

Innovation Leader

ADEPT AT SERVING THE HOMEBUILDING COMMUNITY, PACIFIC ENERGY AND TOWN AND COUNTRY FIREPLACE MANUFACTURE WOOD- AND GAS-FIRED STOVES, FIREPLACES AND INSERTS. BY JEFF BORGARDT

Residential | PACIFIC ENERGY/TOWN AND COUNTRY FIREPLACE

For 35 years, Pacific Energy and Town and Country Fireplace's mission has been to design and develop cleaner, more efficient and more beautiful fireplace heating solutions. It all started with one man, President Paul Erickson, in his basement. "We have had several magnitudes of growth since then," Erickson says.

Starting with wood-burning stoves, the company also entered the gas fireplace business in the 1990s followed by a push into the residential pellet stove business in 2005. Pellet stoves typically burn pellets of wood or other organic materials.

Pacific Energy Fireplaces and Stoves and its associated company Town and Country Fireplace have sparked many technological advances in the field.

For example, they were the first to offer gas fireplaces that featured different interior designs other than conventional ceramic logs.

This was a major step forward. It allows the company's major customers – homebuilders and designers – greater design choices so fireplaces can stand out even more as room centerpieces. "We have always been recognized as the ones coming up with the latest, greatest thing," Erickson says. "We have a great record of innovation in the industry."

The company pioneered an advanced air wash system for its woodstoves that became the industry standard, for example, even as it continues to research cleaner-burning technologies to this day.

Many consumers are not aware the fireplace industry is subject to U.S. EPA emission standards, just like the automotive sector. Some are also surprised to learn that burning wood is a carbon-neutral activity unlike burning petroleum. EPA has deemed it as such because wood is surface biomass while petroleum has been buried for millions of years and is not part of the earth's natural carbon cycle.

Town and Country Fireplace is a leader in clean fireplace designs that lack clutter and distractions, Erickson says. "We have industry recognition as a fireplace pioneer that broke the boundary for what fireplaces can look like." Homebuilders and designers

love it because the products can raise the bar for entire projects, he says.

It is natural for the company to be based in the Pacific Northwest, where environmental responsibility is a watchword. Its products are available from more than 800



retailers in the United States and Canada that sell to consumers and businesses.

"A Town and Country luxury fireplace is more than just a fireplace," the company declares. "It is an architectural feature, a sophisticated statement about a home and an investment that will retain its value for years to come. Every one of our fireplaces is an industry leader in design and innovation. And because of the flexibility of our Design-A-Fire feature, our customers can create a fireplace that perfectly reflects their style and taste."

Town and Country's clean-face realistic-looking gas fireplaces were launched in 2003 and quickly revolutionized the industry by disproving the long-held belief that a gas fireplace could never mimic a real wood fire. It eliminated the mechanical facings and louvers that obscured the hearth, and added huge, life-like flames that successfully emulate the look of a wood-burning fire.

"From one fireplace that redefined consumer expectations, we have now expanded our Design-A-Fire concept to

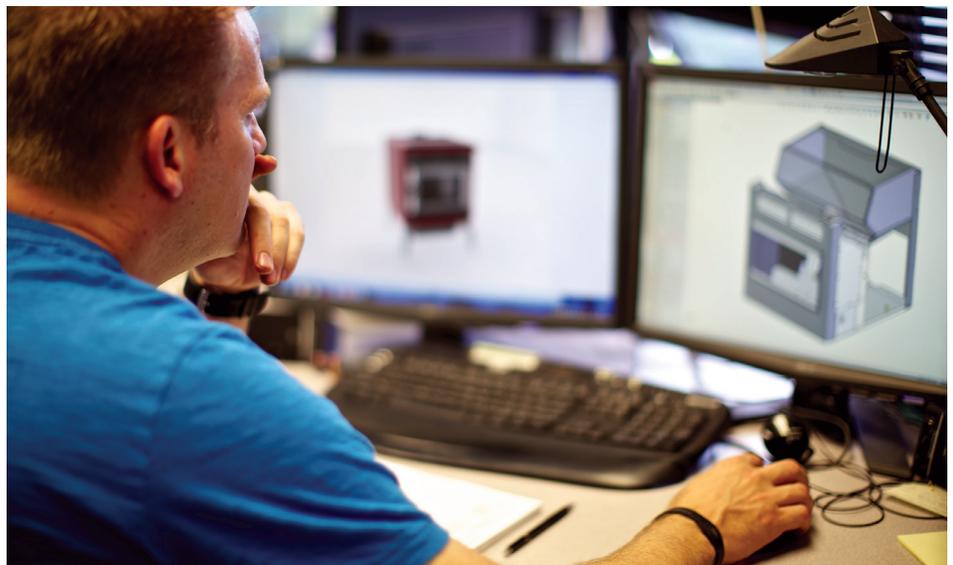
Pacific Energy's Town and Country Fireplace

- *Headquarters: Duncan, British Columbia*
- *Employees: 200*
- *Specialty: Fireplaces and stoves*
"We have a tradition of innovation in the industry."

- Paul Erickson, president



» Town and Country Fireplace strives to design and manufacture fireplaces that have clean designs.





State-of-the-art manufacturing helps to ensure Town and Country always delivers quality.

Notable Features

Town and Country products offers a wide array of features, from customizable design choices to flexible venting options that accommodate almost any architectural feature.

- The original clean-face created the fireplace that created the clean-face category, with no louvers or other clutter to compete with the look of the room.
- The most flexible venting options available allow every fireplace to go in the perfect spot in any space without competing with beams, architectural features or open spaces.
- The first gas fireplace power vent termination sits flush with the outside wall. It can be painted any color to match the house exterior, completely blending in with the wall and becoming almost invisible.
- They are the only fireplaces designed to offer comfortable heat without overheating a room. Called "All-Season Comfort," it is a Town and Country exclusive.
- A safe, unobstructed ceramic glass face that will not crack or break under high internal temperatures.
- Custom options include eight different models, nine different choices of fire burners and logs, eight firebox panel styles and a variety of andirons and fire screens giving customers the ability to create more than 200 distinctive combinations.

include eight different fireplace models; nine different fires with logs, river rock or sparkling glass; and eight firebox panel liners that form the back and sides of inside the fireplace," the company says. "All are interchangeable, resulting in over 200 different configurations."

Another innovation relates to design. "Town and Country is a leader in clean-face fireplaces with a lack of clutter and distraction," Erickson declares.

Its dramatic open designs remove unsightly mechanical features from view for more striking visual appearances. This is much sought after, not only for residences, but also hotel, restaurants and other hospitality environments.

Good Markets

With the company celebrating its 35th year in the fireplace business, Erickson has observed many changes in an industry whose size is often overlooked

"There are hundreds of millions of dollars in sales in our industry but most people are not familiar with it," he asserts. "There is a lot of technology and investment. We are researching cleaner burning, better-looking product all the time and there is a huge variety of product out there."

The main market for the products is North America; however, there is also



business in Japan, Australia and Eastern Europe. Wood-burning product sells more in rural areas and gas is more popular in suburban regions.

Town and Country Fireplaces is a division of Pacific Energy Fireplace Products, a company founded in 1978 on Vancouver Island and located in Duncan, British Columbia. Since its inception, the company has been a leader in the hearth industry. "Our experience, coupled with its state-of-the-art manufacturing facility, means we can provide a level of product quality and customer support unsurpassed in the industry," the company says. "In this era of mass-production, Town and Country remains a high-quality product made with premium materials and skilled craftsmanship."

Town and Country Fireplaces understands the needs of the high-end design market, Erickson explains. Architects and



- It support customers, dealers and retailers in understanding and embracing unique and ever-evolving products and features.

The company knows that careful planning is of the utmost importance in the creation of a signature home so it provides fireplace layout planning and technical installation consultation specifically for

architects. It does this through its Architect Resource Centre, available by email and a toll-free number. "We also provide architect specifications, architect handbooks, CAD drawings and presentation images to specifically serve design professionals," the company says.

Town and Country fireplaces stand alone as design centerpieces, adding flair, ambiance and long-term value to any home. ♦

custom builders say they want fireplace venting that could work around open spaces, structural beams and other unique features. So, it produces the products as such.

Thanks to this venting versatility, Town and Country fireplaces can be located almost anywhere within a building envelope, even up to 110 feet from an outside wall. "We've also been able to accommodate extreme climates and hard-to-reach elevations by using optional specialized stainless steel terminals," Erickson points out.

According to Town and Country Fireplaces, customers can be assured that:

- The company uses only the highest-quality materials, technology and construction;
- It is completely committed to leading the industry;
- The company cultivates design innovation on every level; and

when every detail is important to you

we make sure every detail in our fireplace counts

constructed to the highest standards
huge signature flames
unmatched design choices

Visit us at IBS 2015, Las Vegas
Booth C6350

TOWN & COUNTRY
LUXURY FIREPLACES
townandcountryfireplaces.com