

European Home is set to distribute the renowned UK brand, Flamerite Fires.

Flamerite Fires now available in North America

MIDDLETON, MA – January 2024 - Get ready to ignite the heart of your home with European Home! As the leading manufacturer and importer of cutting-edge fireplace products, we are thrilled to unveil a new addition to our lineup. Flamerite Fires, headquartered in Lichfield, UK has entered into an exclusive distribution partnership with European Home.

DEDICATED TO ELEVATING THE ELECTRIC FIRE EXPERIENCE

Flamerite Fires, award winning designer and manufacturer, of the patented glowing log technology, has created an electric fireplace which ensures a level of realism that surpasses other brands. With a fusion of innovation and contemporary design, Flamerite is able to transform a living space, creating an ambiance of a wood or gas fire. These fireplaces are constructed with premium material and expert workmanship for long lasting performance.

UNIQUE & REALISTIC LOGS

Experience the charm of authentic looking illuminated log effects with a simulated burn. To enhance the overall visual appeal, Flamerite has integrated the illusion of a smoldering ember bed and added adjustable lighting. This allows you to accentuate this effect based on the ambient light in the room.

A CLASS-LEADING FLAME EFFECT WITH LESS GLARE

With variable flame speeds and an array of flame animations, their fires offer both pre-set options and the ability to intuitively customize your flame effect. Achieve a wholly non-reflective ultra-black aesthetic with Flamerite. Addressing concerns from electric fireplace users who have experienced mirror-like reflections, Flamerite has addressed this, ensuring that Flamerite fireplaces do not exhibit such characteristics.

YOU'RE IN CONTROL

For those who appreciate the traditional touch, Flamerite offers wireless remote and a discreet but incredibly easy to use manual keypad on the fireplace. These features take the frustration out of fireplace operation. For those who enjoy newer technology, the fireplaces can be brought to life with your smart phone or tablet. Plus, they can connect to Google Home, and Alexa.

AVASmart CONTROLS

Powered by Amazon Web Services (AWS) manage your fire home or away. Schedule an event, pre-warm the room or just set the ambiance prior to arrival, you're in total control.

OPTIONAL HEAT

The rising popularity of electric fireplaces can be attributed to the ability of users to enjoy the visual appeal of a fire without producing actual heat. Unlike traditional fireplaces, electric fireplaces operate on a "flame effect" principle rather than real flames.

1. The heaters are discreetly concealed, eliminating distracting grills from view.
2. A subtle adjustment in the front glass tilt technology enhances air circulation, efficiently drawing in cooler room air while emitting warmth. This improvement contributes to the heater's increased reliability and lifespan.
3. The hidden heater design provides a flush finish to the fireplace's face, enhancing the overall aesthetic.

Fireplace features:

- Ultra-High-Definition (UHD) non-reflective front glass.
- Ultra Black 3-dimensional realism.
- Pre-set and user favorite programmable animations.
- Customizable colors.
- Variable flame speed.
- Variable lighting control.
- Fully animated and illuminated LED log effects.
- Remote and App controlled.
- Manual keypad.
- Works with Google Home and Amazon Alexa.
- Hidden heater for optional heat.

About European Home

European Home, located in Middleton, MA has been at the forefront in North America for modern fireplace designs. Shipping modern fireplaces since 2005, all European Home fireplaces are expertly crafted with cutting edge technology and high-quality materials to ensure clean, modern lines and gorgeous fires. European Home offers an extensive range of modern fireplaces to suit luxury homes and commercial spaces. For more information to find a local dealer, please visit: www.europeanhome.com.

About Flamerite

Founded in 1999 within the historic city of Lichfield, Flamerite continues a proud family tradition of crafting British-made electric fires. With a rich 24-year history, Flamerite has earned multiple awards, both in the UK and internationally. Their unwavering commitment is singular in nature: to manufacture high quality, innovative electric fireplaces in the UK, adhering to the utmost standards and distributing cutting edge technology that sets the benchmark for this industry.

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E-FX-1000

A petite flame effect can still make a big statement. The E-FX-1000 is a compact version of the E-FX series. It has a 39 1/2" wide and 14" high opening, making it ideal for spaces with limited wall space while still having all the realistic flame effects of the E-FX series. Available in single-sided, 3 sided, and corner configurations.



E-FX-1300

This beautiful fireplace boasts a modest size. All the options of the E-FX series fit perfectly in this model with a viewable opening of 51 1/2" wide by 14" tall. This electric fireplace can enhance a room with comfort and ambiance without overwhelming it. Available in single-sided, 3 sided, and corner configurations.



E-FX-1500

A linear fireplace with a viewable opening of 59 1/4" long and 14" high is the most popular size out there. So, of course, the E-FX Flame series could not be without one. With its clean, modern look and its realistic flame effect and LED glowing logs, this electric fireplace will always impress. Available in single-sided, 3 sided, and corner configurations.



E-FX-1800

With a viewable opening of 71" long, this impressive electric fireplace is a notable accent to any space. Despite its length, this model can fit into more places than its gas equivalent. Without the need for venting, this model means you can still have your dream fireplace installed. Available in single-sided, 3 sided, and corner configurations.



Capella E-FX-600 SL

This fireplace comes as a full-surround mantel with classic lines on a smaller scale. This traditional style model measures 39" tall by 45" high, with a viewable opening of 19 ½" by 23 ½" high. It's great for smaller homes, apartments, or condos.



Europa E-FX-750 SL

The Europa is a larger full-surround mantel measuring 46" tall by 54" wide. With substantial a color feature on the front flanked by Doric columns it gives a classic look. Because it is an electric fireplace it gives more freedom in places it can be installed such as apartments, condos, businesses, or any space that does not have an option for venting or gas supply.



Milan E-FX-750 SL

A fireplace suite that hangs on the wall with plug-and- play simplicity. The clean look of the top and bottom of the frame pairs with side wings of faux stone to bring a modern look the compact opening of just 29 ½" wide by 15 ¾" high. This model features a contemporary open front design and Flamerites innovative E-FX flame technology.