

FOR IMMEDIATE RELEASE

Amantii Electric Fireplaces announces release of New Built-In Units with Heat

Burnaby, BC – Amantii Electric Fireplaces introduces a new line of built-in units with heat that are designed to be either wall-mounted or built-into the wall for a custom finish and look. The series comes standard with programmable digital thermostat and exclusive advanced flame presentation. The Wall Mount / Built-In series features some of the largest glass viewing areas in the industry. They are available for sale February 2013 across North America.

Why Electric?

Consumers are looking for a lower cost option to gas or wood burning fireplaces. Amantii's electric fireplaces fill that need with high quality, well designed products that provide an artistic element above and beyond the basic functions of fire display and heat. "These units offer maximum flexibility without venting or trying to run gas lines throughout the house," Brian Richards, President of Amantii Electric Fireplaces explains, "The cost savings to consumers are tremendous."

Increased peace of mind has Property Managers showing a larger interest in electric fireplaces for retrofitting into existing fireplaces. They want to offer a fireplace feature while reducing the risks associated with tenants or guests burning real wood. The ability to simply seal off an old fireplace without going to great expense is another benefit. Amantii has concentrated on quality. The exteriors of the units are esthetically pleasing, but it is what is on the inside that has Richards most pleased. "We spent a great deal of time researching and developing quality motors and components like our advanced flame presentation, visual temperature indicators, and digital thermostat - we really wanted the inside to be as nice as the outside."

The line features standard black glass surrounds, but offers optional beveled steel surrounds in six current designer colours. "A large majority of our customers have been asking for a built-in electric [fireplace] with heat that features a nice clean contemporary look, " says Keith Lewis, a sales representative for Amantii . "Customers love the option of having a log inside for a more traditional feel or the modern flair of fire glass media, both of which come standard in the box for these units."

More and more electric fireplaces are featured in homes and thought of as a piece of furniture. "The ability to mount electric fireplaces on the wall has really led the industry into new frontiers, pushing electric wall mounts into the category of wall features or even wall art and could conceivably be considered light features, providing ambient or mood lighting," explains Eleanor Butchart, President of On Fire!, a retail fireplace dealer from Santa Rosa, CA. "Consumers benefit from the ease of installation which translates to a more immediate gratification. They can be installed just about anywhere without the cost of venting or providing a fuel supply. Many of our clients are in the hospitality industry and have mounted or built-in Amantii electric fireplaces in bars, restaurants and hotel lobbies."

Amantii Electric Fireplaces is owned and operated by Brian Richards who has over 30 years of experience in the Hearth and Fireplace industry. Amantii strives to provide valued customers with a quality product that combines modernity, sophistication and traditional comfort all in one, paired with unparalleled service and support. Amantii has warehouses strategically located throughout Canada and the USA.

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