



OCTOBER 2010

To: Valued Vantage Hearth Customers
From: Glenn Thomson, Sr. Vice President Sales & Marketing
Subject: Fresh and Easier

Mosaic Masonry The new Mosaic Masonry firebrick walls are in production and the final product is truly one of a kind. We are now shipping the new versions of the fireplaces. You can see a listing of the new model numbers on the web. Stay tuned to our Technical Support web site, where later this month you can see a video of the new product.

Direct Vent Showroom Displays The VersaFire series of direct vent fireplaces has a new face... a clean face version of our entire line has been added to the series. You can see our updated brochure on the web. For those of you who currently have showroom displays of the louvered direct vents, we have developed a screen and bracket accessory for you to convert your floor models. Part numbers and an instruction sheet will be posted online later this month. You may place orders October 18th.

Space Heaters & Blower Accessory Infrared and Blue Flame heaters have been shipped. The new blower accessory (PP100A) includes an internal cutout shield that is required for installation. We added the "A" suffix to indicate the change. Please, be aware that fans from other manufacturers will not come with the shield and do not fit our heaters.

Connect with Us In an effort to help ease the issues of the season, we have added a dozen different videos to our Technical Support web site. Go to www.fmiproducts.com and select Technical Support. Topics include installation, fuel conversions and product information. These demonstrations provide clear instruction, safe guidelines and answer some of our most frequently asked questions. This is a great resource that you and your homeowners can now view instantly. You have to see it to believe it!

New Replacement Parts Books & Price Structure We are excited to offer a completely remodeled replacement parts price book. In an effort to fulfill our commitment to being the easiest supplier to do business with, we have simplified the pricing structure with two big changes. (1) Changed the parts multiplier to the same multiplier you use for all other products. (2) Included any special packaging charges into the list prices.

Price changes will take effect November 1st. Take advantage of our distributor login. Go to www.fmiproducts.com to view and print the Replacement Parts Books today! CDs with replacement part guides and price lists are available to order through customer service. Printed materials will be available November 1st.

WELCOME HOME TO WARMTH

**Fmi**
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