

# OnFire

Amantii's popular high-performance electric fireplaces are affordable, easy to use, and environmentally friendly.

➔ BY CHERISE FORNO

In only seven years, Amantii Electric Fireplaces (Vancouver, British Columbia) has become a leading company in the hearth industry, with stylish, innovative, and technologically advanced electric fireplaces that deliver superior performance and design.

Brian Richards, owner, says, "Amantii was founded in 2010, and we have experienced exceptional growth. We have continued to develop newer and better technology and features for our company."

Instead of being content with its impressive performance in the marketplace, Amantii continues to push boundaries and release state-of-the-art products that are unique. "An innovation such as the feature-packed, outdoor-rated Tru-View-XL line is one example of how we have really set ourselves apart from our competition," Richards explains.

This powerhouse three-sided electric fireplace is packed with premium features: ambient canopy lighting, a deep firebox, and a newly launched log-set kit (which Richards describes as a set that would normally be paired only with a gas fireplace). "It contributes greatly to a more natural—or even luxurious-looking—display," he says. "This model and the rest of our Panorama series are rated for indoor and outdoor use, and now, that rating includes bathrooms as well."

Amantii also has a new line of linear fireplaces released under its Sierra Flame brand, featuring the Fire & Ice flame presentation and surround backlighting (with a touchpad). "What sets this line apart from the rest of our flush-mounted linear fireplaces is the surround in charcoal-colored steel," Richards says. "It is a departure from our surrounds in glossy black glass. So far, the response has been tremendous." He adds that these products are a response to what customers are seeking: deluxe features.

To its array of electric fireplaces, Amantii has added a complete line of gas fireplaces, manufac-

ured in Canada and available under the Sierra Flame brand.

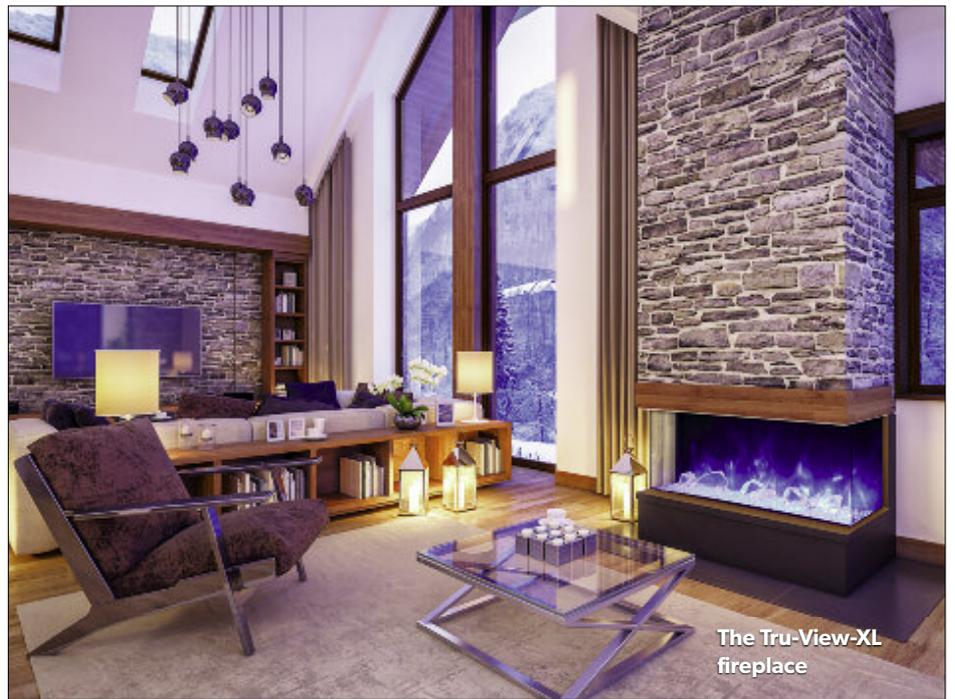
These collections include see-through models: Palisade; Tahoe, an outdoor vent-free model; and Langley, just 8.75 inches deep.

Designer media kits have also been introduced; they include logs, stones, glass, pebbles, and vermiculite embers. "The response has been outstanding," Richards says. "Dealers are thrilled with the incredible value our designer media kits bring to their customers." The company not only has expanded into gas fireplaces, but also continually makes beneficial changes to its flagship electric fireplaces. "We are always adding to and improving upon our already successful line of fireplaces," Richards notes.

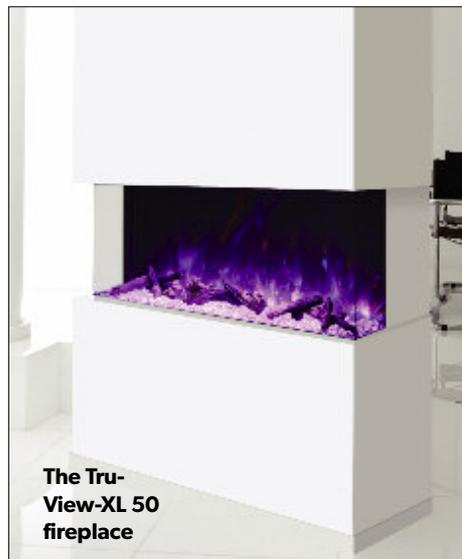
In 2015, the company released its Panorama series, which was well received. Amantii didn't stop there, though, and it continues to make advances within the line. "Throughout 2016, we have continued to improve upon this model and have added many specialty features, including a stunning new flame set that allows the consumer to have more flame-color options than ever before. Gone are the days of only one flame-color setting," Richards says.

In fact, the deep models in the Panorama series come with 13 colors of canopy lighting, enhancing the already-premium media accessories that come standard with its fireplaces. "These particular models have been extremely popular due to their clean, contemporary appearance, as well as their versatility—being the first indoor/outdoor-rated electric fireplaces with a heater," he says.

The deluxe features and lighting that accompany Amantii fireplaces are not limited to the Panorama series. "All Amantii fireplaces now come standard with orange, yellow, and blue LED flame strips," Richards reports. "By simply pressing a button on our included remote controls, consumers can now mix and match colors ranging



The Tru-View-XL fireplace



The Tru-View-XL 50 fireplace

from a traditional orange/yellow flame to more contemporary blue, violet, or even rose hues."

One reason for Amantii's success is its ability to detect trends and give customers what they are seeking. "Consumers want simple products that are packed with features," Richards explains.

Amantii provides numerous options with its products, but it also gives customers many style choices. "The consumer has so much control, right out of the box," Richards says. "With the vast majority of our fireplaces, a traditional log set comes installed. It can simply stay in place, or it can be easily removed—and a choice of Ice or Ember glass media can be put in its place, instantly converting the fireplace to something much more contemporary." Consumers truly can create custom fireplaces to match any mood or decor.

"We provide unique and quality-built products to our dealers, and consumers are responding," Richards says. Amantii delivers fireplaces with almost limitless options, while also providing consumers with the features they need. For example, Amantii has taken the growing number of consumers searching for low-cost alternatives to gas- or wood-fueled fireplaces and has built on that trend with style, performance, and convenience in mind.

"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)," Richards adds. "Our linear line of electric fireplaces has the added versatility of being recessed into a wall, for a custom appearance."

As Amantii continues to strive for excellence in efficiency and design, in addition to venturing more deeply into the world of gas fireplaces, it will keep delivering products that dealers want to sell because they meet the needs and wants of customers. "We are always very busy, working to integrate the latest technology and more thoughtful features into our fireplaces," Richards says. "Our goals are to continue to produce quality fireplaces and build upon our network of valued dealers." ■

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