

APRIL 2011



What's Hatchin' in 2011

To: Our Valued FMI Customers

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

HPBExpo

Last month we took our show home to Salt Lake City for the HPBA show. It was quite an accomplishment and truly a successful experience. We introduced 11 new products slated for 2011 and have received rave reviews from new and returning customers. I believe we're off to a great start for 2011. For those of you who were able to make it, I'm sure you'll agree. Visit the Latest News section of our web site to see pictures from the show. Congratulations Elana Sloan of Hearth Renovations in King of Prussia, PA for winning the 50" flat screen tv!

The Grand Meridian Fire Ring

Next month we will be releasing a new addition to our modular masonry line of products, the Grand Meridian Fire Ring. This product was a smash hit at the HPBA show when it was introduced last month. Choose between a two tier or a three tier version and pair with your choice of burner. Burners are available in propane or natural gas and come in either stainless steel or powder coated finish. The burners are topped off with colossal chunks of lava rock which give it an authentic fire pit appearance. This is a product you won't forget!

FMI Price Book Additions

The April 2011 FMI price book is out and if you haven't seen it, log in to the distributor section of the web to easily download your copy. Several new items have been added including refractory paneled versions of several fireplaces. These include our Portofino outdoor woodburning unit, our Venetian outdoor vent-free, and the indoor vent-free Bavarian. PureFire™ Emission Control Hoods have also been added. These are a great solution for your customer looking for a clean solution to their existing wood burning fireplace. Hoods are adjustable and come in three sizes which fit most any fireplace.

New from Design Dynamics

The HPBA show was host to many new products we will be introducing this year. Check out the DDI newsletter, "Best In Show" for a detailed review of products. The line-up includes the Luminary Series of linear fireplaces, the Rapture vented gas fireplace, the contemporary Elegant Aura, and some additions to our Giant Timbers log sets.

FMI will be closed Friday, April 22nd. Thank you for your support & have a beautiful Easter.