



Series Overview

The SimpliFire Format wall-mounted electric fireplace with its minimalist floating mantel design is the easiest way to add a modern centerpiece to any space. It comes with both clear crystals and a ShadowGlo™ Alpine Timber log set to tailor the fire bed as you like. You can install the Format anywhere without the need for construction.

Positioning

This product series is positioned as the ideal solution for consumers looking for an easy way to add an electric fireplace without the need for construction.

Product Features

- Minimalist floating mantel supplies a clean, built-in look in an easy wall-mount design
- Safely place a TV or artwork directly above the fireplace
- Set the mood with multi-colored accent lighting from beautiful downlighting in the mantel
- Four flame color choices; 13 ember-bed color choices for complete customization
- Multiple media options come standard for the look you want, including clear crystal media and Alpine Timber log set
- No mesh screen or visible heat vents
- Enjoy year-round with or without heat
- Easy control with the intuitive, multifunction remote
- Available in 43", 50" and 60" sizes
- Zone-heat your space with warmth where you want it while cutting monthly energy bills
- Stay warm with supplemental heat comparable to a free-standing space heater (1500W)

Floating Mantel Wall-Mount Electric Fireplaces

Competitive Matrix

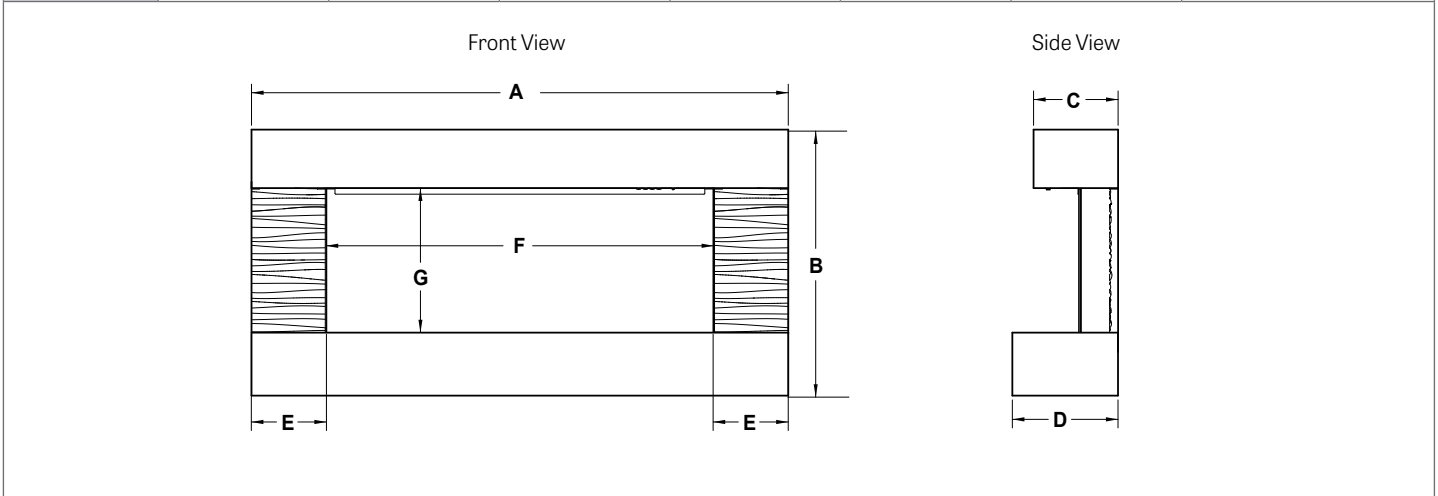
Brand	SimpliFire	Napoleon	Napoleon	European Home
Series	Format	Stylus White Modern	Stylus Steinfeld	Compton
Model	FORMAT36 with 50" Floating Mantel	NEFP32-5019W	NEFP32-5320BW	Compton 1000
MSRP	\$1,298	\$1,039	\$1,259	\$2,926
Mantel Width	50"	59"	53"	59"
Mantel Depth	9-7/8"	11"	10-1/4"	14"
Viewing Area	36"x13"	32"x12"	32"x12"	40"x10-1/4"
Install Options	Wall-Mount	Wall-Mount	Wall-Mount	Wall-Mount
Hidden Vents	Yes	Yes	Yes	Yes
Standard Media	ShadowGlo™ Logs, Crystal Media	Crystal Media, Birch Logs	Crystal Media, Birch Logs	Woodland Log Set
Flame Colors	4	3	3	1
Brightness Control	Yes	Yes	Yes	Yes
Fuel Bed Colors	13 Plus Rotating	Multiple	Multiple	None
Accent Lighting	13 Colors Plus Rotating	Side Shelf Accent	Side Shelf Accent	Ambient Side Lighting
Thermostat	Yes	Yes	Yes	Yes
Remote	Yes	Yes	Yes	Yes
Wall-Switch Capable	Yes - Including Smart Switches	No	No	No

Competitive Advantage Summary

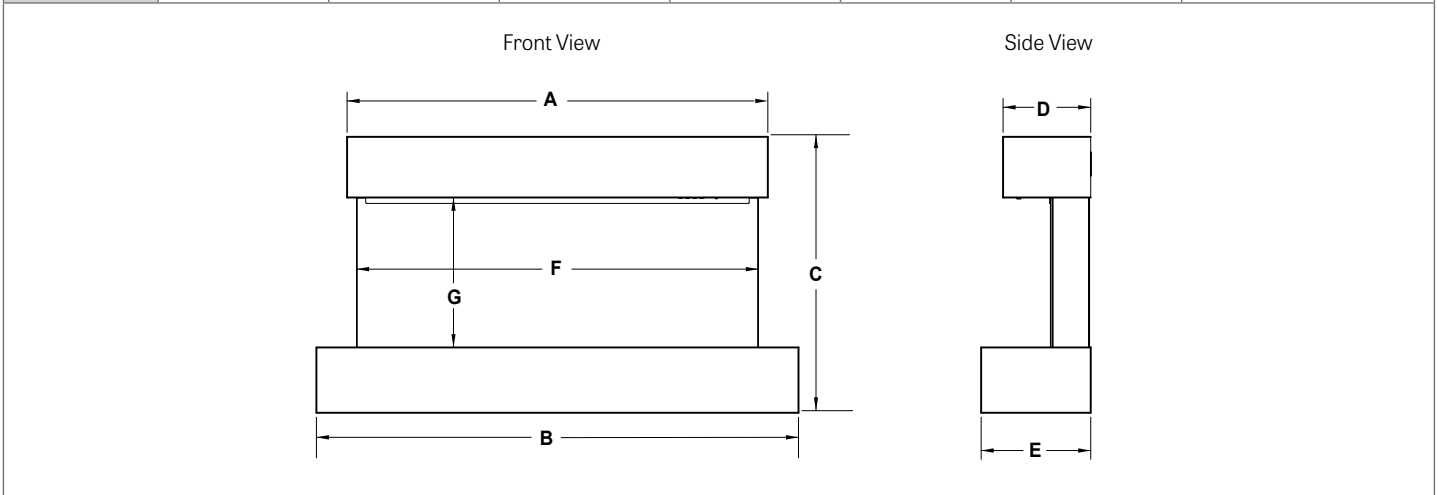
<p>SimpliFire Format vs Napoleon Stylus</p>	<ul style="list-style-type: none"> • Larger viewing area • More mantel designs and sizes • Wall-switch capable, including use with 3rd party smart switches • ShadowGlo Alpine Timber log set offers a more realistic and detailed look • Multicolored accent lighting vs monotone spotlight • Slimmer mantel depth at 9.8"
<p>SimpliFire Format vs European Home Compton</p>	<ul style="list-style-type: none"> • Larger viewing area • More mantel designs and sizes • Wall-switch capable, including use with 3rd party smart switches • ShadowGlo Alpine Timber log set offers a more realistic and detailed look • Multicolored accent lighting vs monotone ambient side lighting • Slimmer mantel depth at 9.8" vs 14"

Fireplace Specifications

Model	BTU Output	Width (A)	Height (B)	Depth (C)	Depth (D)	Sides (E)	Viewing Area (F x G)
SF-FM50-WH	5000	50" [1270]	23-5/16" [592]	7-7/8" [200]	9-7/8" [250]	6-7/8" [175]	36-1/16" x 12-5/8" [916 x 321]
SF-FM60-WH	5000	59-7/8" [1520]	23-5/16" [592]	7-7/8" [200]	9-7/8" [250]	11-13/16" [300]	36-1/16" x 12-5/8" [916 x 321]



Model	BTU Output	Width (A)	Width (B)	Height (C)	Depth (D)	Depth (E)	Viewing Area (F x G)
SF-FM43-WH	5000	37-13/16" [960]	43-5/16" [1100]	23-5/16" [592]	7-7/8" [200]	9-7/8" [250]	36-1/16" x 12-5/8" [916 x 321]



Format Series

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Special Installation Considerations

- This appliance is designed to be mounted directly on a wall using the included wall-mount bracket and is required to be finished with one of the available Format mantel kits. An electric receptacle may be discretely located under the bottom mantel section. When planning the appliance location, use special care to ensure the wall-mount bracket is a sufficient distance from the electrical receptacle. See installation instructions. All electrical connections must be performed by a qualified electrician.

SKU List and Descriptions

SKU	FIREPLACE
SF-FORMAT36	Format 36" Floating Mantel Wall Mount Fireplace
SKU	FLOATING MANTEL KITS
SF-FM43-WH	43" Floating Mantel Kit for Format 36
SF-FM50-WH	50" Floating Mantel Kit for Format 36
SF-FM60-WH	60" Floating Mantel Kit for Format 36

Sales Tools

- Product brochure
- New product introduction
- Display order form
- MSRP page
- Showroom sell cards
- Architect guides
- myhht.com iPad app update
- hearthED training modules
- hearthED install and service training modules



Format 60" shown with Clear Crystal media