company is also the exclusive North America importer for three major high-end fireplace brands - Evonic Fires from the UK; Element4 from the Netherlands and Focus from France.

Its close links with Focus means that European Home will be able to offer its North America customers Focus' new gas version of its iconic Gyrofocus suspended fireplace when it becomes available this year.

European Home has come a long since its beginnings in 1999 when Founder Holly Markham was inspired by the clean, modern and high-quality designs of fireplaces at a London trade show. Wanting to offer those looks and values in North America, Holly went on to launch the company.

Over two decades later and the company thrives on an open and friendly culture that encourages employees to be innovative and contribute to this ambitious small business. There's also a real passion and understanding of the benefits a fireplace can bring to a home.

"Although fire is primal, when paired with technology, it can become kinetic art" explains Liz.

And with so many contemporary indoor and outdoor fireplaces on the market - including linear, vertical, suspended and even see-through – it's no wonder that technical advice by the staff has become an essential part of the European Home success story.

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