

ANDERSON

— FIREPLACE —

Where a World of Warmth Awaits You
The Largest Fireplace Showroom in New England



FIREPLACE: Anderson Fireplace, Cape Cod, MA
BUILDER: International Builders



ANDERSON FIREPLACE HAS been a leader in direct vent gas fireplace installation and service for over 25 years. A division of Anderson Insulation, which has been around since 1949, Anderson Fireplace sprouted to life in the late 1980s as a way to provide another service for our loyal contractors. With the increase in fuel-efficient heating systems that no longer required a masonry chimney

flue to vent through, the need for masonry fireplaces was becoming less and less. From the very beginning, the focus of the fireplace division was to help our contractors navigate through all of the options offered for a direct vent gas fireplace. Gas offered an alternative solution which has increased exponentially in popularity over the past quarter century.

In the late 2000s, we started seeking out more high-end manufacturers to align

ourselves with in order to offer more custom/high-end products. Fireplaces were getting better and better, and so we doubled the size of our showroom. We were able to bring in great manufacturers like Town & Country, Valor, Mendota and European Home. Gas fireplaces were shifting from being a very taboo product to a luxurious accessory. In and around 2010, there really started to be a trend to make gas fireplaces

look more like a “real” masonry fireplace. This change propelled the industry over a big hurdle and led to gas fireplaces becoming more mainstream and as widely accepted as they are today.

Since 2015, there has been a continuous push toward more technologically advanced fireplaces. More and more, we are seeing fireplaces with intermittent pilots, Wi-Fi and Bluetooth options, app controls, remote blower systems, and heat distribution kits. With changes from the government on green energy, more research and technology is

being focused into the electric and bioethanol fireplace alternatives. Although the popularity is not quite there yet, they are the two fastest growing parts of the hearth industry. Because of that, we have expanded our offering to include electric fireplace manufacturers and even installed our first renewable bioethanol fireplace this past year. We are constantly updating our showroom and knowledge to pass this information along to the customer.

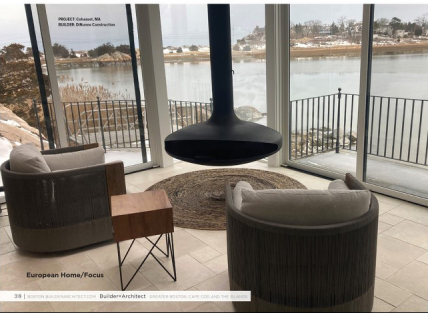
There are so many fireplace options out there that it is now possible for someone

to get exactly the style or feature they are looking for. Do you want a fireplace that you can control with your phone? We have that. Want a fireplace that you can safely hang a TV above without a mantel? We have those. If you have a vision for a fireplace, we can help you achieve that look. It doesn't matter if it is traditional, modern, transitional or even Victorian. Our showroom has over 40 working fireplace displays—of all shapes, sizes and finishes—so you can enjoy seeing the uniqueness of each. ■



THE NETZERO BIOFUEL

NetZero biofuel fire features are among the most versatile clean-burning fire features in existence. No venting is needed, so your fire feature can be placed nearly anywhere.



European Home/Focus



Visit our new remodeled showroom to view all the fireplace selections and latest in technology in fireplaces.



PHOTOGRAPH BY JAMES HARRIS



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