

MARKETING SUPPORT



▶ QUALITY
FIREPLACES



Dealer Print Design Center

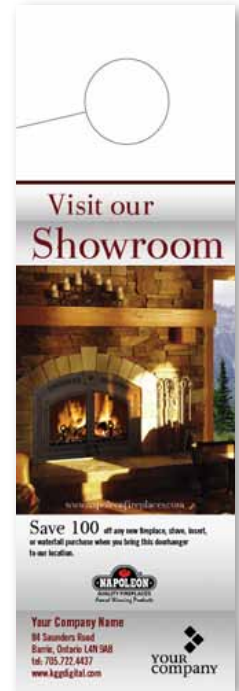
We all know how overwhelming it is to organize an Open House, Grand Opening, Builder and Architect's Night or any Advertising Campaign. We understand how expensive and time consuming it is to design and custom print your own advertising materials and you might not have the resources it takes to put these projects together. That is why we have created an easy-to-use, inexpensive online Print Design Center.

Your postcards, invitations, advertisements or doorhangers are printed and delivered directly to your door. Your next advertised event will be a guaranteed success!

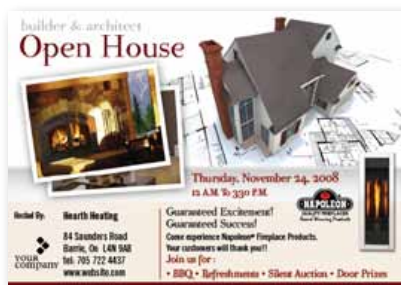
Simply Log On to napoleondealers.com
Enter your username & password and click on Print Design Center.
Pricing available on-line.



3 3/4" x 12"
Door Hangers



4 1/2" x 6 1/2"
Postcards & Open House Invitations



4 1/2" x 6 1/2"
Builder & Architect Invitations



Gas Burning Brochures

Product literature featuring Napoleon's gas burning fireplaces, inserts and stoves.

Full Colour 8 1/2" x 11"

Prestige Collection
ADBR900

Modern Collection
ADBR940

Direct Vent - Full Line
ADBR450

Fireplace Inserts
ADBR350

Stoves - Full Line
ADBR250

Vent Free - Full Line
ADBR650

Limits Apply



Gas Log Brochures

Product literature featuring Napoleon's realistic gas log sets.

Full Colour 8 1/2" x 11"

Vented Gas Logs
ADBR266

Vent Free Gas Logs
ADBR267

Limits Apply



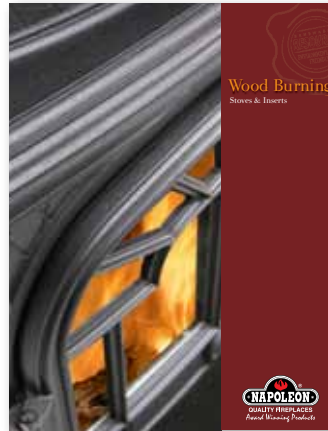
Wood Burning Brochures

Product literature featuring Napoleon's wood burning fireplaces, stoves and inserts.

Full Colour 8 1/2" x 11"

Wood Stoves & Inserts **ADBR150** Wood Fireplaces **ADBR840**

Limits Apply



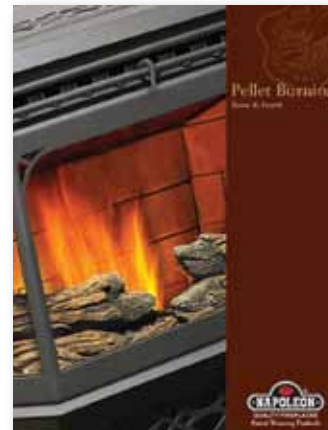
Pellet Burning Brochure

Product literature featuring Napoleon's pellet inserts and stoves.

Full Colour 8 1/2" x 11"

Pellet Burning **ADBR915**

Limits Apply



Oil Burning Brochure

Product literature featuring Napoleon's two oil burning stoves.

Full Colour 8 1/2" x 11"

Oil Stoves - Full Line **ADBR750**

Limits Apply



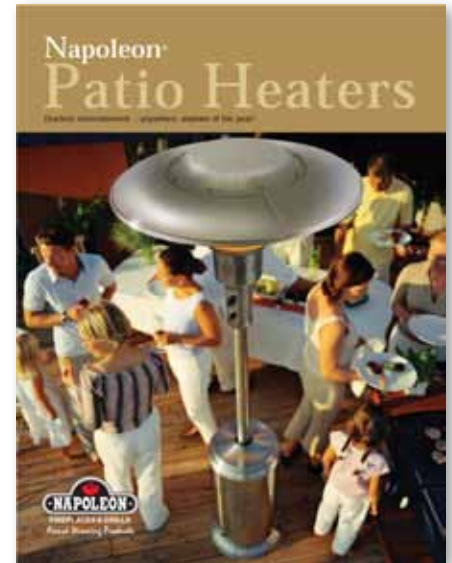
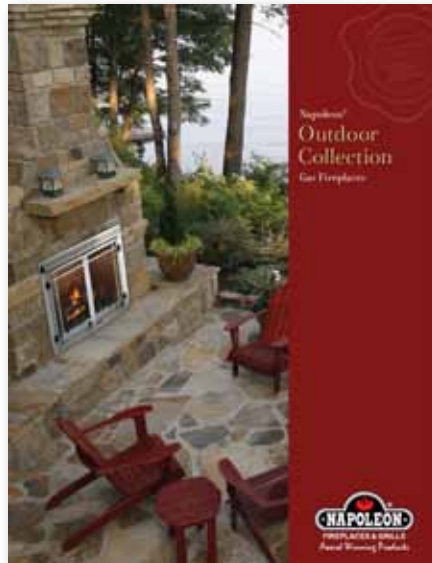
Outdoor Living Brochure

Product literature featuring Napoleon's outdoor gas fireplaces, Patioflame® outdoor campfire and patio heaters.

Full Colour 8 1/2" x 11"

Outdoor Fireplace Brochure
ADBRUT

Patio Heater Brochure
ADBRPH



Limits Apply

Waterfall Brochure

Product literature featuring Napoleon's waterfall collections. Freestanding, wall hanging and built in.

Full Colour 8 1/2" x 11"

Waterfall Collection Brochure
ADBRWF



Limits Apply

Electric Fireplace Brochure

Product literature featuring Napoleon's electric fireplaces.

Full Colour 8 1/2" x 11"

Electric - Full Line
ADBR239

Limits Apply



Mantel Brochures

Product literature featuring Napoleon's architectural cast stone, hand carved and signature wood mantels.

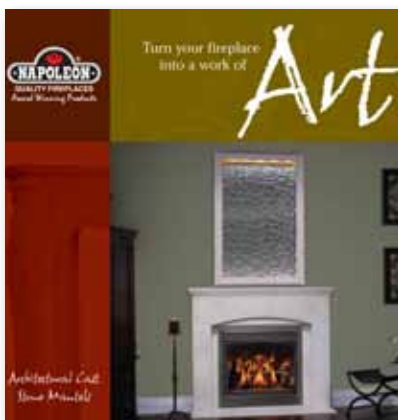
Full Colour 8 1/2" x 11"

Architectural Cast
Stone Mantels
ADBR853

Hand Carved
Wood Mantels
ADBR905

Signature
Wood Mantels
ADBR850

Limits Apply



Fireplace Stuffers

Perfect to insert into gas bill mail-outs or your own mailing list. Can be custom printed with your dealer name, address & phone number. Call for pricing.

Full Colour 3 1/2" x 6 1/2"

Gas Burning
ADBR400G

Wood Burning
ADBR400W

Oil Burning
ADBR140



Multi-Product Flyers

Four page Fireplace Event flyer featuring a variety of Napoleon® products. Excellent to hand out at tradeshows, for newspapers inserts and through direct mail.

Full Colour 10 3/4" x 8 1/4"

Fall Buyer's Guide Flyer
ADBR400



Patio Heater Hang Tag

Patio Heater hang tag showcasing the benefits to a Napoleon® Patio Heater.

Full Colour 5 1/2" x 9 1/2"

Patio Heaters
ADHANGTGP

Limits Apply



IN-STORE POP ADVERTISING

Mesh Window Signs

Four stylish signs, 3' x 4', to display in your front window. An excellent way to showcase product, use in trade shows or to shade heat from entering your store in the hot summer months, and you can still see through them to the outside.

Full Colour 3' x 4'

Dream™
AD-MESH-DREAM
\$60

Tureen™
AD-MESH-TUREEN
\$60

High Country™
AD-MESH-HIGHCOUNTRY
\$60

Wood Gourmet™
AD-MESH-WOODGOURMET
\$60

Note: Custom banners can be ordered at \$8.00 per square foot.



Gas Log Poster

Gas logs poster shows realistic burning log set.

Full Colour 19" x 24"

Gas Logs
ADS1621

Limits Apply



Cutaway EPA Stove Poster

Poster shows inner construction plus safety & environmental features of a Napoleon® EPA wood stove.

Full Colour 22" x 34"
Cutaway EPA Stove Poster
ADS1606

Limits Apply



Full Colour Posters - Set of 4

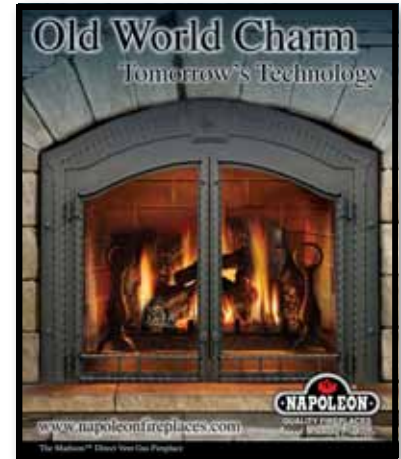
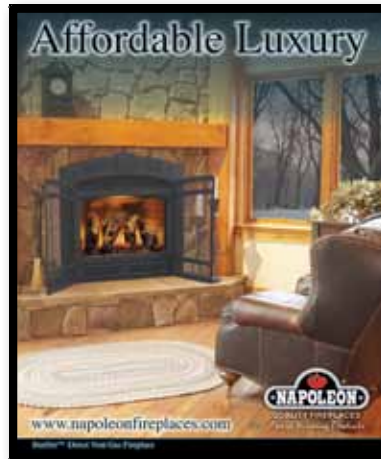
Four individual posters featuring the Arlington™, STARfire™, Madison™ & GD36 with waterfall.

Available mounted on gator board as well as flat posters.

Full Colour 20" x 24"

Set of 4 - Flat
ADS1618
\$10/set

Set of 4 - Mounted
ADS1619
\$100/set



IN-STORE POP ADVERTISING

Pull Up Banners

Create instant impact with a portable display stand showcasing Napoleon's various fireplace products. Great for showrooms or use multiple stands for a trade show back drop.

Full Colour 30 3/4" x 81 1/4"
Stand and convenient carrying case included.

Compared to \$250 each!

Traditional Warmth

ADSI640
\$89.00

Modern Elegance

ADSI642
\$89.00

Cast Iron Stove Elegance

ADSI652
\$89.00

Woodburning Experience

ADSI644
\$89.00

Pellet Performance

ADSI656
\$89.00

Outdoor Living

ADSI601
\$89.00



ADSI640



ADSI642



ADSI652



ADSI644



ADSI656



ADSI601

IN-STORE POP ADVERTISING

Feature Cards

Product feature cards to be displayed beside each Napoleon® product. Gives customers main features of products.

Available on the Fireplace Advertising CD (ADCDIMG) for printing.

Full Colour 8 1/2" x 11"

Visit your local COSTCO and have these professionally plak mounted for approximately \$8.00/card.



Zone Heating Card

Napoleon's Zone Heating Benefits & Limited Lifetime Warranty Card - mounted on an easelback card for convenient display.

Full Colour, approx. 8 1/2" x 11"

Zone Heating Card
ADST200



Waterfall Counter Card

Napoleon's waterfall collection counter card - mounted on an easelback card for convenient display.

Full Colour, approx. 8 1/2" x 11"

Waterfall Counter Card
ADWFCARD



Charts

Fuel comparison chart is easily used as a dry erase board to display local fuel cost comparisons.

Full Colour 36" x 24" - Laminated

Comparison Chart
ADS1625

Energy Source	Energy Cost	For a 1,500 Sq. Ft. Home	For a 2,500 Sq. Ft. Home
Natural Gas	_____ per Therm	= \$ _____	\$ _____
Propane	_____ per Gallon	= \$ _____	\$ _____
Wood	_____ per Cord	= \$ _____	\$ _____
Pellets	_____ per Ton	= \$ _____	\$ _____
Electricity	_____ per KWH	= \$ _____	\$ _____
Heating Oil	_____ per Gallon	= \$ _____	\$ _____

Data provided by your Napoleon Specialty Dealer based on local energy costs. Date updated: _____
www.napoleonfireplaces.com

Firebox Panel Sample Booklets

Sample booklet features brick & reflective panels with accompanying firebox image. Perfect for customers to choose their firebox display.

Full Colour 8 1/2" x 11"
Brick/Reflective Panel Options
ADBR910



Sample Chips

Stove Display Board with convenient handle, features Napoleon's six designer fine casting finishes.

Full Colour 16" x 11 1/2"

Stove Display Board
ADEN950
\$50.00

Mantel Colour Sample Set
ADWOOD-SAM
\$50.00

Mantel Colour Sample Board
ADWOOD-BRD
\$50.00



Brochure Stand

Freestanding acrylic design with Napoleon® logo.

Full Colour 8 1/2" x 11"

Brochure Stand
ADBS601
\$8.00



PROMOTIONAL SIGNAGE

Napoleon® Backlit Sign

A sturdy box design for stand-up or hanging. Excellent display for showroom or at trade shows. Indoor use only. Backlit sign box and faceplates sold separately.

Full Colour 24" x 36"

Quality Fireplaces Faceplate
ADBL001
\$49.00

Fireplaces & Grills Faceplate
ADBL002
\$49.00

Foyers de Qualité Faceplate
ADBL003
\$49.00

Continental Fireplaces Faceplate
ADBL004
\$49.00

Fall Fireplace Event Faceplate
ADBL005
\$49.00

Backlit Sign - Box Only
ADBSB
\$149.00



Window Dealer Decals

Window Decals for authorized Napoleon® Dealers.

Full Colour, White vinyl

Large - 13" x 23"
ADS1604

Small - 7" x 13"
ADS1605



Truck Decal Kits

1. Includes 2 Napoleon® colour logo decals with mounting instructions. (AD800 & AD805)

13 1/4"h x 33"w
AD800
\$30.00

32"h x 52"w
AD805
\$60.00

2. Includes 1 Napoleon® 4-colour GD36 decal and mounting instructions. (AD810)

22" x 22"
AD810
\$65.00



PROMOTIONAL MATERIALS

Presentation Folders

Presentation folders are perfect for sales calls and quote presentations.

Full Colour 9" x 12"

Presentation Folders
ADPF100



Banners

Get noticed with Napoleon® polyester or vinyl banners!

Red and black with grommets.

Napoleon® Banner Horizontal 30" x 63" ADSI601 \$30.00	Napoleon® SALE Banner Vertical 24" x 60" ADSI612 \$25.00
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Fireplace Sale Banner
Horizontal
16' x 4'
ADSI622
\$200.00



Store Display Stands

Sturdy, steel constructed Napoleon® stove & gas logs display stands. Quick & easy assembly.

Stove Display Stand
AD-NDSI
\$150.00

Gas Log Display Rack
ADDBGL
\$239.00



Plastic Handle Bags

Featuring Napoleon® Fireplaces & Grills (excellent for trade shows and store purchases).

2 Colour 15" x 18"

Plastic Handle Bags
ADBAG
\$50.00/case (500/case)

1 case order minimum (500 per case).



Pop Up Tent

Napoleon's pop up tent is very easy to assemble. Comes complete with canopy, frame, spikes and convenient carrying bag.

10' x 15'

Pop Up Tent
AD-TENT
\$300.00



Napoleon's Apparel & Gift Brochure

All season apparel and gift merchandise is displayed in this beautiful full colour brochure.

Full Colour 8 1/2" x 11"

Apparel & Promotional Catalogue
ADBR800



Napoleon® Product Binders

Complete Napoleon® product information, including price lists, advertising, brochures, technical sheets, installation manuals, etc.

Tech I:
Gas Fireplaces,
Stoves & Inserts
ADCA814
\$400.00

Tech II:
Biomass & Other Fuel
Burning Products
ADCA815
\$400.00

Sales
ADCA812
\$15.00

Product Manual CD
ADCDMANUALS
NO CHARGE

Binder Only
ADCA805



Napoleon® Demo DVD's

A looping DVD featuring seven videos to play on a TV or computer in your showroom. This DVD showcases the Madison™, High Country™, STARfire™, Arlington™, Manhattan™, GD36 and wood burning stoves.

DVD features both English & French.

Fireplace Product Demo DVD
ADDV200

Waterfall Demo DVD
ADDVWF



Napoleon's Advertising Kit

An excellent advertising resource manual with valuable tips for successful advertising campaigns.

Advertising Kit
ADKIT02



Napoleon's Product Admats & Image CD

Ready to use digital artwork for your local newspaper, promotions or flyers. This CD includes images, admats, logos, commercial samples & feature cards.

Admat & Image CD
ADNCDIMG



Napoleon® Television Commercials & Radio Scripts

Sample Napoleon® commercials and radio scripts can be found on the dealer website, napoleondealers.com.

:30 Second TV Commercial
Beta Format
ADCA809
\$50.00

:30 Second Fall Event TV Commercial
Beta Format
ADCA809FE
\$50.00



Only Napoleon®

gives you the marketing tools you deserve!

All marketing and support materials listed in this brochure are eligible for the Napoleon® Coop Program (up to 50% coop where funds are available). We are continually updating and researching new materials that are most effective and can be offered at a minimal or no cost to you.

Our objective is to create a brand image that consumers can associate with and will remember throughout their purchasing cycles. Brand image is one of the most valuable elements in advertising, as it demonstrates what the product (or service) is able to offer to consumers. Napoleon's image is that of quality, warmth, comfort and a desired lifestyle.

It is important, as an authorized Napoleon® dealer, to bring continuity and to support a professional brand image. We have put together these products to help you keep a strong marketing identity that you can carry throughout your business. We value your opinions and suggestions. If you have any ideas for marketing support materials, we would love to hear about them (adv@napoleon.on.ca).



