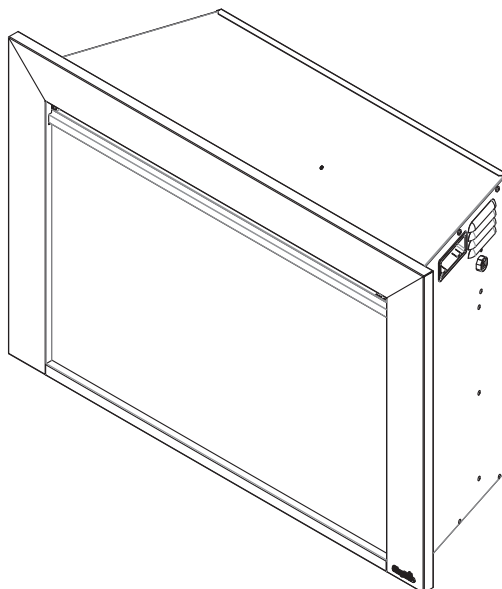


Model(s):
SF-INS30-BK



NOTICE



DO NOT DISCARD THIS MANUAL

- Important operating and maintenance instructions included.
- Read, understand and follow these instructions for safe installation and operation.
- Leave this manual with party responsible for use and operation.

**DO NOT
DISCARD**

Congratulations!

Congratulations on selecting a SimpliFire Electric Fireplace, an elegant and clean alternative to wood and gas burning fireplaces. The SimpliFire electric fireplace you have selected is designed to provide the utmost in safety, reliability, and efficiency.

READ CAREFULLY BEFORE ATTEMPTING TO ASSEMBLE, INSTALL, OPERATE, OR MAINTAIN THIS PRODUCT.

PROTECT YOURSELF AND OTHERS BY OBSERVING ALL SAFETY INFORMATION. FAILURE TO COMPLY WITH INSTRUCTIONS COULD RESULT IN PERSONAL INJURY AND/OR PROPERTY DAMAGE.

⚠ WARNING: To reduce risk of fire, electrical shock, or personal injury, read all instructions before using appliance.

**INSTALLER: DO NOT DISCARD THIS MANUAL -
LEAVE FOR HOMEOWNER - SAVE THESE INSTRUCTIONS**

1 IMPORTANT INSTRUCTIONS

IMPORTANT SAFETY INSTRUCTIONS

**WARNING! Risk of Fire! Risk of Burns!
Risk of Electrical Shock!**

DO NOT:

- Install or operate damaged heater
- Modify heater
- Operate the heater without fully assembling all components

Hearth & Home Technologies Inc. disclaims any responsibility for, and the warranty and agency listing will be voided by the above actions.

When using electrical appliances, basic precautions should always be followed to reduce the risk of fire, electric shock, and injury to persons, including the following:

- Read all instructions before installing this appliance.
- This appliance is hot when in use. To avoid burns, do not let bare skin touch hot surfaces. Keep combustible materials such as furniture, pillows, bedding, papers, clothes, etc., and curtains at least 3 ft. (0.9 m) from the front of the appliance and keep them away from the sides and rear.
- Extreme caution is necessary when any appliance is used by or near children or other at risk individuals and whenever the appliance is left operating and unattended.
- Do not operate any appliance if it malfunctions. Disconnect power at service panel and have appliance inspected by a certified electrician before reusing.
- To prevent a possible fire, do not block appliance fan air intakes or exhaust in any manner.
- A heater has hot and sparking parts inside. Do not use it in areas where gasoline, paint, or flammable vapors or liquids are used or stored.
- Use this appliance only as described in this manual. Any other use not recommended by the manufacturer may cause fire, electric shock, or injury to persons.
- Do not operate any appliance with a damaged cord or plug or after the appliance malfunctions, has been dropped or damaged in any manner. Contact authorized dealer.
- Do not use outdoors.
- Never locate appliance where it may fall into a bathtub or water container.
- Do not run cord under carpeting. Do not cover cord with throw rugs, runners, or the like. Arrange cord away from traffic areas and where it will not be tripped over. Do not tightly coil cord.

WARNING! DO NOT operate fireplace before reading and understanding operating instructions. Failure to operate appliance according to operating instructions could cause fire or injury.

WARNING! Improper installation, adjustment, alteration, service or maintenance can cause injury or property damage. Failure to install appliance according to Owner's Manual could cause property damage or injury.

NOTICE! This appliance is not intended for use as a primary heat source and should not be factored as such in residential heating calculations.

- Always use ground fault protection where required by electrical code.
- To disconnect appliance, turn controls to "OFF" then remove plug from outlet.
- Always disconnect power before performing any cleaning, maintenance or relocation of the appliance.
- To prevent electrical shock or fire, always use a certified electrician should new circuits be required.
- When transporting or storing the appliance, keep in a dry place free from excess vibration to avoid damage.
- Avoid use of an extension cord because an extension cord may overheat and cause a fire. However if you have to use an extension cord, the cord should be No. 14 AWG minimum size and rated to not less than 1875 watts.
- This appliance is not intended for use by persons (including children) with reduced physical, sensory or mental capabilities, or lack of experience and knowledge, unless they have been given supervision or instruction concerning use of the appliance by a person responsible for their safety.
- Children should be supervised to ensure that they do not play with the appliance.
- Do not insert or allow fingers or foreign objects to enter any ventilation or exhaust opening as it may cause an electric shock or fire or damage the heater. Do not block or tamper with the heater in any manner while it is in operation
- Always use properly grounded, fused and polarized outlets.

SAVE THESE INSTRUCTIONS

▲ Safety Alert Key:

- **WARNING!** Indicates a hazardous situation which, if not avoided could result in death or serious injury.
- **CAUTION!** Indicates a hazardous situation which, if not avoided, could result in minor or moderate injury.

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A. Warranty

SimpliFire™ WARRANTY

Hearth & Home Technologies, on behalf of its brand SimpliFire ("SimpliFire"), extends the following warranty for electric fireplaces that were purchased from a SimpliFire authorized dealer.

WARRANTY COVERAGE:

SimpliFire warrants to the original owner of the SimpliFire fireplace, and to any transferee taking ownership of the SimpliFire fireplace within one year following the date of original purchase, that the SimpliFire fireplace will be free from defects in materials and workmanship at the time of manufacture. If a SimpliFire fireplace is found to be defective in materials or workmanship during the applicable warranty period, HHT will, at its option, repair or replace the SimpliFire fireplace. SimpliFire, at its own discretion, may fully discharge all of its obligations under such warranties by replacing the product itself or refunding the verified purchase price of the product itself. The maximum amount recoverable under this warranty is limited to the purchase price of the product. This warranty is subject to conditions, exclusions and limitations as described below.

WARRANTY PERIOD:

Warranty coverage begins on the date of original purchase. In the case of new home construction, warranty coverage begins on the date of first occupancy of the dwelling or six months after the sale of the product by an independent, authorized SimpliFire dealer/ distributor, whichever occurs earlier. The warranty shall commence no later than 24 months following the date of product shipment from HHT, regardless of the installation or occupancy date.

WARRANTY CONDITIONS:

This warranty only covers SimpliFire fireplaces that are purchased through a SimpliFire authorized dealer or distributor. A list of SimpliFire authorized dealers is available on the SimpliFire websites.

WARRANTY EXCLUSIONS:

This warranty does not cover the following:

- Changes in surface finishes as a result of normal use. As a heating appliance, some changes in color of interior and exterior surface finishes may occur. This is not a flaw and is not covered under warranty.
- Damage to printed, plated, or enameled surfaces caused by fingerprints, accidents, misuse, scratches, melted items, or other external sources and residues left on the plated surfaces from the use of abrasive cleaners or polishes.
- Repair or replacement of parts that are subject to normal wear and tear during the warranty period. These parts include: paint, batteries and the discoloration of glass.
- Damages resulting from: (1) failure to install, operate, or maintain the appliance in accordance with the installation instructions, operating instructions, and listing agent identification label furnished with the appliance; (2) shipping or improper handling; (3) improper operation, abuse, misuse, continued operation with damaged, corroded or failed components, accident, or improperly/ incorrectly performed repairs; (4) environmental conditions (5) installation or use of components not supplied with the appliance or any other components not expressly authorized and approved by HHT; (6) modification of the appliance not expressly authorized and approved by HHT in writing; and/or (7) interruptions or fluctuations of electrical power supply to the appliance.
- Our obligation under this warranty does not extend to the SimpliFire fireplace's capability to heat the desired space.

This warranty is void if:

- The fireplace is subject to or operated in atmospheres contaminated by chlorine, fluorine, or other damaging chemicals.
- The fireplace is subjected to or operated in places with prolonged periods of dampness or condensation or weather. Examples include but are not limited to outdoors, porches, and laundry rooms.
- There is any damage to the fireplace or other components due to water or weather damage.

LIMITATIONS OF LIABILITY:

- The owner's exclusive remedy and SimpliFire's sole obligation under this warranty, under any other warranty, express or implied, or in contract, tort or otherwise, shall be limited to replacement, repair, or refund, as specified above. In no event will SimpliFire be liable for any incidental or consequential damages caused by defects in the appliance. Some states do not allow exclusions or limitation of incidental or consequential damages, so these limitations may not apply to you. This warranty gives you specific rights; you may also have other rights, which vary from state to state. EXCEPT TO THE EXTENT PROVIDED BY LAW, SIMPLIFIRE MAKES NO EXPRESS WARRANTIES OTHER THAN THE WARRANTY SPECIFIED HEREIN. THE DURATION OF ANY IMPLIED WARRANTY IS LIMITED TO DURATION OF THE EXPRESSED WARRANTY SPECIFIED ABOVE.

2 GENERAL INFORMATION

A. Appliance Certification


MODELS: SF-INS30-BK
LABORATORY: CSA International
TYPE: Electric Air-Heaters; Fixed and Location-Dedicated Electric Room Heaters
STANDARD: CSA C22.2 No 46-13; UL 2021 (4th Edition)

NOTICE: This installation must conform with local codes.

NOT INTENDED FOR USE AS A PRIMARY HEAT SOURCE.
This appliance is tested and approved as either supplemental room heat or as a decorative appliance. It should not be factored as primary heat in residential heating calculations.

Note: The device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions:

1. This device may not cause harmful interference.
2. This device must accept any interference received, including interference that may cause undesired operation.

 **WARNING:** This product can expose you to Di-(2-ethylhexyl) phthalate, which is known to the State of California to cause cancer and reproductive harm. For more information go to: www.P65Warnings.ca.gov.


B. Unpacking and Inspecting Appliance

WARNING! DO NOT use this Electric Fireplace if any part has been under water. Immediately call a qualified service technician to inspect and to replace any part of the electrical system if necessary. Keep plastic wrapping away from children.

- Carefully remove the appliance and components from the packaging. Discard packaging.
- Carefully inspect components for any damage.
- Reference parts and hardware list to verify all parts have been received.
- Report to your dealer any missing or damaged parts.
- Read all the instructions before starting the installation. Follow these instructions carefully during the installation to ensure maximum safety and benefit.

C. Model and Serial Number Information

The model and serial number information is located on the rating plate. The rating plate is located on the upper wall of the fireplace behind glass front.

ELECTRIC FIREPLACE		 C US
MODEL	SF-INS30-BK	
VOLTAGE	120V AC	
FREQUENCY	60 Hz	
AMPERAGE	12.5 A	
WATTS	1500 W	
SERIAL No.:	_____	249163
Hearth & Home Technologies		MADE IN CHINA

Homeowner Reference Information

We recommend that you record the following pertinent information about your fireplace.

Model Name: _____ Date purchased/installed: _____

Serial Number: _____ Location on fireplace: _____

Dealership purchased from: _____ Dealer Phone: _____

Notes: _____

3 GETTING STARTED

A. Parts and Hardware

Parts and Hardware List	
Part	Quantity
Appliance	1
Front	1
Instruction Manual	1
Remote Control	1
AAA Battery	2
Front/Rear Leveling Bracket	4
Screw ST4x8	8

C. Tools and Supplies Needed

Before beginning the installation be sure that the following tools and building supplies are available.

- Tape measure
- Gloves
- Phillips screwdriver
- Level

B. Appliance Dimensions

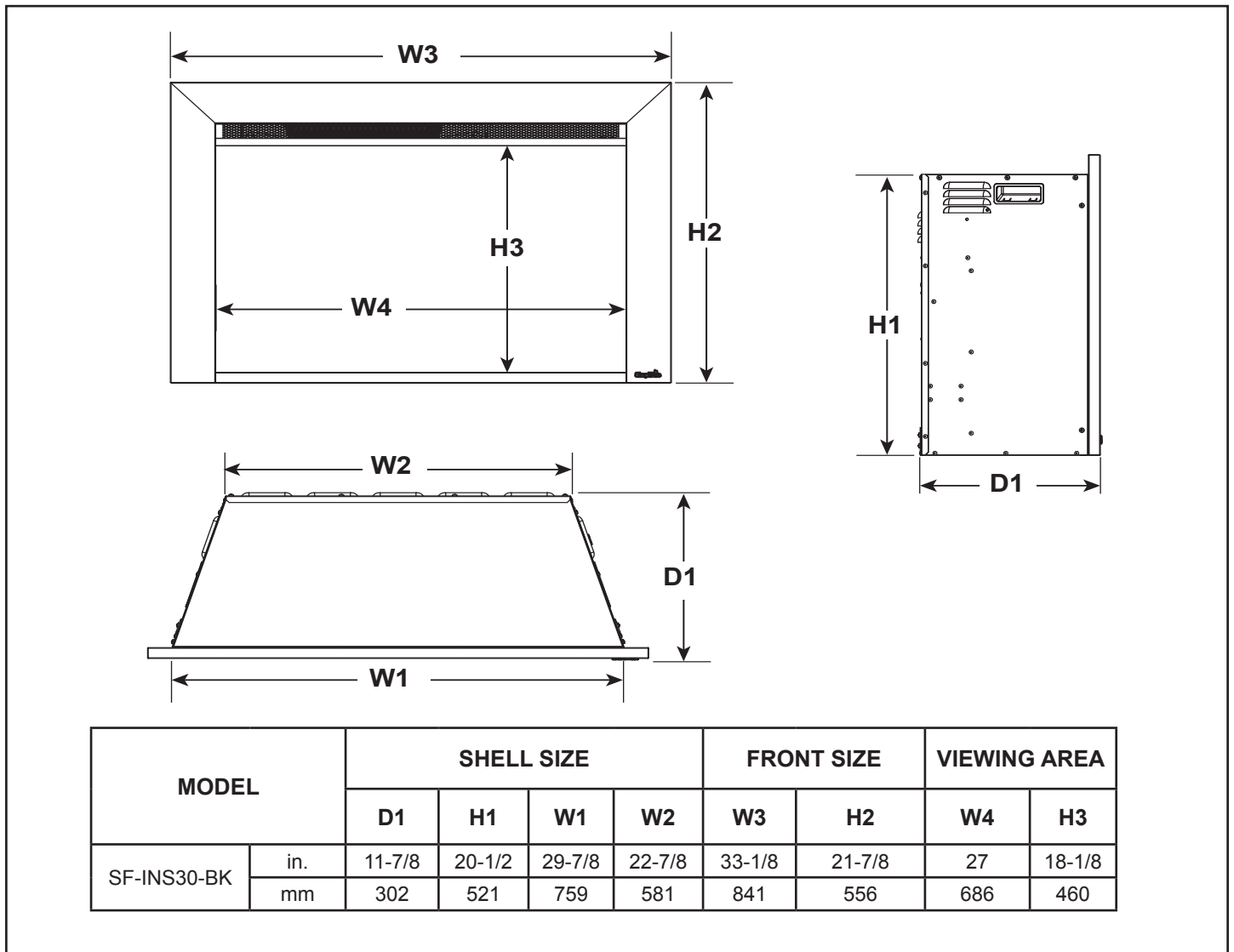


Figure 3.1 Appliance Dimensions

D. Location

Note: If this unit is installed in a bathroom, it must be protected by GFI receptacle or circuit. If receptacle is used it must be readily accessible. This electrical appliance is not water tight. To prevent electrical shock, it must be installed as to prevent water from entering unit. It must be installed away from showers, tubs, or other water sources. Never locate the appliance where it may fall into a bathtub or other water container.

When choosing a location for your fireplace ensure that the general rules are followed:

- For best results, install out of direct sunlight.
- Power supply service must be installed within proximity of electric fireplace prior to finishing to avoid reconstruction.
- See Figure 3.1 for appliance dimensions and to determine location of appliance installation.

E. Clearance to Combustibles

Reference Figure 4.1 for minimum chase dimensions and clearance to combustibles.

Minimum Clearance to Combustibles

Sides.....	1/2 in
Floor.....	0 in
Top.....	1-1/8 in
Back.....	0 in
Front.....	36 in
Mantels.....	See Figure 3.2

NOTE: Do not pack insulation around the fireplace blocking louvers.

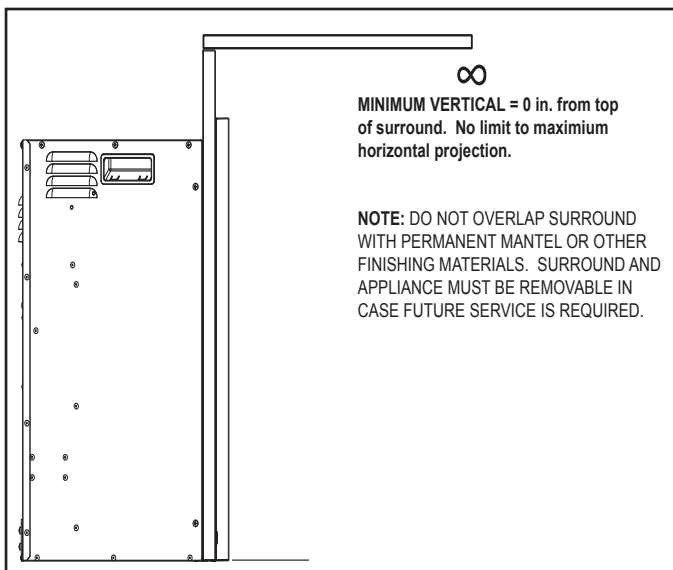


Figure 3.2 Mantel - Surround

WARNING! Risk of Fire! Keep electrical cords, drapery, furnishings or other combustibles at least 3 ft. (0.9 m) from the front of the electric fireplace.

F. Electrical Connection

WARNING! Risk of Fire, Electrical Shock and Injury! Electrical wiring must comply with local building codes and other applicable regulations to reduce the risk of fire, electrical shock and injury.

A 15 AMP, 120 Volt, 60 Hz circuit with a properly grounded outlet is required.

The appliance is supplied with a power cord equipped with NEMA-5-15P plug. An adapter must be used for connecting to a two-slot receptacle (Figure 3.3). The green grounding wire extending from the adapter must be connected to a permanent ground such as a properly grounded outlet box. The adapter should not be used if a three slot grounded receptacle is available.

Electrical Outlet Box

An outlet box may be installed in the existing solid fuel masonry or factory built fireplace. The minimum chase dimensions may need to be adjusted when planning this installation. Alternatively, the supplied power cord may be routed out through the bottom corner of the surround to a nearby outlet.

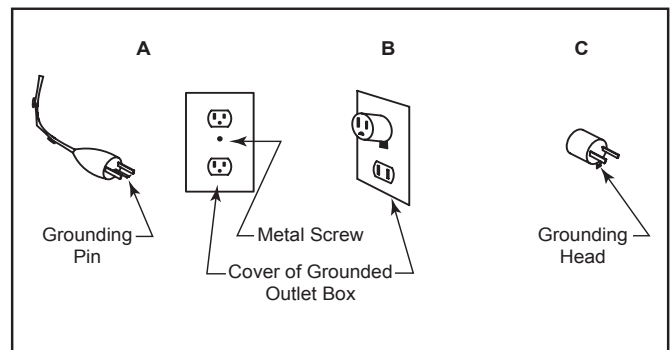


Figure 3.3 Cord Electrical Connection

WARNING! Risk of Fire, Electrical Shock and Injury! Ensure the power cord is not installed so that it is pinched or against a sharp edge and ensure that the power cord is stored or secure to avoid tripping and snagging.

4 INSTALLATION

A. Minimum Fireplace Opening

When selecting a location for the appliance it is important to consider the required clearances to walls (see Figure 4.1).

WARNING! Risk of Fire or Burns! Provide adequate clearance around air openings and for service access. Due to high temperatures, the appliance should be located out of traffic and away from furniture and draperies.

NOTICE: Illustrations reflect typical installations and are FOR DESIGN PURPOSES ONLY. Illustrations/diagrams are not drawn to scale. Actual installation may vary due to individual design preference.

B. Installation into Existing Fireplace

1. Seal all drafts with non-fibrous insulation materials to prevent debris or water from falling from the chimney to electric fireplace.
2. Close or seal off the chimney flue and close damper (if applicable) to prevent rain infiltration.
3. Do not install in an existing fireplace that is prone to dampness.
4. A provision must be made for the appliance to be connected to power within an existing firebox, or on an adjacent wall.

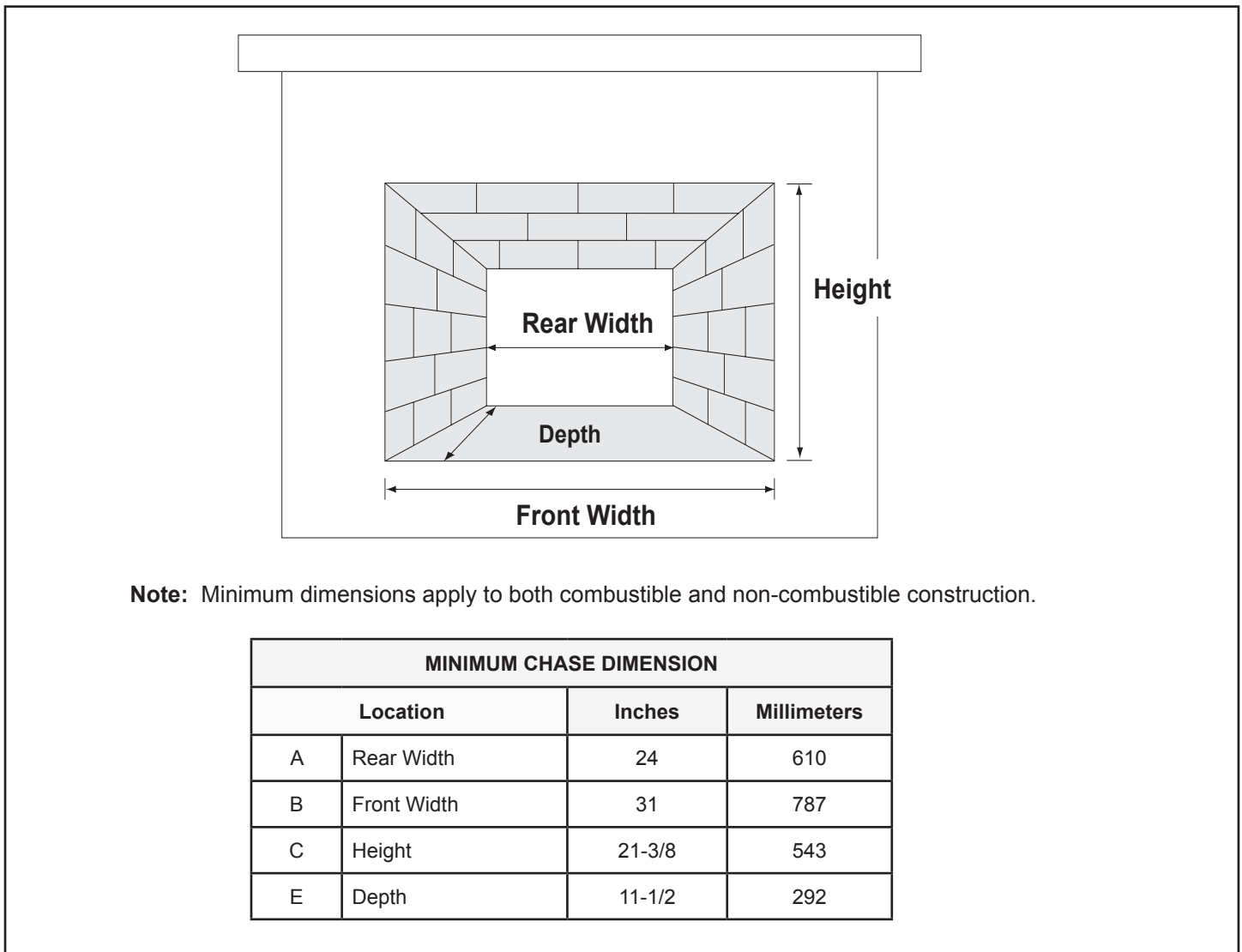


Figure 4.1 Clearance Requirements

C. Appliance Preparation

Install leveling brackets (4) by aligning them to the preset holes at the base of the appliance. Use two (2) screws (ST4 x 8) per bracket to secure the appliance. See Figure 4.2.

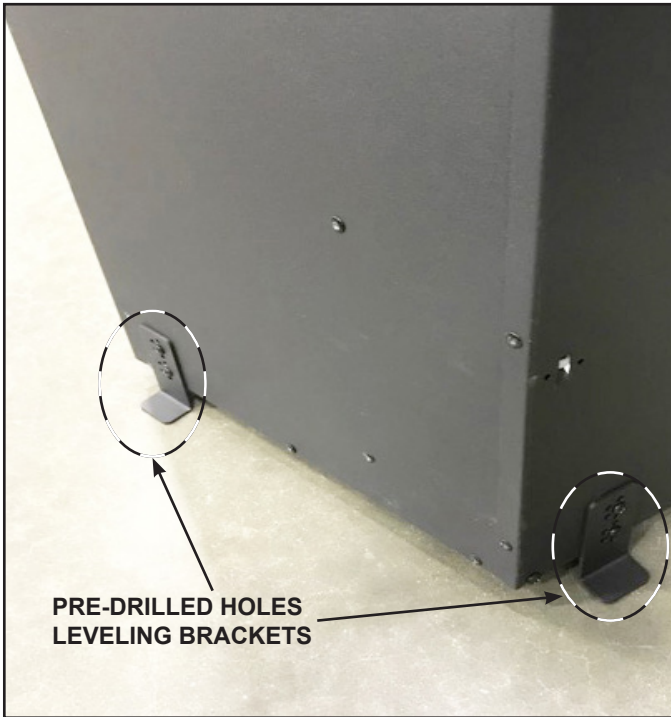


Figure 4.2 Pre-drilled Hole Locations

D. Install Surround

The surround is required for the installation of this product. The surround is designed to overlap the opening of the existing fireplace or constructed chase.

1. Remove the surround and hardware from the packaging.
2. Remove protective bag from the surround.
3. Remove the shipping bracket by removing the four screws that attach the bracket to the surround. Keep the four screws to use later to attach surround to appliance. Discard the bracket. See Figure 4.3.
4. Locate the surround on the appliance as shown in Figure 4.4 and attach it to the appliance with four screws removed in step 3.

Verify that the surround is securely attached to the appliance. See Figure 4.4.

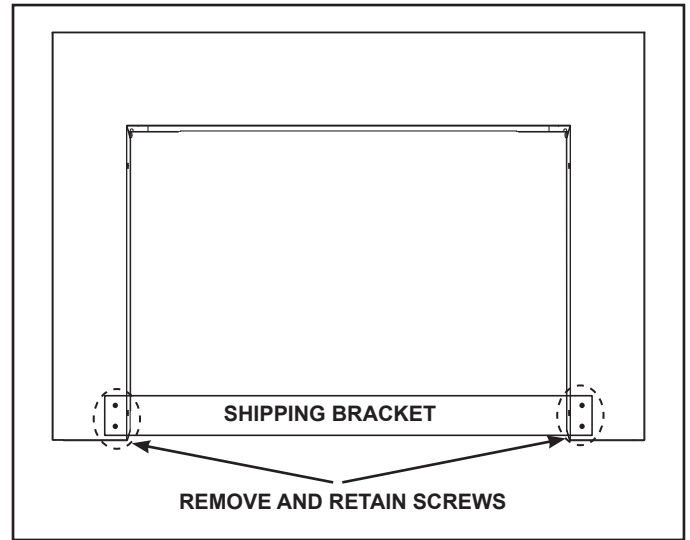


Figure 4.3 Shipping Bracket

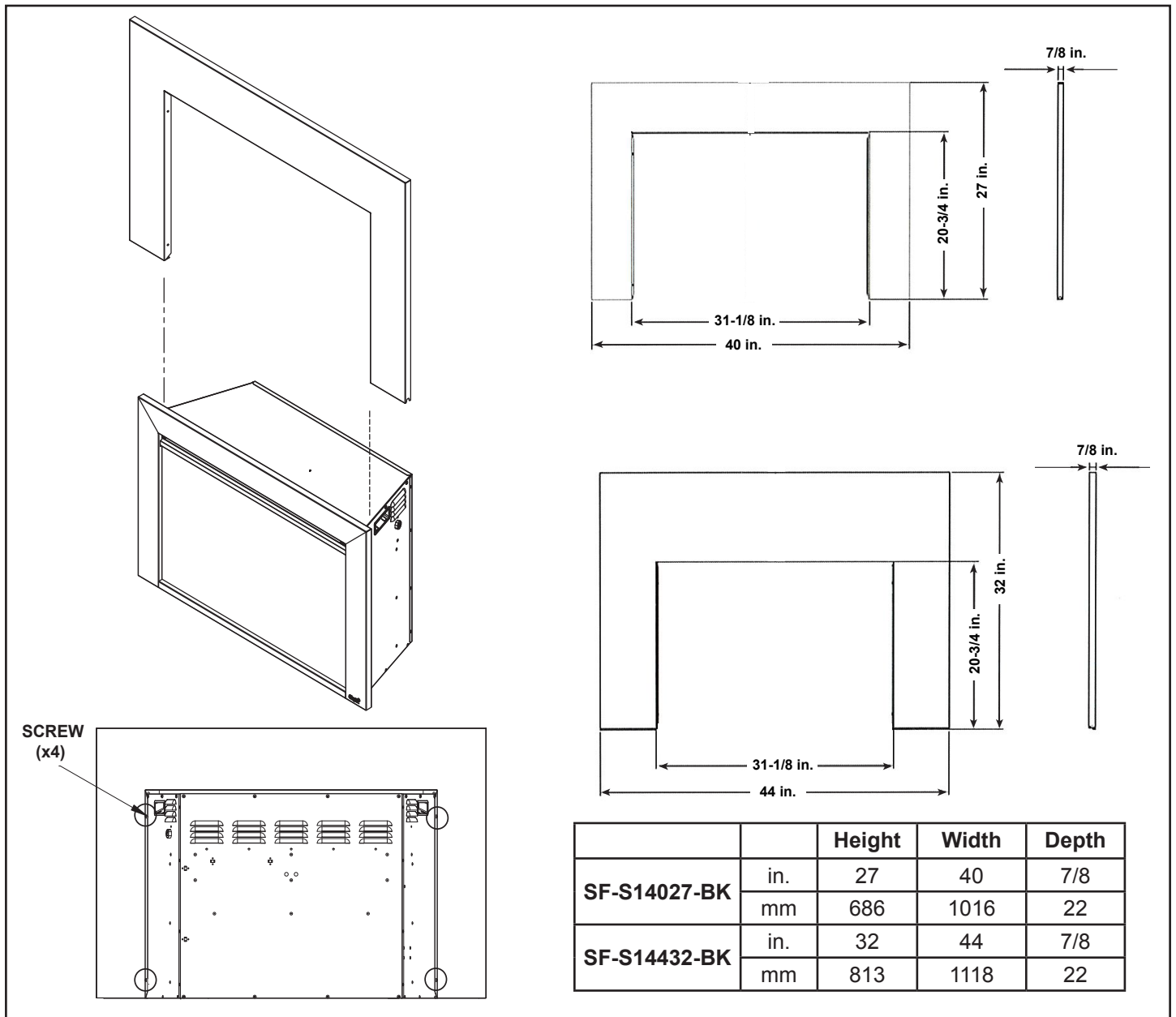


Figure 4.4 Surround Dimensions & Installation

E. Installing Appliance

Once the leveling brackets and surround are securely attached to the appliance, it can be fit into the existing fireplace or constructed chase.

1. Place a protective cover over the finished flooring in front of the fireplace or wall opening.
2. Locate the appliance in front of the fireplace or wall opening.
3. Connect the power cord to the receptacle if the electrical service is located inside the existing fireplace or constructed chase. The cord will need to be loosely coiled inside the cavity along the right side of the appliance.
4. If necessary, adjust leveling brackets to achieve desired height.
5. Slide the appliance into the opening until the surround contacts the wall.
6. Note any gaps between the surround and the wall. Check for level. If necessary, adjust leveling brackets.
7. Slide the appliance from the opening and make adjustments to the leveling brackets.
8. Repeat steps 5-7 until the appliance and surround are flush and level, and cord is securely routed and terminated to the receptacle.

Note: If the power supply is located outside the fireplace or chase, the cord can be routed through the bottom corner of the surround to a nearby outlet.

F. Finishing

The surround is required for installation. The surround can overlap both combustible and non-combustible wall facing materials. Wall finishing materials, such as wood or stone, can be installed up to the outer edge of the surround. Wall or floor finishing materials cannot overlap the front face of the surround. See Figure 4.4 for mantel clearances.

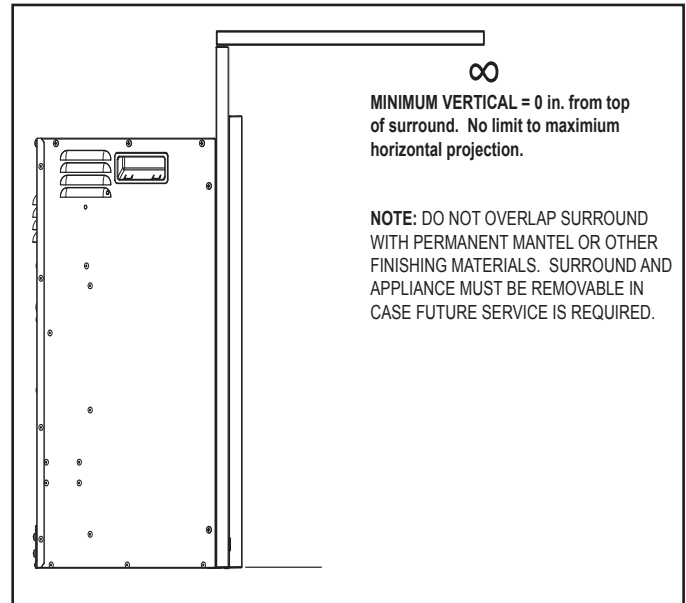


Figure 4.4 Mantel - Surround

5 OPERATING INSTRUCTIONS

WARNING! Do not operate the unit if it is damaged or has malfunctioned. If you suspect the unit is damaged, call a qualified service technician to inspect and replace any part of the electrical system if necessary.

Note: A harmless slight brief odor may occur during first use or after prolonged period of storage.

A. Manual Switch Function:

The appliance can be operated by both remote control and manual button. Once the unit has been properly connected to a grounded electrical circuit, the unit can be turned ON by pressing the Flame button. In any active Flame mode, the Heater button function is available. If the Flame effect is OFF, there is no Heater button function. See Figure 5.1.

Flame Button

By pressing the FLAME button, the unit will cycle through four flame brightness levels.

Heater Button

- Press the heater button to turn ON. The appliance will beep, illuminate one LED, and turn the heater on LOW heat setting.
- Pressing a second time. The appliance will beep, illuminate two LEDs, and turn the heater on HIGH heat setting.
- Press a third time. The appliance will beep, no LED will illuminate, and heater will turn OFF.

NOTE:

There is a brief delay between the heater command and the heat turning ON. When the appliance receives a heater ON command, the appliance blower will turn ON for 10 seconds before the heater turns ON. There is also a 10 second delay between heater off and blower shutdown.

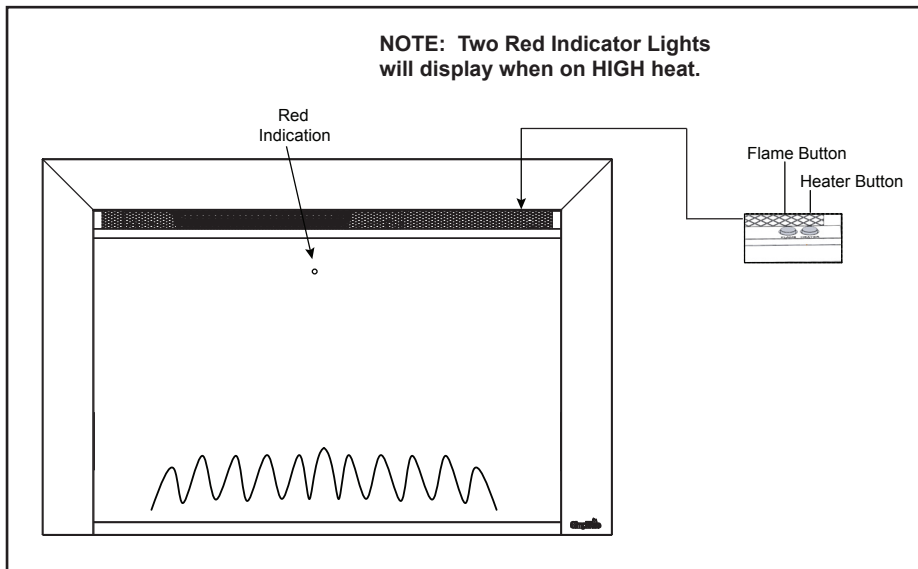


Figure 5.1 Manual Switch and Indicator Light

B. Operating by Remote Control

- Make sure batteries are properly installed in Remote Control.
 - Battery requirements 2 x AAA batteries (included)
- The effective range of the remote is up to 13 ft.
- The remote control must be within the 13 ft. range and also be pointed directly at the face of the appliance. For best results, position the remote control within 45 degrees of the face of the appliance







C. Resetting Temperature Cutoff Switch

The heater is protected with a safety device to prevent overheating. Should the heater overheat, an automatic cutoff will turn the heater OFF. It will not turn ON automatically without being reset. If it overheats for any reason, it can be reset by:

1. Turn appliance to off
2. Unplug unit and wait 30 minutes
3. Plug in and turn on.

CAUTION: If appliance overheats repeatedly, discontinue use and call customer / technical support.

CAUTION: If you need to continuously reset the heater, unplug the appliance and call your customer/technical support.

ICON	TITLE	FUNCTION	REMOTE LCD DISPLAY	FIREPLACE RESPONSE
	POWER	The POWER button will turn the fireplace on. It will also put the fireplace in a standby mode. This will turn off all functions at once but will hold the settings in memory except Heater function. The unit will turn on at the same settings by pressing the power button again.	LED illuminates and displays flame status icon and temperature set point.	Fireplace emits single audible beep to confirm command to transition to ON or STANDBY state
	FLAME	By pressing the FLAME button, the unit will cycle through four flame effects.	LED illuminates and displays flame status icon.	Fireplace emits single audible beep to confirm command to transition between four FLAME states.
	HEATER	Press Heater button once heater turns on heat setting 1. (LOW)	One LED illuminates.	Fireplace emits single audible beep to confirm command.
		Press Heater button twice turns heater on heat setting 2. (HIGH)	Two LED's illuminate.	Fireplace emits single audible beep to confirm command.
		Press Heater button again turns heater OFF.	No LED's illuminate.	Fireplace does not make audible beep.
	THERMOSTAT	Pressing the Temperature button adjusts the heater's response to the ambient temperature conditions in the room. Temperature adjusts from 16 °C - 28 °C (60 °F - 82 °F). Power button must be on to set from °C to °F. Hold for 3 seconds and the LED display from °C to °F.	Remote displays the temperature. If in Stand-by mode, temperature displays but cannot be adjusted.	Fireplace emits single audible beep to confirm command to change desired temperature set point.
				
	TIMER	Pressing the Timer button sets the time desired for the fireplace to run. The Timer can be set from .5 hour up to 9 hours in 1 hour increments.	Remote will display the time setting selected. If no timer is set, there will be no indicator.	Fireplace will emit single audible beep to confirm command to desired timer setting.

6 MAINTENANCE

A. Maintenance

WARNING! Risk of Shock! Always unplug the cord before moving or servicing. Do not immerse appliance in water.

- Always turn OFF the appliance and disconnect the cord from the electrical outlet before cleaning your appliance.
- Light accumulated dust may be removed from the appliance with a soft cloth or vacuum cleaner.
- Wipe the exterior surfaces of the appliance occasionally with a slightly damp cloth using a solution of mild detergent and water. Dry thoroughly before operating the appliance.

CAUTION! Do not allow water to run into the interior of the appliance as this could create a fire or electric shock. Always disconnect electrical service before servicing appliance.

- The fan motor is factory lubricated for life and will not require further lubrication.
- Store appliance in a clean dry place when not in use.

WARNING! Risk of Fire! To reduce risk of fire, do not store or use gasoline or any other flammable vapors or liquids in the vicinity of the appliance.

WARNING! Risk of Electrical Shock! Any other servicing needed must be performed by an authorized service technician. Do not attempt to service the unit yourself.

B. Cleaning

Cleaning Glass

Dust particles can be removed by buffing lightly with a clean dry cloth. Fingerprints and other marks can be cleaned with a cloth dampened with a quality household glass cleaner. The glass should be completely dried with a lint free cloth or paper towel. Do not use abrasive cleaners on glass surface. Do not spray liquids directly onto any surface.

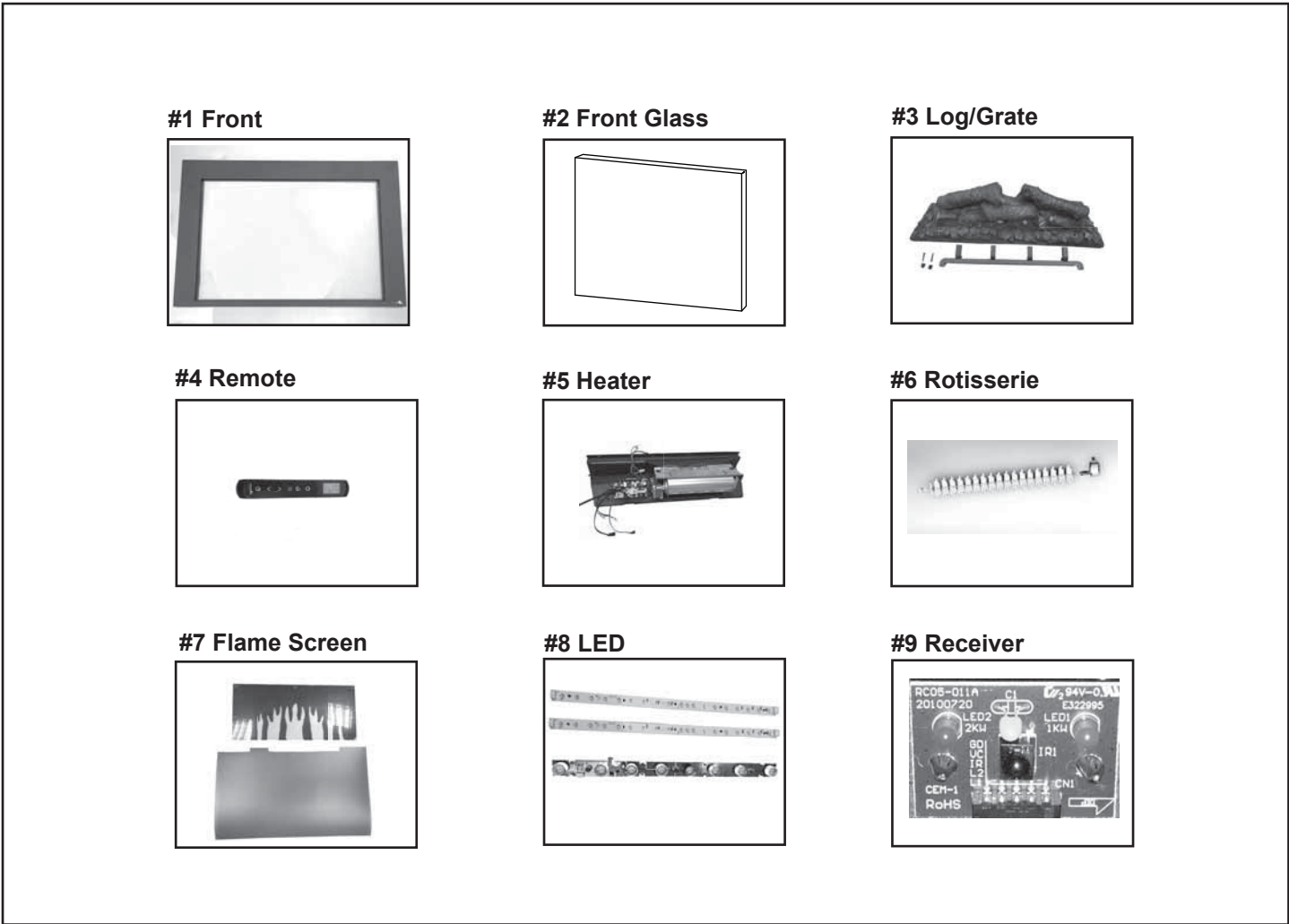
Metal Surface

Dust particles can be removed by buffing lightly with a clean dry cloth. A damp cloth can be used to clean painted surfaces. Do not use abrasive cleaners. Do not spray liquids directly on to any surface,

C. Servicing

Except for installation and cleaning described in this manual, an authorized service technician should perform any other servicing.

WARNING! Risk of Electrical Shock! Any other servicing needed must be performed by an authorized service technician. Do not attempt to service the unit yourself.



IMPORTANT: THIS IS DATED INFORMATION. Parts must be ordered from a dealer or distributor. **Hearth and Home Technologies does not sell directly to consumers.** Provide model number and serial number when requesting service parts from your dealer or distributor.



Stocked at Depot

ITEM	DESCRIPTION	COMMENTS	PART NUMBER	
1	Front		FRONT-INS30	
2	Front Glass		GLA-INS30	Y
3	Log/Grate Assembly		LOGS-INS30	Y
4	Remote		REMOTE-INS30	Y
5	Heater Tray Assembly	Control Board, Heater & Fan Included	HEATER-INS30	Y
6	Rotisserie (Rod, Motor, & Screws)		ROTISS-INS30	Y
7	Flame Screen		FLAME-INS30	
8	LED Assembly	Includes all LEDs	LED-INS30	Y
	Receiver		RECEIVER-ELECT	Y
	Hardware Bag (Includes 2 leveling legs w/fasteners)		HRDW-BI	Y

