

Guidelines

on buying your new fire and fireplace

The Fantasy



Please take a FREE copy

**THE
FIREPLACE
WAREHOUSE**

**Burnley • Bolton • Oldham
Stockport**

The UK's largest retailer of fires and fireplaces



All of our products are sourced from natural material*

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"Retailer of the Year Award"

Burnley

(Flagship showroom)
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Burnley
BB11 5ES

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Fax: 01282 431660

Bolton Store

115 Chorley Old Road
Bolton
BL1 3AS

Tel: 01204 496593
Fax: 01204 496593

Oldham Store

153 Oldham Road
Royton
OL2 6BG

Tel: 0161 785 0333
Fax: 0161 652 9003

Stockport Store

247 London Road, Hazel Grove
Stockport
SK7 4PL

Tel: 0161 484 2047
Fax: 0161 483 4394



Mission Statement

It is the Company's Mission to be, the UK's largest, independent supplier of Fires and Fireplace Displays. In order to achieve this we have to offer superior Quality Products and Professional service in all areas of our business, on a continuous improvement basis.

Our goal is to supply first class products and be the best for "value choice service, range and quality" to meet our commitment to our customers requirements. Through the process of defining, understanding and conforming to those requirements, we will achieve total customer satisfaction.

The company promotes a policy of continual improvement, keeping abreast of modern techniques, concepts and manufacturing methods.

We are committed to developing and providing Quality, Reliability and Service, to our customers, suppliers and people who we do business with, generally, and have an expectation that this positive attitude reflects throughout the company at all levels.

We must promote a Quality approach to all aspects of our work. In all this, we recognise that the companies most important asset is its people - and it is only through their active involvement that sustainable improvement can be achieved and subsequently maintained.

Adrian Mason

Mark Townsend



Guarantee

We won't be beaten on price

If you have purchased a product from the Fireplace Warehouse and find the identical product at a lower price in another retailer within 10 miles of the store, not only will we match the in-store price, we will also give you 10% of the difference.

All we ask

- ❖ Simply let us know within 14 days of your purchase
- ❖ It's in stock and available for immediate delivery
- ❖ It can be verified either by written evidence (e.g. advert, quotation etc.) or verbally from our competitors.

Exceptions we do not match

- ❖ Internet or mail order prices - however we do check our competitors online to ensure we remain as competitive as possible.
- ❖ Short term or voucher promotions
- ❖ Delivery or installation prices.

*B*uying a new fireplace



Questions that need answering

Is the material, style and quality right?

Is the fire going to be used for heat or visual effects?

Will it look good in my house?

Will it be delivered and installed when promised?

Are the fitters CORGI, GAS SAFE, HETAS and ACS registered, where required?

Are the sales team dedicated, willing, informative, and honest?

Is the after sale service good?

Will it fit or be suitable?

Have I been treated well?

*“We are not here to sell you a fire or fireplace,
we are here to help you choose one”*

Adrian Mason and Mark Townsend, Managing Directors

Getting to know the team

Getting to know our sales team...

Here at the Fireplace Warehouse we have a policy that all of our staff go through a rigorous training program that lasts for up to 12 months.

They are trained to know every aspect of what is involved with buying and fitting a new fireplace, by spending full days getting their hands dirty with the installation teams. This is so that they can experience at first hand what is expected. They also spend days with the warehouse and distribution departments, going on deliveries, and they even spend time with the receptionists and accounts department to find out how it all works.

By doing all of this it means that our sales staff are familiar with everything involved, not just the sales. This makes them more understanding to your needs, and not just trying to sell the most expensive fireplace. Careful consideration and recommendations are what we like to give to our customers by listening to you.

The sales team are here to help and in addition we have an inhouse surveyor.



How do you decide where to buy from?

*The
Fireplace Warehouse
are now established
and have been trading
and installing
for over 10 years.*



The Vista

Choosing who to buy your fire from can also be as difficult as picking your new fire. We would advise for you to be careful with buying from a new business of anything under one year trading. The Fireplace Warehouse are now established and have been trading and installing for over 10 years.

We have expanded our business from Burnley and opened three more exquisite showrooms in Oldham, Bolton and Stockport, displaying new and exciting ranges that will bring warmth to your home.

We would also advise that if you choose to buy elsewhere to check that you are buying from a valid business. Is there a contact address, telephone number and VAT number? Are you able to contact the directors and meet them?

With the Fireplace Warehouse, you probably already have without realising it. Our company Directors are actively involved throughout the business and often work amongst the staff. Mark Townsend, Adrian Mason and Adam Roberts are usually here most days.

Guarantee

All the fires and fireplaces that we sell are covered by our extensive guarantees.

We guarantee peace of mind from ordering to delivery to installation. Our guarantee covers the products, labour and installation. If requested, each natural stone, limestone, granite and marble fireplace comes with its own numbered certificate of uniqueness that shows its qualities as well as giving you an insight to how the stone is formed by nature over thousands of years.

We guarantee peace of mind from delivery to installation.

Does it feel right?

If the answer to this is anything other than "yes", then go back over what we have already pointed out on the previous pages and assure yourself of the first class package that we aim to provide for you.



Fitting your new fireplace



How long will it take to fit?

The simple answer to this is "it will take as long as it takes"

You will pay a fixed amount* to get your new fireplace fitted correctly and safely. Our fitters gain nothing by extending the installation time as they are paid by job in hand. They will work until the job is complete and until you are satisfied.

Our sales team can estimate how long this may take, but please be patient as sometimes if we estimate the fitting to take one day, it is possible that it may take two. You may be displeased with this, but we want the job to be right for you first time.

With our aims to get it right the first time and our high expertise, we rely on your goodwill to recommend us to friends and family.

Fitting costs?

The fitting cost will include the removal of your existing fireplace from your chimney breast area. This will not incur any additional costs unless it is a stone or tiled range, or anything out of the ordinary from which you will be advised upon at the point of sale.

Patch plastering around 150mm of the old fireplace to tidy the area. Our fitters cannot re-plaster from brick down or cover large areas unless this has been arranged and paid for at the point of sale.

Connection to a suitable gas supply within 300mm of the fire. Extra gas runs will be chargeable if required.

All installations will be subject to a smoke and flue flow test carried out, in your presence, on the day to detect flue failure or chimney leakage. This will be to current CORGI or HETAS regulations. Any lining of chimneys will be chargeable.

Any electrics must require a standard plug socket. Our fitters are not permitted to do any electrical re-wiring or install plug sockets etc.

The installation of the fire and fireplace and the issue of CORGI / GAS SAFE / HETAS certificates where required and the notification of that installation to the governing body concerned.

Whilst on site our fitters will be happy to quote for any additional work, if that work is appropriate or possible.

Removal of rubbish and rubble?

Both our delivery drivers and our fitters are not permitted to remove rubble or rubbish from the site. It is against the law to remove the above, for both customer and company, without having a valid Commercial Waste Removal Licence.

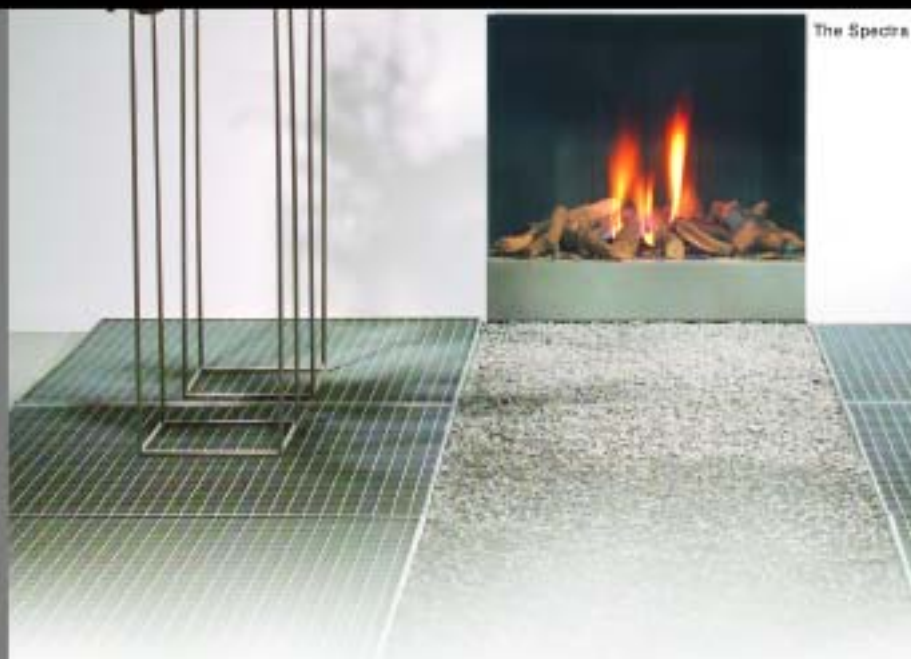
However, the fitters will, where appropriate, bag the waste, to make it more clean and manageable. If a skip is available then the fitters will place it in the skip for you.

**Subject to terms and conditions*



Decisions
decisions
decisions

Chimney or flue?



The Spectra Frameless



Brick or stone built chimney

Conventional chimneys are easily recognisable. The Stack rises well above the roof line and is topped by a traditional chimney pot or, possibly, a gas terminal. There is generally a chimney breast in the living room, and all rooms directly above it. Or alternatively, an external chimney breast, which runs the height of the building.



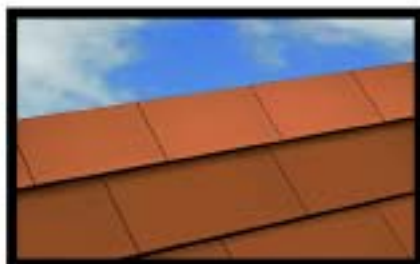
Prefabricate flue

You will see a metal flue cowl on your roof. Some are all metal whilst others may terminate through a short terracotta pot (but without a chimney stack). A chimney breast is generally in the living room and all rooms above.



Pre-cast Flue

Many modern homes have been built with such flues. You can readily identify them by either a metal flue cowl on your roof or by a raised ridge terminal. The property may also have either a very shallow chimney breast in the living room or none at all.



No Chimney?

Some properties have no chimney or flue, in which case a balanced flue or powered flue may be an alternative option, or even an electric fire. Even without a chimney or flue, most power flue or balance fires can be fitted into your home, so there's no need to be left out in the cold.



Balanced flue

Balanced flues do not require an electricity supply. They operate via a twin wall pipe which exits horizontally through an external wall or vertically through the roof (dependant on fire selected). The outer pipe draws air from the outside while the inner pipe expels the products of combustion.



Powered flue

A powered flue uses an extractor unit mounted on an outer wall to vent the combustion gases directly outside. A mains electricity supply is needed to operate the system.

Flueless

As the name suggests there is no chimney or flue system required. They are 100% efficient giving maximum heat for minimum running costs. Very modern looks and effects. Specific room sizes and air vent required.



The Torch Framed



Which materials?



The Sense

Hole in the wall

There are numerous different designs of hole in the wall fireplace available. These can be with traditional stones, granites, stainless steel and various combinations of the above.

They allow the room to appear bigger as no fireplace is present and can give a very modern look without breaking the bank.

Veneered or painted woods / MDF

Quality and value fireplaces that can be modern or traditional in shape. Easy to produce so it cuts down on costs.

Solid Woods

Very high quality fireplaces, made to stand the test of time. Many are hand carved and hand finished for that extra touch of luxury. Generally more expensive because of extensive workmanship.

Conglomerate or Micro Conglomerate

Crushed marble or stone mixed with resins and then reformed. This removes any inconsistencies, natural flaws and markings associated with natural stone and marbles.

Natural Limestone

Very high quality, grade A Portuguese limestone. A creamy white colour with natural markings and veining. There are a multitude of designs from traditional to contemporary. Also very easy to look after.

Natural Marble

Again, grade A natural marble showing the beauty of real stone. Most are hand carved and hand finished for a top spec fireplace. Comes with natural, beautiful veins and markings, making no two fireplaces ever the same.

Black granite

Ultra modern, natural granite. Very contemporary and minimal. Will go with any decor ...dare to be different?

How much will it cost?

Some companies will take a guess at what sort of property and flue system you have, what your requirements are and will get it completely wrong. At best this guess will cost you hassle time and inconvenience. At worst it will cost you hundreds of pounds to put it right.

Some companies will ask your budget and then try and maximise the sale.

At The Fireplace Warehouse, we will enquire as to your needs, requirements and taste, then recommend various products to you based around that information to ensure that you have something that will be perfect compliment to your taste and what you can afford.

From the moment you walk in to one of our stores ,we will listen and provide a tailor made service for you.

From the moment you walk in to one of our stores ,we will listen and provide a tailor made service for you.

The Straight Nostalgic



From this...





To this!




BELLAGEO
the exclusive collection

The new exciting
exclusive range in store



SA 500 WOOD BURNER



High Efficiency Fires

With the current economic climate, more and more people are enquiring and demanding High Efficiency fires.

Basically these are fires, be it gas or solid fuel that effectively cost less to run than traditional fires. Gas fires that are up to 89% efficient and solid fuel fires up to 82% efficient. In laymans terms this means that for each £1 of gas or solid fuel being burned you are getting up to 89 pence of heat back in to the room. If you compare that with some open fires that produce 10 pence of heat coming back, then the savings are immense.

MATCHLESS HEAT MACHINE



High efficiency fires are glass fronted appliances and because of this when the fire is not switched on you do not lose any of the warmth from the room as it is unable to be sucked in to the chimney or flue system. Also with high efficiency fires the glass front remains cleaner for a much greater length of time.

SOLARIS HIGH EFFICIENCY FIRE



The Morias



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