

Modern Contemporary Fireplace Solutions

European Home

Based in Middleton, Massachusetts, European Home was established to bring the modern designs of European fireplaces to North America. In addition to its high-quality offerings, the company prides itself on delivering exceptional customer service and consistently seeks ways to assist its clients. Recognised in this year's Design and Build awards, European Home is unique in its leading-edge products and commitment to buyer support throughout the life of their fireplace.

European Home was first envisioned in the 1990s by Holly Markham after she developed an interest in European design while travelling throughout Europe and Scandinavia. She was fascinated by the contrast in how architecture preserved cities' histories on the outside while interior spaces were entirely renovated and modern. When Holly attended a London trade show in 2002, she saw modern European fireplaces for the first time and was inspired by their beautiful craftsmanship. Since then, European Home has worked in collaboration with talented architects, builders, and designers to create exquisite fireplace models.

With many innovative designs to choose from, customers who purchase from European Home receive modern products with a clean and simple aesthetic. Popular models include contemporary wood/electric/gas fireplaces, vent free fireplaces, and free-standing fireplaces. Its suite of luxury products varies in brand, size, and style but share a fresh and contemporary style.

As more cities are beginning to restrict gas installations, European Home is further exploring innovation with electric models. In 2024, European Home has launched a new brand of electric fireplaces by the UK company Flamerite. Its fireplaces utilise cutting-edge technology such as glowing logs, customisable flame animations, and realistic flame effects. Electric fireplaces are a fantastic alternative for those who have smaller spaces and cannot get gas hook-up or venting. Where competing companies see challenges, European Home sees opportunities for growth and innovation and this mentality has positioned the company at the forefront of the industry.

As a family-owned business, European Home understands the importance of fostering trusting relationships with its customers. Holly and John Markham are happy to speak to dealers, architects, designers, and homeowners and help guide them through the state-of-the-art models on offer. With its wide range of products, the company can meet customers' needs while also adhering to local regulations. European Home has a well-equipped technical department that offers troubleshooting help via phone, video conferencing, or on site. The company provides training to the dealers it sells to and only works with businesses that will provide lifelong support to buyers.

European Home offers an end-to-end service from the start of the project to completion. The team advise customers on the best model for their space and provides technical details and marketing materials before connecting them with the best dealer in their area. The company is keen to follow up on finished builds for installation photos and is still available years later to answer queries and provide support. European Home is distinct in its pursuit of customer satisfaction and dedication to helping customers make informed purchasing decisions.

The company is passionate about sustainability and offers three unique fireplaces that have significant environmental benefits. Its modern wood burning fireplaces are not only visually striking but also more economical than gas alternatives. Burning wood is considered Carbon Neutral which makes the product environmentally friendly as well as a reliable source of heat during power outages.

European Home's vent-free gas fireplaces function by drawing air from the room and returning heated air back out. This zero clearance ventless technology offers numerous benefits such as easy installation, flexibility of fire location, and energy efficiency ratings near 99%. Lastly, electric fireplaces do not require ventilation or additional fuel sources, making them an excellent solution for cities that restrict gas installations and contributing to a net-zero home.

Currently, European Home is in the process of redesigning its showroom in partnership with MPG Home Design in Newburyport, Massachusetts. Renovations are set to begin in May/June 2024. The team also recently attended the 2024 International Builders Show in Las Vegas where they received an impressively positive reaction to the new electric fireplace line by Flamerite. Over the coming years, European Home will continue to innovate and expand its electric line to provide more sustainable fireplace solutions.

For 25 years, European Home has designed stunning fireplaces and architectural solutions for its valued customer base of homeowners and professionals. Holly, John, and the team work tirelessly to find the perfect fireplace for individuals' design needs. Driven by core values of safety, sustainability, and quality, European Home has become renowned for its high-end products and exceptional customer service. Dedicated to creating cleaner burning solutions, the company will continue to expand and innovate its offerings to fulfil customer requirements for a more energy efficient home. For its stunning fireplace solutions, we have bestowed European Home with this year's award for Best Modern Fireplace Company.

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Elara wall-mounted suite by Flamerite

