



OCTOBER 2010

To: Valued Vantage Hearth Customers

From: Glenn Thomson, Sr. Vice President Sales & Marketing

Subject: Magniflame Outdoor Burner for Outdoor Vent-Free & Vented Log Offering

A new standard... The introduction of the outdoor version of the Southern Comfort log sets have carried us into new territory since the outdoor log standards have changed. This update is intended to help educate you on the new standard. Technically, all outdoor logs are now classified as vented. The standard assumes the outdoor burner will vent into the atmosphere. This is contrary to what is indicated in our price book. The standard does allow for use in outdoor vent-free fireplaces under specific performance guidelines. These same units cannot be utilized for indoor vent-free applications. When using with the optional MFEB ember bed burner, the log set must be used in a woodburning fireplace. Although the BTUs on the indoor and outdoor models are the same, the outdoor version without the ember bed has a much larger flame.

We are specifically explaining this so you and your customers will be aware of the differences and you can select the proper product for the appropriate application. The new outdoor version of the Magniflame burner with the Southern Comfort log set has two applications. The standard burner utilizes 29,000 - 40,000 BTUs for indoor or outdoor vent-free firebox application. When utilizing the MFEB ember bed burner accessory, it boosts the BTU input to 59,000 - 70,000 and is designed for vented applications in both indoor and outdoor fireplaces.

This unique set is specifically designed for the trend towards the larger and taller fireboxes where most standard log sets are dwarfed. This is the reason for the new method of the part number identification utilizing the 42 and 48 identification. These numbers indicate the minimum firebox size for this log set. The 42 is in fact 30" across while the 48 is actually 36" across. These unique log sets stand over 19" tall, and set very deep to robustly fill the large fireplace. We have also added the optional LAMF log accessory kit to enhance the appearance and realism of the log set. The LAMF consists of numerous various sized log pieces of the same grand scale and charred design for placement in your firebox.

We feel certain you will be impressed with this unique product offering which is now fully available. See your salesman for details and be sure to look for our new video on proper installation coming soon to the web site.

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