

Why Choose **Dimplex** Electric
vs. A Gas Fireplace?



What is the Ideal Flame?



Both Electric and Gas try to recreate the experience of a real wood fire.

Electric Has More To Work With

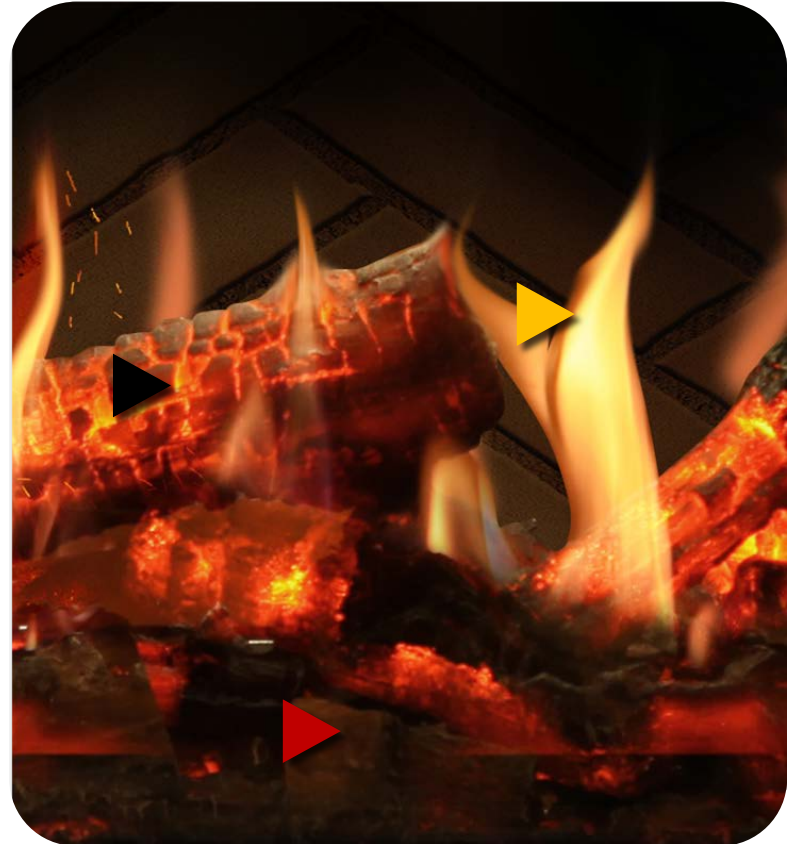
Electric technology allows more realism in each part of the fireplace experience: embers, logs and flame



Gas is limited to solid logs, a gas burner and rock wool embers

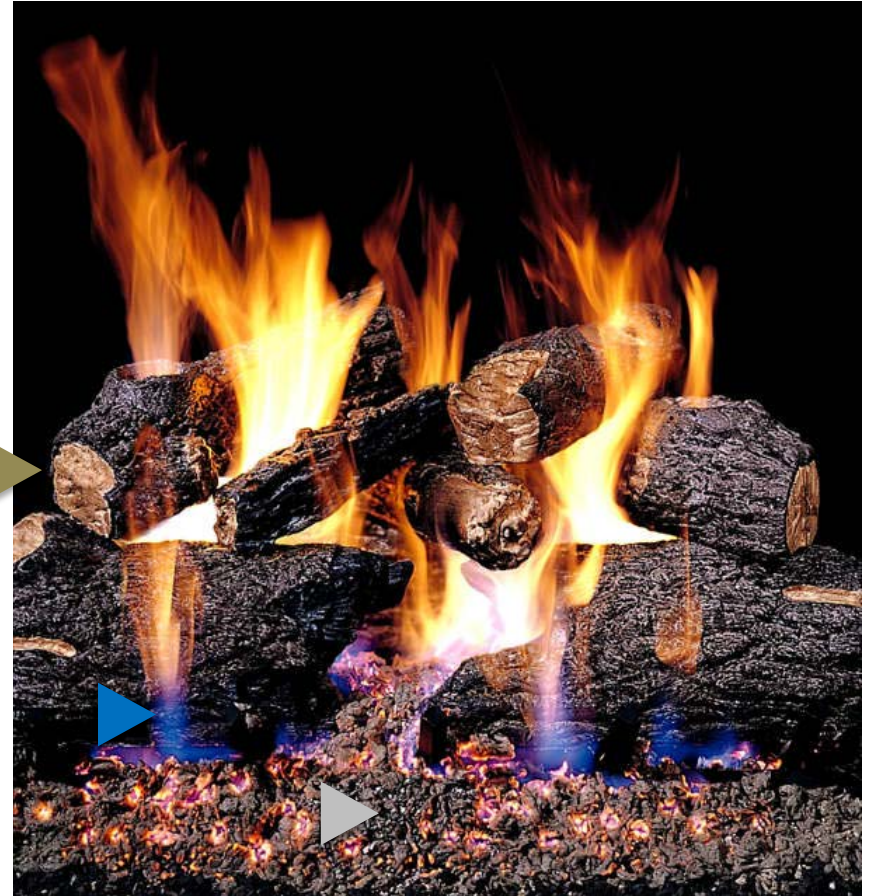
A Closer Look At Electric

- ▶ Dimplex offers three exclusive flame technologies:
 - Opti-V™ (Virtual High Definition)
 - Opti-myst® (Water Vapor)
 - The Original Dimplex Flame™
- ▶ Patented Inner Glow Logs:
 - Individually molded from firewood
 - Cracks pulse with from within like a real burning log
- ▶ Pulsing Embers:
 - Embers pulse and glow to complete the dazzling experience



A Closer Look At Gas

- ▶ Gas flames have a regular shape and pattern based on the burner location.
The unnatural blue color also distinguishes them from wood.
- ▶ Solid, ceramic logs always look the same.
- ▶ Rock wool embers glow, but only when directly in the flames, otherwise they are grey and lifeless.



Spend Your Money on Design, Not Installation

Electric fireplaces save thousands compared to gas by eliminating venting, supply lines and multiple trades people.



Spend the money you save on the mantel, hearth and surround materials that take a fireplace from ordinary to extraordinary.

How Much Heat is Too Much?

- To produce their best looking flames, gas fireplaces need to operate at their highest setting.
- As a result, gas fireplaces typically produce more heat than the average room needs, costing you money.
- It's hard to enjoy a gas fireplace when you have to turn it off to cool the room down.



The Right Amount of Heat For You



- Dimplex electric fireplaces produce on-demand that's ready when needed
- Warms 400 sq. ft. (20' x 20') which is more than enough for most spaces
- Never have to choose between your comfort and enjoying a fire



Safety

Electric fireplaces can operate without any hot surfaces whatsoever.



Burn Prevention

Protect your child from gas fireplace burns

✓ Keep the fireplace off when you have young children.

✓ Install a screen or hearth gate.

✓ Fireplace glass can reach a temperature of 200°C (390°F), hot enough to cause a third-degree burn, even after the fireplace has been turned off. The glass of a gas fireplace can stay hot for at least 45 minutes after it has been turned off.



Burn Prevention Outreach Team
416-813-4970

SickKids

The danger of hot glass and surfaces is always a concern with gas fireplaces and flames can only be enjoyed with heat.

Year-Round Enjoyment



- A gas fireplace is ideal for the coldest months of the year and in the coldest climates
- **Electric fireplaces can be enjoyed every day of the year, regardless of temperature**

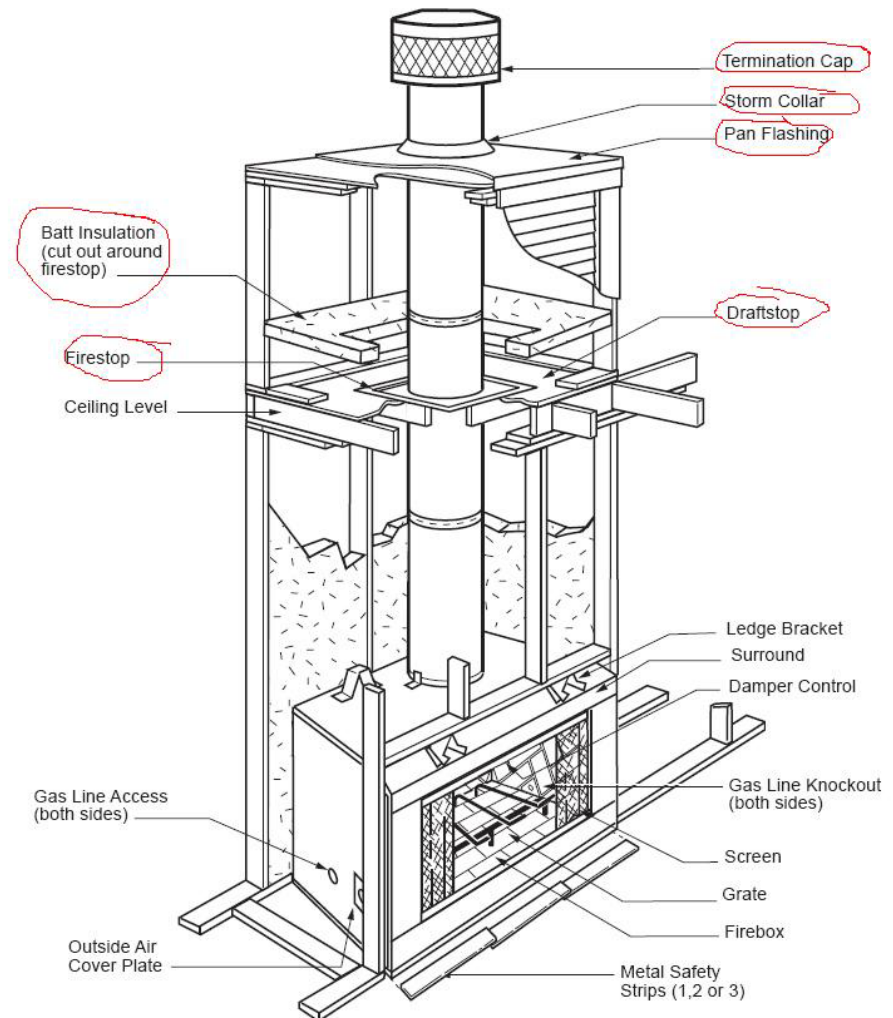
Design Flexibility

With electric fireplaces, the only limit is your imagination.



Gas fireplace installations are complicated and expensive:

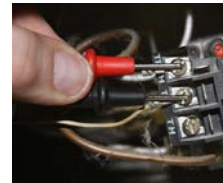
- Gas lines, venting, above or below grade, distances to combustibles, distance to walls, floor and ceiling



Maintenance



Electric fireplaces require virtually no maintenance



- Gas fireplaces require regular cleaning
- Pilot light needs to be turned on and off at the start and finish of the season
- Thermocouples and other mechanical parts need to be serviced by a technician