

West End Brick N' Fire Inc.
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AUGUST 2017

WELL, WE SAID GOODBYE... To a very familiar face here at West End Brick N' Fire. Jan Cavadini, our catalog and credit department person, for about 18 years. She retired effective July 14th and she will be missed here at our offices. I could always count on seeing Jan's face every Monday at her desk as I walked into my office and it's quite strange seeing her desk empty and not being able to joke around with her as we often did. Jan's jovial attitude will surely be missed by all the people here at West End.

IN ANY CASE... We are in search of a replacement person for Jan, and Jan has offered to spend a couple of weeks to help in training this new person as soon as we find him or her. All that said, I do want to thank Jan for her many years of loyal service to our company and of course, all of us here at West End Brick N' Fire want to wish Jan a long, healthy and terrific retirement.

For now, Miguel Sanchez will be handling many of the tasks that Jan did on a daily basis until we find her replacement. And, if you have any questions regarding brochures, catalogs or our monthly flyers, you can direct all those questions to Miguel@webricknfire.com. Thanks

OK, SO THIS SUMMER... Is looking pretty good as far as business is concerned. We're hearing this from many of our dealer friends and we hope that this trend continues well into the "season". The great thing about the uptick in business, is that most of the increase are "big ticket" items i.e. large linear fireplaces etc. Keep up the good work out there and remember, West End Brick N' Fire is in your corner and we're here to do whatever is needed to help you sell the products we represent; so, give us a call! Have a great rest of the summer!

JUST A REMINDER... The **Astria** line in the I.H.P. offering and the **Napoleon Product** lines have restrictions regarding on line sales. The **Astria** portion of I.H.P. is forbidden to be sold on line at all. The **Napoleon Product** line can be sold on line but the nice folks at Napoleon have put a strict MAP pricing program into place to protect dealers from those "companies" that want to offer discounts to on line customers. I mentioned this because we've recently had two dealers (one for each product) call us and we filed a complaint with both manufacturers and got the issues resolved to the satisfaction of both of the dealers. So please, keep your eyes open and let us know if you find any dealer(s) or distributors pushing these product lines via the internet and we'll get right on it as we did recently following up on two dealer complaints we had recently. We were able to get the culprits shut down with the help of the manufactures. It was a combined effort by all involved, so thank you.

OUR 'SEASON'... Or our exciting time of the year is right around the corner and so this is my annual notice to "be prepared" for that upcoming "season". Check your **Rutland, Stove Bright, Cut-To-Fit Refractory**, log lighters etc. & get your stores ready. If we can help, give us a call.



August 2017 Stuff from West End Brick N' Fire!



GRAND CANYON GAS LOGS... Ok, I've been sayin', the season is right around the corner and it's time to start lookin' at those products that lend themselves to that "season"! These log sets are doing better each year that we've had them and for that, we thank you! This will be our 3rd

full season with the **Grand Canyon Gas Log** line and if you've not seen these terrific logs yet, as I always say, "ask your friendly West End rep to show you a sample set and then let's talk display sets!" Also, ask that friendly rep to leave you some brochures and price lists. The dealers that have taken on **Grand Canyon Logs** are pleased with them and we think you'll be pleased too! Ask for **GRAND CANYON GAS LOGS!!!**



AND NOT TO BE OUTDONE... Take a look at the **Napoleon Fiberglow™ Series Gas Log Sets**. Yeah, the retail price is a bit more, but with this line of Gas Logs, you get a cast iron grate, a log set with electronic ignition, flame heat

adjustment, Andirons (included) and more! They're easy to install and there are a wide selection of other options to choose from. Over the last 3-4 years West End Brick N' Fire has been serious about gas logs and we believe that we have some of the best log sets available in the market today! So again, ask your favorite West End rep for brochures, pricing, and any additional information that you need.

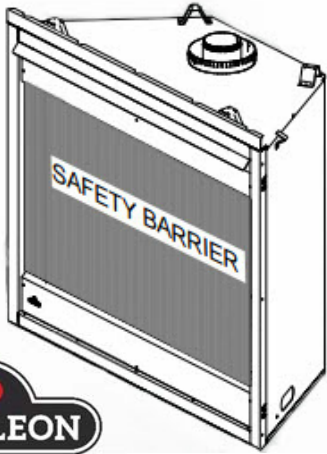


HAVE I MENTIONED MONTIGO?... Everyone knows about their awesome **L-Series Fireplaces** Direct-Vent linears, but have you taken a good look at the **Montigo R-Series, RP-Series** fireplaces? The "**R-Series**" is available in a 3 ft., 4 ft., 5 ft., 6 ft., 7 ft. and 8 ft. openings while the **See-Thru** model is available in up to a 6 ft. wide opening! If your customer needs a 7' or 8' unit, the wait time is not as long as many of the custom guys in the market. And...**Montigo** has the **RP Series**, their Peninsula unit which is a very nice 4 ft. wide opening and a frameless window design! Yes, no unsightly vertical bars at the corners! And of course, Montigo has their very nice P & L Series linears. But again, there is too much to put in this single page flyer, so ask your friendly West End rep for more info, or simply call in and we'll get brochures and pricing out to you A.S.A.P.

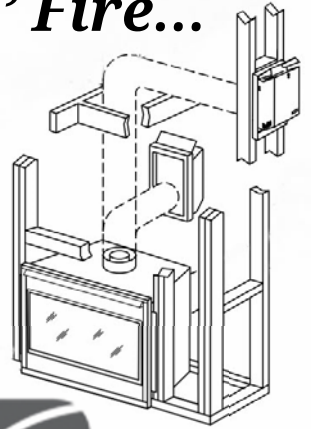
ANNOUNCEMENT

ONE LAST THING...As we email these newsletters, we also mail them via the U.S. mail 3-4 times per year because we want to keep our stuff out there for our dealer friends that don't use email very much. If by chance you get your hands on a copy of this newsletter and you're not on our email list, please call Miguel and get your email on our list so that we can send these to you and enlighten you with West End Brick N' Fire propaganda (LOL). Look for the newsletter in the mail next month.

August 2017 stuff from *West End Brick N' Fire...*



Our DV Gas Special moves into August!
Take advantage of terrific units at
Great pricing!



**THE \$595.⁰⁰
SPECIAL PRICE!**



Napoleon's B-35 DV CLEAN FACE

"ARIES" DV CLEAN FACE

NAPOLEON STOCK REDUCTION

- **LV38** (3 single sided 2 see-thru at this price)
 - **LV50** (3 single sided 2 see-thru at this price)
- Limited to stock on hand!

50 + 5%off!



GRAND CANYON

Gas Logs



Take an extra
5% off
Thru August!



M-FLEX LINER SPECIAL!

Buy 1 -5 liner kits
& take **5% OFF!**

6 or more kits
10% OFF!



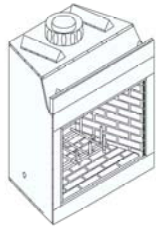
Rutland and Stove Bright!

FOR AUGUST
TAKE AN
ADDITIONAL

5% off

On full
case
Quantities!





WEST END BRICK N' FIRE

American Metal Products

Blackout Paint

Chimney Flex Liners

Cascade Coil Fire Screens

Cut-To-Fit Refractory by M/C

Dimplex Electric Fireplaces

Dura-Vent Products

Fireplace Parts & Accessories

Fire Rings & Log Lighters

Finishing Touch Fire Glass

I.H.P. Fireplace Products

LCAK Masonry Adaptor Kits

Metal-Fab Chimney

Chimney Saver Products

Empire Fireplace Products

Modern Flame Electric Fireplaces

Montigo Fireplaces

Napoleon Fireplace Products

National Chimney

Portland Willamette

Primo Grills & Smokers

Rutland Products

Security Chimney

Skytech Remotes

Stove Bright Paint

Log Storage Racks

Jøtul Stoves

Zippo Lighters

HY-C Chimney Caps

HearthCraft Glass Doors