

NAPOLION



2017 U.S. MSRP
Electric Price Book

Effective March 15TH 2017



TABLE OF CONTENTS

03

WALL HANGING

- 03. Allure™ Series
- 04. Allure™ Phantom Series
- 05. Azure™ Series
- 06. Azure™ Vertical 38

07

BUILT-IN

- 07. Cinema™ Log Series
- 08. Cinema™ Glass Series
- 09. Ascent™ Electric Series
- 09. Tranquille 30

10

MANTEL AND ENTERTAINMENT PACKAGES

- 10. Decor Series
- 11. Essential Series
- 12. Prestige® Series

12

LOG SETS

- 12. Woodland™ Series

13

MAP POLICY

WALL HANGING ELECTRIC FIREPLACES

Allure™ Series



Allure™ 42 with Blue Flame

FEATURES

- › 1 Year Warranty
- › 1,500 Watts
- › Simply Plugs into 120v Outlet
- › Can be Hardwired
- › Ultra Slim Design
- › Flame / Heat Adjustment
- › Remote Control
- › Orange and Blue or Combined Flame Colour Options
- › Adjustable Ember Intensifier
- › Paintable Cord Cover
- › Can be Fully Recessed into the Wall
- › LED Lighting
- › Front Vents



Included

Crystal Clear Cube
Ember Bed



Included

Touch Screen
Control Panel

STEP 1 - CHOOSE YOUR WALL HANGING ELECTRIC FIREPLACE

Product Description		
Allure™ 32 Electric Fireplace, Glass Front, Black	MSRP:	\$549
	Code:	NEFL32FH
Allure™ 42 Electric Fireplace, Glass Front, Black	MSRP:	\$689
	Code:	NEFL42FH
Allure™ 50 Electric Fireplace, Glass Front, Black	MSRP:	\$939
	Code:	NEFL50FH
Allure™ 60 Electric Fireplace, Glass Front, Black	MSRP:	\$1,139
	Code:	NEFL60FH
Allure™ 72 Electric Fireplace, Glass Front, Black	MSRP:	\$1,499
	Code:	NEFL72FH
Allure™ 100 Electric Fireplace, Glass Front, Black	MSRP:	\$1,999
	Code:	NEFL100FH

STEP 2 - CHOOSE YOUR ADDITIONAL OPTIONS

Product Description		
Amber Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGA
Blue Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGB
Clear Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGC
Black Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGG
Red Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGR
Topaz Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGT



Multi-Colour Flame



Blue Flame



Orange Flame

WALL HANGING ELECTRIC FIREPLACES

Allure™ Phantom Series



Allure™ Phantom 42 with Orange Flame

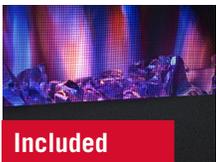
FEATURES

- › 1 Year Warranty
- › 1,500 Watts
- › Simply Plugs into 120v Outlet
- › Can be Hardwired
- › Ultra Slim Design
- › Flame / Heat Adjustment
- › Remote Control
- › Orange and Blue or Combined Flame Colour Options
- › Adjustable Ember Intensifier
- › Paintable Cord Cover
- › Can be Fully Recessed into the Wall
- › LED Lighting
- › Front Vents



Included

Crystal Clear Cube Ember Bed



Included

Matte Surround + Mesh Screen

STEP 1 - CHOOSE YOUR WALL HANGING ELECTRIC FIREPLACE

Product Description	
Allure™ 42 Phantom Electric Fireplace, Mesh Screen, Matte Black	MSRP: \$839 Code: NEFL42FH-MT
Allure™ 50 Phantom Electric Fireplace, Mesh Screen, Matte Black	MSRP: \$1,039 Code: NEFL50FH-MT
Allure™ 60 Phantom Electric Fireplace, Mesh Screen, Matte Black	MSRP: \$1,239 Code: NEFL60FH-MT

STEP 2 - CHOOSE YOUR ADDITIONAL OPTIONS

Product Description	
Amber Glass Embers Media Kit	MSRP: \$110 Code: MKGA
Blue Glass Embers Media Kit	MSRP: \$110 Code: MKGB
Clear Glass Embers Media Kit	MSRP: \$110 Code: MKGC
Black Glass Embers Media Kit	MSRP: \$110 Code: MKGK
Red Glass Embers Media Kit	MSRP: \$110 Code: MKGR
Topaz Glass Embers Media Kit	MSRP: \$110 Code: MKGT



Multi-Colour Flame



Blue Flame



Orange Flame

WALL HANGING ELECTRIC FIREPLACES

Azure™ Series



Azure™ 42 with Orange Flame

FEATURES

- > 1 Year Warranty
- > 1,500 Watts
- > Simply Plugs into 120v Outlet
- > Can be Hardwired
- > Ultra Slim Design
- > Flame / Heat Adjustment
- > Remote Control
- > Orange and Blue or Purple Flame Colour Options
- > Paintable Cord Cover
- > LED Lighting
- > Front Vents



Included

Crystal Clear Cube
Ember Bed

STEP 1 - CHOOSE YOUR WALL HANGING ELECTRIC FIREPLACE

Product Description

Azure™ 42 Electric Fireplace, Glass Front, Black	MSRP:	\$649
	Code:	EFL42H
Azure™ 50 Width Electric Fireplace, Glass Front, Black	MSRP:	\$849
	Code:	EFL50H
Azure™ 42 Width Electric Fireplace, Glass Front, Black (No Heater)	MSRP:	\$589
	Code:	EFL42S

STEP 2 - CHOOSE YOUR ADDITIONAL OPTIONS

Product Description

Amber Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGA
Blue Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGB
Clear Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGC
Black Glass Embers Media Kit	MSRP:	\$110
	Code:	MK GK
Red Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGR
Topaz Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGT

Notes: EFL42H Cannot be Recessed, EFL50H Can be Partially Recessed, EFL42S Can be Fully Recessed



Blue Flame



Orange Flame



Purple Flame

WALL HANGING ELECTRIC FIREPLACES

Azure™ Vertical 38



Azure™ Vertical 38 with Orange Embers

FEATURES

- › 1 Year Warranty
- › 1,500 Watts
- › Simply Plugs into 120v Outlet
- › Can be Hardwired
- › Ultra Slim Design
- › Flame / Heat Adjustment
- › Remote Control
- › Orange, Blue and Purple Flame Colour Options
- › Adjustable Ember Intensifier
- › Paintable Cord Cover
- › Can be Partially Recessed into the Wall
- › LED Lighting
- › Bottom Vents
- › Back Lit NIGHT LIGHT™



Included

Crystal Clear Cube
Ember Bed

STEP 1 - CHOOSE YOUR WALL HANGING ELECTRIC FIREPLACE

Product Description		
Azure™ Vertical 38 Electric Fireplace, Curved Glass Front, Black	MSRP:	\$499
	Code:	NEFV38H

STEP 2 - CHOOSE YOUR ADDITIONAL OPTIONS

Product Description		
Amber Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGA
Blue Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGB
Clear Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGC
Black Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGG
Red Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGR
Topaz Glass Embers Media Kit	MSRP:	\$110
	Code:	MKGT



Blue Embers



Orange Embers



Purple Embers

BUILT-IN ELECTRIC FIREPLACES

Cinema™ Built-in Log Series



Cinema™ 27

FEATURES

- › 1 Year Warranty
- › Minimalistic Frame
- › Remote Control with Timer Feature
- › Heat Circulating Fan
- › Realistic Log Set with Glowing Embers
- › Flame / Heat Adjustment
- › Adjustable Charcoal Ember Intensifier
- › Can be Hardwired
- › Realistic Orange Flame Pattern
- › Can be used as an Insert or with a Mantel
- › Side Brick Detail (29" Only)
- › Whisper Quiet™



Included

NIGHT LIGHT™
(With Cinema™ 27 + 29)

STEP 1 - CHOOSE YOUR BUILT-IN ELECTRIC FIREPLACE

Product Description		MSRP:	
Cinema™ 24 Electric Fireplace, Glass Front, Powder Coated Black Finish		\$420	
		Code:	NEFB24H-3A
Cinema™ 27 Width Electric Fireplace, Glass Front, Powder Coated Black Finish		\$520	
		Code:	NEFB27H-3A
Cinema™ 29 Width Electric Fireplace, Glass Front, Powder Coated Black Finish		\$620	
		Code:	NEFB29H-3A



Cinema™ 24



Cinema™ 27



Cinema™ 29

STEP 2 - CHOOSE YOUR ADDITIONAL OPTIONS

Product Description		MSRP:	
Three or Four Piece Trim Kit (for 24" Unit)		\$139	
		Code:	NEFT24BLK
Three or Four Piece Trim Kit (for 27" Unit)		\$149	
		Code:	NEFT27BLK
Three or Four Piece Trim Kit (for 29" Unit)		\$159	
		Code:	NEFT29BLK

BUILT-IN ELECTRIC FIREPLACES

Cinema™ Built-in Glass Series



Cinema™ Glass 27

FEATURES

- › 1 Year Warranty
- › Minimalistic Frame
- › Remote Control with Timer Feature
- › Heat Circulating Fan
- › Topaz CRYSTALINE™ Ember Bed
- › Flame / Heat Adjustment
- › Adjustable Charcoal Ember Intensifier
- › Can be Hardwired
- › Realistic Orange Flame Pattern
- › Can be used as an Insert or with a Mantel
- › Whisper Quiet™



Included

NIGHT LIGHT™

STEP 1 - CHOOSE YOUR BUILT-IN ELECTRIC FIREPLACE

Product Description		MSRP:	
Cinema™ Glass 24 Electric Fireplace, Glass Front, Powder Coated Black Finish		\$420	
		Code:	NEFB24HG-3A
Cinema™ Glass 27 Electric Fireplace, Glass Front, Powder Coated Black Finish		\$520	
		Code:	NEFB27HG-3A
Cinema™ Glass 29 Electric Fireplace, Glass Front, Powder Coated Black Finish		\$620	
		Code:	NEFB29HG-3A



Cinema™ Glass 24



Cinema™ Glass 27



Cinema™ Glass 29

STEP 2 - CHOOSE YOUR ADDITIONAL OPTIONS

Product Description		MSRP:	
Three or Four Piece Trim Kit (for 24" Unit)		\$139	
		Code:	NEFT24BLK
Three or Four Piece Trim Kit (for 27" Unit)		\$149	
		Code:	NEFT27BLK
Three or Four Piece Trim Kit (for 29" Unit)		\$159	
		Code:	NEFT29BLK

BUILT-IN ELECTRIC FIREPLACES

Ascent™ Electric Series



CHOOSE YOUR BUILT-IN ELECTRIC FIREPLACE

Product Description	
Ascent™ Electric 33 Fireplace, Glass Front, Powder Coated Black Finish	MSRP: \$1,099 Code: NEFB33H
Ascent™ Electric 40 Fireplace, Glass Front, Powder Coated Black Finish	MSRP: \$1,399 Code: NEFB40H

FEATURES

- › Heat Circulating Fan
- › Realistic Log Set with Glowing Embers
- › Flame / Heat Adjustment
- › Can be used as an Insert or with Mantel
- › Whisper Quiet™
- › Can be Hardwired 110v / 220v



Clear NIGHT LIGHT™



Blue NIGHT LIGHT™



Orange NIGHT LIGHT™



Purple NIGHT LIGHT™



Included

Side Panel Detail



Included

Remote

Tranquille 30



CHOOSE YOUR BUILT-IN ELECTRIC FIREPLACE

Product Description	
Tranquille 30 Electric Fireplace, Glass Front, Pewter Surround	MSRP: \$799 Code: NEFB30GL



Blue NIGHT LIGHT™



Orange NIGHT LIGHT™



Purple NIGHT LIGHT™

FEATURES

- › Heat Circulating Fan
- › Flame / Heat Adjustment
- › Thermostat
- › Whisper Quiet™
- › ULTRA BRIGHT™ LED NIGHT LIGHT™
- › Easy Installation



Included

CRYSTALINE™ Ember Bed



Included

Traditional Log Set

ELECTRIC FIREPLACE MANTEL PACKAGES

Decor Series

CHOOSE YOUR MANTEL PACKAGE

Product Description	Receiving Code	Order Code	MSRP
The Aden Mantel Package, includes Ascent™ Electric 40	NEFB40H + NEFM40-0714C	NEFP40-0714C	\$1,779
The Taylor Mantel Package, includes Ascent™ Electric 33	NEFB33H + NEFM33-0214W	NEFP33-0214W	\$1,349
The Colbert Mantel Package, includes Ascent™ Electric 33	NEFB33H + NEFE33-0614AM	NEFP33-0614AM	\$1,779
The Monroe Mantel Package, includes Ascent™ Electric 33	NEFB33H + NEFM33-0314BW	NEFP33-0314BW	\$1,559
The Harlow Mantel Package, includes Ascent™ Electric 33	NEFB33H + NEFM33-0114M	NEFP33-0114M	\$1,559

Note: Decor Mantel Packages are shipped in two boxes



THE ADEN

- › Cherry Wood Finish
- › Black Granite Styled Surround
- › Pedestal Base
- › Hand Carved Wood Columns
- › Dentil Accent Moulding



THE TAYLOR

- › White Finish
- › Black Slate Styled Surround
- › Pedestal Base
- › Dentil Accent Moulding
- › Decorative Keystone



THE COLBERT

- › Antique Mahogany Finish
- › Pedestal Base
- › Interior Accent LED Lights
- › Soft Close Doors & Drawers
- › Media Compartments



THE MONROE

- › Burnished Walnut Finish
- › Black Slate Styled Surround
- › Pedestal Base
- › Hand Carved Wood Columns
- › Wooden Rope Molding Detail



THE HARLOW

- › Mahogany Finish
- › Black Slate Styled Surround
- › Pedestal Base
- › Dentil Accent Moulding
- › Decorative Keystone

ELECTRIC FIREPLACE MANTEL PACKAGES

Essential Series

CHOOSE YOUR MANTEL PACKAGE

Product Description	Receiving Code	Order Code	MSRP
The Braxton Mantel Package, includes Cinema™ 29	NEFB29H-3A + NEFM29-1215BW	NEFP29-1215BW	\$949
The Canterbury Mantel Package, includes Cinema™ 29	NEFB29H-3A + NEFE29-1415E	NEFP29-1415E	\$1,049
The Anya Mantel Package, includes Cinema™ Glass 27	NEFB27HG-3A + NEFE27-3116B	NEFP27-3116B	\$1,259
The Adele Mantel Package, includes Cinema™ 27	NEFB27H-3A + NEFE27-0815W	NEFP27-0815W	\$949
The Foley Mantel Package, includes Cinema™ Glass 27	NEFB27HG-3A + NEFE27-1015B	NEFP27-1015B	\$1,050
The Crawford Mantel Package, includes Cinema™ Glass 27	NEFB27HG-3A + NEFE27-1116B	NEFP27-1116B	\$1,199
The Whitney Mantel Package, includes Cinema™ Glass 24	NEFB24HG-3A + NEFE24-0516GRW	NEFP24-0516GRW	\$1,299
The Bailey Mantel Package, includes Cinema™ 24	NEFCP24-0116E	NEFCP24-0116E	\$749

Note: Essential Mantel Packages are shipped in two boxes (Except The Bailey)



THE BRAXTON

- › Burnished Walnut Finish
- › Pedestal Base
- › Black Granite Styled Surround
- › Hardwood Decorative Columns
- › Convenient Hidden Compartments



THE CANTEBURY

- › Espresso Walnut Finish
- › Inlay with Diamond Cut Top
- › Decorative Hardware
- › Media Compartment
- › Decorative Side Columns



THE ANYA

- › Glossy Black Finish
- › Smoked Glass Top
- › Media Compartment
- › Curved Smoked Glass Doors
- › Modern Design



THE ADELE

- › White Finish
- › Contemporary Design
- › Decorative Glass Doors
- › Glass Shelves
- › Media Compartment



THE FOLEY

- › Semi Gloss Black Finish
- › Smoked Glass Top
- › Smoked Glass Doors
- › Brushed Aluminum Accent Posts
- › Modern Design



THE CRAWFORD

- › Gloss Black Finish
- › Motion Sensor LED Lights
- › Media Compartment
- › Decorative Glass Doors
- › Contemporary Design



THE WHITNEY

- › Deep Grey Wash Finish
- › Glass Top
- › Media Compartment
- › Luxurious Handles
- › Modern Design



THE BAILEY

- › Espresso Walnut Finish
- › Pedestal Base
- › Hardwood Decorative Columns
- › Classic Detailing
- › Converts to Corner Unit

ELECTRIC FIREPLACE MANTEL PACKAGES

Prestige® Series

CHOOSE YOUR MANTEL PACKAGE

Product Description	Receiving Code	Order Code	MSRP
The Alanis Mantel Package, includes Allure™ 42 Phantom	NEFL42FH-MT + NEFE42-1815B	NEFP42-1815B	\$1,359
The Shelton Mantel Package, includes Allure™ 42 Phantom	NEFL42FH-MT + NEFE42-1715BW	NEFP42-1715BW	\$1,259

Note: Prestige® Mantel Packages are shipped in two boxes



THE ALANIS

- › Black Finish
- › Silver Accent Drawers
- › Media Compartments
- › Framed Glass Door
- › Contemporary Design



THE SHELTON

- › Mahogany Finish
- › Glass Top and Shelves
- › Motion Sensor LED Lights
- › Media Compartments
- › Pedestal Base

ELECTRIC LOG SETS

Woodland™ Series



Woodland™ 27 Log Set

CHOOSE YOUR ELECTRIC LOG SET

Product Description	MSRP:	Code:
Woodland™ 18 Electric Log Set	\$420	NEF18H
Woodland™ 24 Electric Log Set	\$520	NEF124H
Woodland™ 27 Electric Log Set	\$620	NEF127H

FEATURES

- › Hand Painted Resin Log Set
- › LED Lights
- › Flame / Heat Adjustment
- › Safe to Touch
- › Can be Hardwired
- › Remote Control



Woodland™ 18



Woodland™ 24



Woodland™ 27

Dealer Minimum Advertised Price (MAP) Policy

Summary Document

DISCLAIMER:

This document is only a SUMMARY of the Napoleon Minimum Advertised Price (MAP) Policy. The MAP Policy is located in the MyNapoleon Dealer Portal or it can be requested directly from the MAP Policy Administrator.

The Minimum Advertised Price (MAP) for all Napoleon products shall be no less than the Manufacturer's Suggested Retail Price (MSRP)

MINIMUM ADVERTISED PRICE POLICY APPLIES TO:

- All forms of trade, public and consumer advertising, including the internet
- All dealers / retailers that sell direct to consumers
- All dealers in Canada and the United States
- All Wolf Steel Brands
- All Napoleon Products listed in current Price Books

A RESELLER WILL VIOLATE THE MAP POLICY BY:

- Advertising a price that is lower than the relevant MSRP/MAP
- Advertising a percentage reduction from a reference price that results in a price lower than the relevant MSRP/MAP
- Using such website features, but not inclusive to, as 'click for price', automated pricing emails, automated price displays that show price lower than MSRP/MAP
- Using website statements such as, but not inclusive to, 'Call for Price', 'email for best price'

- Bundling the Company's products that are lower than the sum of each MAP for the relevant product
- Using strike-through or other alteration of the advertised text that indicates a price lower than MSRP/MAP
- Advertising on auction websites (such as Ebay.com), classified websites (such as Kijiji.com), Walmart and Sears.com

EXCLUSIONS:

- This Policy only sets forth suggested advertised prices and does not apply to the price at which the products are sold or offered for sale
- Offering 'free shipping' and 'free financing' by the Reseller is allowed at point of sale of Napoleon products
- Website discounts applied at checkout to the entire order based on consumer loyalty/history with Reseller, such as discounts for 'frequent shoppers' is acceptable
- Products marked in the Price Books, as 'Going Obsolete' or 'While Supplies Last' is not applicable to the Policy

Dealer Minimum Advertised Price (MAP) Policy

ENFORCEMENT:

1st Violation: A first violation will have occurred when the Dealer violates the Policy for the first time in a 12-month period. The Dealer will have **24 hours to comply with the MAP Policy** from the date of the notification before the infraction is considered a second (2nd) violation.

2nd Violation: A second violation will have occurred when the Dealer violates the Policy within a 12-month period from the date of the 1st violation. The Dealer will have **24 hours to comply with the MAP Policy** from the date of the 2nd notification before the infraction is considered a third (3rd) violation.

A second violation **will result** in:

- Ineligibility to participate in Napoleon advertising and sales promotions for the period the violation remains uncorrected
- Loss of access to any discounts, coop or rebates offered by Napoleon for the period the violation remains uncorrected
- Removal from all Napoleon website dealer locators for the period the violation remains uncorrected

3rd Violation: A third violation will have occurred when the Reseller violates the Policy within a 12-month period from the date of the 1st violation. The Dealer will have **24 hours to comply with the MAP Policy** from the date of the 3rd notification before the infraction is considered a fourth (4th) violation.

A third violation **will result** in:

- Loss of any discounts, coop or rebates offered by Napoleon for a period of 12 months
- Limited access to some or all of Napoleon's products until the dealer has remedied
- Being added to the Do-Not-Sell list for some or all of Napoleon's products until dealer has remedied

4th Violation: A fourth violation will have occurred when the Dealer violates the Policy within a 12-month period from the date of the 1st violation.

A fourth violation will result in:

- Limited access to some or all of Napoleon's products for an indefinite period
- Being added to Napoleon's Do-Not-Sell list for an indefinite period

Napoleon's sales personnel, representatives or Dealers (including distributors and wholesalers) have no authority to modify or grant exceptions to the MAP policy.

All questions and comments regarding the Policy should be directed to the 'Policy Administrator'. The Policy Administrator shall be responsible for determining whether a violation of this policy has occurred.

The MAP Policy Administrator

24 Napoleon Road

Barrie, Ontario

L4M 0G8

Canada

Email: MapPolicy@napoleonproducts.com



NAPOLEON - CELEBRATING OVER 40 YEARS OF HOME COMFORT PRODUCTS



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