

SimpliFire

MSRP Price Book
Table of Contents

SimpliFire

Fireplace - Electric

30 Built-In	2
36 Built-In	3
Allusion 40	9
Allusion 48	10
Allusion 60	11
Allusion Platinum 50	12
Allusion Platinum 60	13
Allusion Platinum 72	14
Allusion Slim 40	15
Allusion Slim 50	16
Allusion Slim 60	17
Allusion Slim 72	18
Format Wall Mount	19
Inception 36	20
Scion 43	21
Scion 55	22
Scion 78	23
Scion Trinity 43	24
Scion Trinity 55	25

Insert - Electric

25" Electric Insert	26
30" Electric Insert	27
32" Electric Insert	28
35" Electric Insert	29

Fireplace Outdoor - Electric

Forum 43	30
Forum 55	31

SimpliFire

Fireplace - Electric

Stocked Item/Lead Time
 004=Mt. Pleasant RDC
 010=Kutztown RDC
 014=Sacramento RDC
 016=Charlotte RDC
 EXP=Factory Expedite Program

Prices in USD

Page printed 1/31/2025, 2:32:41 PM CST
 Future pricing effective for orders placed on or after 03/31/2025
 * Please Contact Who You Purchase This Through for MSRP Pricing

Non-stock and custom product cannot be cancelled.

Customer is responsible for freight for orders made outside of assigned RDC facility.

30 Built-In

Includes:

- 120 or 240 volts, 3000 watts 12.5 amps
- Realistic log set
- On/off remote control
- Flame intensity control
- 1500W heater and fan
- 10,000 BTU output



No additional items required to complete.

		Disc. Code	MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-BI30-EB	30" SimpliFire Built-In Electric Fireplace	SFE 1	\$ 1,179	Y	Y	Y	Y	Y

Doors - Non Operable

Front 30"

SF-EF30-BK	Optional Black Front (34-5/16"W x 28-3/16"H) - Creates 2" Overhang to Cover Drywall Transitions	SFE 1	\$ 169	Y	Y	14	Y	Y
------------	---	-------	--------	---	---	----	---	---



Front 30"

36 Built-In

Includes:

- 120 or 240 volts, 3000 watts 12.5 amps
- Realistic log set
- On/off remote control
- Flame intensity control
- 1500W heater and fan
- 10,000 BTU output



No additional items required to complete.

		Disc. Code	MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-BI36-EB	36" SimpliFire Built-In Electric Fireplace	SFE 1	\$ 1,429	Y	Y	Y	Y	Y

Doors - Non Operable

Front 36"

SF-EF36-BK	Optional Black Front (40-1/4"W x 32-5/8"H) - Creates 2" Overhang to Cover Drywall Transitions	SFE 1	\$ 189	Y	Y	Y	Y	N
------------	---	-------	--------	---	---	---	---	---



Front 36"

Mantels - Flush Wood

Acadia B

AFAAMPB	Acadia Flush Mantel, Primed MDF	HTI 1	\$ 799	Y	Y	14	Y	N
AFAAAUB	Acadia Flush Mantel, Unfinished Maple	HTI 1	\$ 1,229	14	28	35	35	N

Battlefield B

AFBDMPB	Battlefield Flush Mantel, Primed MDF	HTI 1	\$ 1,519	21	Y	21	21	N
AFBDKAB	Battlefield Flush Mantel, Unfinished Distressed Knotty Alder	HTI 1	\$ 2,269	14	28	35	35	N

Corbels

AFCORBMP	Corbels (2), Primed MDF	HTI 1	\$ 105	21	Y	28	21	Y
----------	-------------------------	-------	--------	----	---	----	----	---

Kenwood B

AFKDMPB	Kenwood Flush Mantel Primed MDF	HTI 1	\$ 799	Y	Y	Y	Y	N
AFKDAUB	Kenwood Flush Mantel Maple Unfinished	HTI 1	\$ 1,229	Y	Y	35	35	N

Laurel B									
AFLLMPAUB	LAUREL MANTEL MDF/MAPLE	HTI 1	\$ 1,959	35	Y	35	Y	N	
AFLLMPAUB-E	Laurel Mantel, Primed MDF & Maple top with Ebony Stain	HTI 1	\$ 2,269	14	28	35	35	N	
AFLLMPAUB-WW	Laurel Mantel, Primed MDF & Maple top with Whitewash Stain	HTI 1	\$ 2,269	14	28	35	35	N	
AFLLMPAUB-P	Laurel Mantel, Primed MDF & Maple top with Provincial Stain	HTI 1	\$ 2,269	35	Y	35	35	N	
AFLLMPAUB-NG	Laurel Mantel, Primed MDF & Maple top with New Gray Stain	HTI 1	\$ 2,269	14	28	35	35	N	
Malone B									
AFMEMPB	Malone Mantel, Primed MDF	HTI 1	\$ 1,519	21	Y	21	Y	N	
Merritt B									
AFMTMPB	Merritt Mantel, Primed MDF	HTI 1	\$ 799	21	Y	21	Y	N	
Richland B									
AFRDMPB	Richland Flush Mantel, Primed MDF	HTI 1	\$ 639	Y	Y	14	Y	N	
Roxborough B									
AFRHMPB	Roxborough Flush Mantel, Primed MDF	HTI 1	\$ 799	Y	Y	14	Y	N	
Walker B									
AFWKMPB	Walker Mantel, Primed MDF	HTI 1	\$ 1,519	14	Y	14	Y	N	
Wescott B									
AFWTMPB	Wescott Flush Mantel, Primed MDF	HTI 1	\$ 639	Y	Y	21	Y	N	
Zimmer B									
AFZRMPB	Zimmer Mantel, Primed MDF	HTI 1	\$ 799	21	Y	21	Y	N	



Acadia B



Battlefield B



Corbels



Kenwood B



Laurel B



Malone B



Merritt B



Richland B



Roxborough B



Walker B



Wescott B



Zimmer B

Optional Wood Mantel Base

Kenwood B Flush Mantel Optional Base

HTKDMPB	Kenwood - Optional Base Primed MDF	HTI 1	\$ 449	21	Y	21	Y	N
HTKDAUB	Kenwood - Optional Base Maple Unfinished	HTI 1	\$ 829	14	28	35	35	N



Kenwood B Flush Mantel
Optional Base

Mantels - Shelf Wood

Baxter 59"

FMBRMP59	59" Baxter Shelf, Primed MDF	HTI 1	\$ 569	21	Y	14	21	N
FMBRAU59	59" Baxter Shelf, Unfinished Maple	HTI 1	\$ 989	35	Y	35	35	N

Crosby 59"

FMCYMP59	59" Crosby Shelf, Primed MDF	HTI 1	\$ 569	21	Y	21	21	N
FMCYAU59	59" Crosby Shelf, Unfinished Maple	HTI 1	\$ 989	35	Y	35	35	N

Fillmore 48"

FMFEMP48	48" Fillmore Primed MDF	HTI 1	\$ 379	Y	Y	14	21	N
FMFEAU48	48" Fillmore Unfinished Maple	HTI 1	\$ 579	14	28	35	35	N

Fillmore 59"

FMFEMP59	59" Fillmore Primed MDF	HTI 1	\$ 419	21	Y	21	Y	N
FMFEAU59	59" Fillmore Unfinished Maple	HTI 1	\$ 649	21	Y	21	21	N

Ozark 48"

FMOKMP48	48" Ozark Primed MDF	HTI 1	\$ 719	21	Y	21	21	N
FMOKAU48	48" Ozark Unfinished Maple	HTI 1	\$ 1,119	35	Y	35	21	N
FMOKKA48	48" Ozark Unfinished Distressed Knotty Alder	HTI 1	\$ 1,219	14	28	35	35	N

Ozark 59"

FMOKMP59	59" Ozark Primed MDF	HTI 1	\$ 769	Y	Y	14	Y	N
FMOKAU59	59" Ozark Unfinished Maple	HTI 1	\$ 1,189	Y	Y	35	Y	N
FMOKKA59	59" Ozark Unfinished Distressed Knotty Alder	HTI 1	\$ 1,259	35	Y	35	Y	N



Baxter 59"



Crosby 59"



Fillmore 48"



Ozark 48"

Shelf Non-Combustible

Non-Combustible Cove Gray 60"

FMSGNC-60	60" Non-Combustible Cove Gray	HTI 1	\$ 1,239	14	Y	14	21	N
-----------	-------------------------------	-------	----------	----	---	----	----	---

Non-Combustible Midnight Mist 60"

FMMMNC-60	60" Non-combustible Midnight Mist	HTI 1	\$ 1,239	21	Y	21	21	N
-----------	-----------------------------------	-------	----------	----	---	----	----	---

Non-Combustible Tavern Brown 60"									
FMTBNC-60	60" Non-Combustible Tavern Brown	HTI 1	\$ 1,349	14	Y	14	21	N	
Non-Combustible Washed Cedar 60"									
FMWCNC-60	60" Non-Combustible Washed Cedar	HTI 1	\$ 1,349	21	Y	21	21	N	
Non-Combustible Weathered Barnwood 60"									
FMWBNC-60	60" Non-Combustible Barnwood	HTI 1	\$ 1,349	21	Y	14	21	N	
Non-Combustible White 60"									
FMWHNC-60	60" Non-Combustible White	HTI 1	\$ 1,239	21	Y	14	21	N	



Non-Combustible Cove Gray
60"

Non-Combustible Midnight Mist
60"

Non-Combustible Tavern Brown
60"

Non-Combustible Washed
Cedar 60"



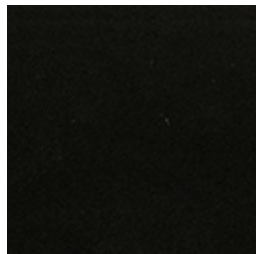
Non-Combustible Weathered
Barnwood 60"

Non-Combustible White 60"

Marble, Granite & Slate

Absolute Black Granite Set 2									
MBBGMS2	Absolute Black granite, Set 2 (must order in multiples of 6)	HTI 1	\$ 899	Y	Y	14	Y	N	
MBBGMS2PK1	Absolute Black granite, Set 2, single pack	HTI 1	\$ 1,329	21	7	14	21	N	
Beige Marble Set 2									
MBBEEMS2	BEIGE SET 2 MPK-6	HTI 1	\$ 1,029	35	Y	21	14	N	
MBBEEMS2PK1	BEIGE SET 2 SPK	HTI 1	\$ 1,449	35	7	14	21	N	
Bianco White set 2									
MBBVMS2	Bianco White Marble, Set 2 (Must order in multiples of 6)	HTI 1	\$ 899	21	Y	14	Y	N	
MBBVMS2PK1	Bianco White Marble, Set 2, single pack	HTI 1	\$ 1,329	21	7	14	21	N	
Blue Tundra set 2									
MBBTAMS2	Blue Tundra Marble, Set 2 (must be ordered in multiples of 6)	HTI 1	\$ 1,029	35	Y	35	Y	N	
MBBTAMS2PK1	Blue Tundra Marble, Set 2, single pack	HTI 1	\$ 1,449	35	35	35	35	N	
Driftwood set 2									
MBDDMS2	Driftwood Marble, Set 2 (must be ordered in multiples of 6)	HTI 1	\$ 899	21	Y	14	Y	N	
MBDDMS2PK1	Driftwood Marble, Set 2, single pack	HTI 1	\$ 1,329	14	7	21	21	N	

New Venetian Granite Set 2									
MBOGMS2	New Venetian Granite, Set 2 (must order in multiples of 6)	HTI 1	\$ 739	21	Y	28	Y	N	
MBOGMS2PK1	New Venetian Granite, Set 2, Single-pack	HTI 1	\$ 1,199	21	7	28	21	N	
Parchwood set 2									
MBPDMS2	Parchwood Marble, Set 2 (must be ordered in multiples of 6)	HTI 1	\$ 899	21	Y	21	Y	N	
MBPDMS2PK1	Parchwood Marble, Set 2, single pack	HTI 1	\$ 1,329	21	7	21	21	N	
Pauline Granite Set 2									
MBPEMS2	Pauline Granite, Set 2 (must order in multiples of 6)	HTI 1	\$ 739	14	Y	21	Y	N	
MBPEMS2PK1	Pauline Granite, Set 2, single pack	HTI 1	\$ 1,199	21	7	21	21	N	
Slate 37.25X7									
MBSR3725X7-C	Slate Legs 37.25X7X5/8 (must be ordered in multiples of 50)	HTI 1	\$ 78	21	Y	14	Y	N	
Slate 57X8									
MBSR57X8-C	Slate Header 57X8X5/8 (must be ordered in multiples of 25)	HTI 1	\$ 142	21	Y	14	Y	N	
Slate 70x20"									
MBSR70X20-C	Slate Hearth 70X20X5/8 (must be ordered in multiples of 25)	HTI 1	\$ 419	28	Y	14	Y	N	
Steel Gray set 2									
MBSGMS2	Steel Gray granite, Set 2 (must order in multiples of 6)	HTI 1	\$ 899	21	Y	14	Y	N	
MBSGMS2PK1	Steel Gray granite, Set 2, single pack	HTI 1	\$ 1,329	21	7	14	21	N	
Thala Beige set 2									
MBTEMS2	Thala Beige Marble, Set 2 (must be ordered in multiples of 6)	HTI 1	\$ 1,029	14	Y	21	Y	N	
MBTEMS2PK1	Thala Beige Marble, Set 2, single pack	HTI 1	\$ 1,449	21	7	21	21	N	



Absolute Black Granite Set 2



Beige Marble Set 2



Bianco White set 2



Blue Tundra set 2



Driftwood set 2



New Venetian Granite Set 2



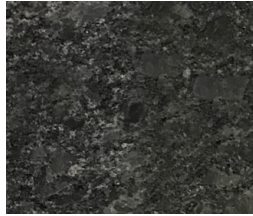
Parchwood set 2



Pauline Granite Set 2



Slate 37.25X7



Steel Gray set 2



Thala Beige set 2

Allusion 40

Includes:

- 120 volts, 1500 watts 12.5 amps
- 5,000 BTU output
- Clear crystal media
- Touch controls
- Four flame colors
- 14 ember bed colors
- Multifunction Remote



No additional items required to complete.

		Disc.	MSRP	004	010	014	016	EXP
		Code	USD	IA	PA	CA	NC	
SF-ALL40-BK	40" Allusion recessed linear electric fireplace	SFE 1	\$ 1,169	Y	Y	Y	Y	Y

Media

Media

SF-STONES-WHITE	Ceramic white stone media	SFE 1	\$ 89	Y	Y	Y	14	Y
SF-MEDIA-LOGS	Driftwood logs	SFE 1	\$ 109	Y	Y	Y	Y	Y

Trim Kits

Trim Skirt for Semi-Recessed Installations

TRIM-ALL40	Trim skirt for semi-recessed installations	SFE 1	\$ 86	Y	14	14	14	Y
------------	--	-------	-------	---	----	----	----	---

Allusion 48

Includes:

- 120 volts, 1500 watts 12.5 amps
- 5,000 BTU output
- Clear crystal media
- Touch controls
- Four flame colors
- 14 ember bed colors
- Multifunction Remote



No additional items required to complete.

		Disc.	MSRP	004	010	014	016	EXP
		Code	USD	IA	PA	CA	NC	
SF-ALL48-BK	48" Allusion recessed linear electric fireplace	SFE 1	\$ 1,319		14	14		Y

Media

Media

SF-STONES-WHITE	Ceramic white stone media	SFE 1	\$ 89	Y	Y	Y	14	Y
SF-MEDIA-LOGS	Driftwood logs	SFE 1	\$ 109	Y	Y	Y	Y	Y

Trim Kits

Trim Skirt for Semi-Recessed Installations

TRIM-ALL48	Trim skirt for semi-recessed installations	SFE 1	\$ 97	Y	21	14	14	Y
------------	--	-------	-------	---	----	----	----	---

Allusion 60

Includes:

- 120 volts, 1500 watts 12.5 amps
- 5,000 BTU output
- Clear crystal media
- Touch controls
- Four flame colors
- 14 ember bed colors
- Multifunction Remote



No additional items required to complete.

		Disc.	MSRP	004	010	014	016	EXP
		Code	USD	IA	PA	CA	NC	
SF-ALL60-BK	60" Allusion recessed linear electric fireplace	SFE 1	\$ 1,619	Y	Y	Y	Y	Y

Media

Media

SF-STONES-WHITE	Ceramic white stone media	SFE 1	\$ 89	Y	Y	Y	14	Y
SF-MEDIA-LOGS	Driftwood logs	SFE 1	\$ 109	Y	Y	Y	Y	Y

Trim Kits

Trim Skirt for Semi-Recessed Installations

TRIM-ALL60	Trim skirt for semi-recessed installations	SFE 1	\$ 108	Y	21	14	14	Y
------------	--	-------	--------	---	----	----	----	---

Allusion Platinum 50

Includes:

- 120 volts, 1500 watts 12.5 amps
- 5,000 BTU output
- Clear crystal media
- White stone media
- Touch controls
- Four flame colors
- 14 ember bed colors
- Multifunction Remote



No additional items required to complete.

		Disc.	MSRP	004	010	014	016	EXP
		Code	USD	IA	PA	CA	NC	
SF-ALLP50-BK	50" Allusion Platinum recessed linear electric fireplace	SFE 1	\$ 1,499	Y	Y	Y	Y	Y

Build-Out Kit

Build-Out Kit

BOK-MF-ALLP50	Boyd Build-Out Kit: Modern Farmhouse Style for Allusion Platinum 50"	SFE 1	\$ 999	Y	Y	14	Y	N
BOK-RTF-ALLP50	Boyd Build-Out Kit: Ready-to-Finish Style for Allusion Platinum 50"	SFE 1	\$ 999	Y	Y	28	Y	N

Media

Media

SF-MEDIA-LOGS	Driftwood logs	SFE 1	\$ 109	Y	Y	Y	Y	Y
---------------	----------------	-------	--------	---	---	---	---	---

Wall Mount Kit

Electric Wall Mount Kit

BRACKET-ALL48	Wall Mount Kit	SFE 1	\$ 99	Y	14	14	14	Y
---------------	----------------	-------	-------	---	----	----	----	---

Allusion Platinum 60

Includes:

- 120 volts, 1500 watts 12.5 amps
- 5,000 BTU output
- Clear crystal media
- White stone media
- Touch controls
- Four flame colors
- 14 ember bed colors
- Multifunction Remote



No additional items required to complete.

		Disc.	MSRP	004	010	014	016	EXP
		Code	USD	IA	PA	CA	NC	
SF-ALLP60-BK	60" Allusion Platinum recessed linear electric fireplace	SFE 1	\$ 1,799	Y	Y	Y	Y	Y

Media

Media

SF-ALL84-LOGS	Driftwood logs	SFE 1	\$ 149	Y	14	14	14	Y
---------------	----------------	-------	--------	---	----	----	----	---

Wall Mount Kit

Electric Wall Mount Kit

BRACKET-ALL60	Wall Mount Kit	SFE 1	\$ 103	Y	14	14	14	Y
---------------	----------------	-------	--------	---	----	----	----	---

Mantels - Shelf Wood

Crosby 48"

FMCYAU48	Crosby 48, Unfinished Maple	HTI 1	\$ 939	14	28	35	35	N
----------	-----------------------------	-------	--------	----	----	----	----	---



Crosby 48"

Allusion Platinum 72

Includes:

- 120 volts, 1500 watts 12.5 amps
- 5,000 BTU output
- Clear crystal media
- White stone media
- Touch controls
- Four flame colors
- 14 ember bed colors
- Multifunction Remote



No additional items required to complete.

		Disc.	MSRP	004	010	014	016	EXP
		Code	USD	IA	PA	CA	NC	
SF-ALLP72-BK	72" Allusion Platinum recessed linear electric fireplace	SFE 1	\$ 2,199	Y	Y	Y	Y	Y

Media

Media

SF-ALL84-LOGS	Driftwood logs	SFE 1	\$ 149	Y	14	14	14	Y
---------------	----------------	-------	--------	---	----	----	----	---

Wall Mount Kit

Electric Wall Mount Kit

BRACKET-ALL60	Wall Mount Kit	SFE 1	\$ 103	Y	14	14	14	Y
---------------	----------------	-------	--------	---	----	----	----	---

Mantels - Shelf Wood

Crosby 48"

FMCYAU48	Crosby 48, Unfinished Maple	HTI 1	\$ 939		14	28	35	35	N
----------	-----------------------------	-------	--------	--	----	----	----	----	---



Crosby 48"

Allusion Slim 40

Includes:

- 120 volts
- 1500 watts
- 12.5 amp
- 5,000 BTU output
- Clear crystals
- Logs
- Black crystals
- Nine flame colors
- 14 ember bed colors
- Multifunction remote



No additional items required to complete.

		Disc.	MSRP	004	010	014	016	EXP
		Code	USD	IA	PA	CA	NC	
SF-ALLS40	Allusion Slim 40"	SFE 1	\$ 1,149	Y	Y	Y	Y	N

Allusion Slim 50

Includes:

- 120 volts
- 1500 watts
- 12.5 amp
- 5,000 BTU output
- Clear crystals
- Logs
- Black crystals
- Nine flame colors
- 14 ember bed colors
- Multifunction remote



No additional items required to complete.

		Disc.	MSRP	004	010	014	016	EXP
		Code	USD	IA	PA	CA	NC	
SF-ALLS50	Allusion Slim 50"	SFE 1	\$ 1,299	Y	Y	Y	Y	N

Floating Mantels

Wall Mount Surround Kit

WMK-WH-ALLS50	MANTEL KIT ALLS50, WHITE	SFE 1	\$ 499	Y	Y	Y	Y	N
---------------	--------------------------	-------	--------	---	---	---	---	---

Allusion Slim 60

Includes:

- 120 volts
- 1500 watts
- 12.5 amp
- 5,000 BTU output
- Clear crystals
- Logs
- Black crystals
- Nine flame colors
- 14 ember bed colors
- Multifunction remote



No additional items required to complete.

		Disc.	MSRP	004	010	014	016	EXP
		Code	USD	IA	PA	CA	NC	
SF-ALLS60	Allusion Slim 60"	SFE 1	\$ 1,599	Y	Y	Y	Y	N

Floating Mantels

Wall Mount Surround Kit

WMK-WH-ALLS60	MANTEL KIT ALLS60, WHITE	SFE 1	\$ 599	Y	Y	Y	Y	N
---------------	--------------------------	-------	--------	---	---	---	---	---

Allusion Slim 72

Includes:

- 120 volts / 1500 watts / 12.5 amp
- 5,000 BTU Heat Output
- Small Clear Crystals
- Small black crystals
- Included logs
- Nine flame colors
- 14 ember bed colors
- Multifunction remote



Special Considerations:

- Ships hardwire ready, power cord included in box.
- Installs into 2x4 wall or 2x6 wall
- Included front covers trims opening

No additional items required to complete.

		Disc.	MSRP	004	010	014	016	EXP
		Code	USD	IA	PA	CA	NC	
SF-ALLS72	Allusion Slim 72"	SFE 1	\$ 1,999	Y	Y	Y	Y	N

Format Wall Mount

Includes:

- 120 volts, 1500 watts 12.5 amps
- 5,000 BTU output
- Clear crystal media
- ShadowGlo Alpine Timber one-piece log set
- Four flame colors
- 14 fuel bed colors
- Multi-colored accent lighting
- Concealed heat vents



Required to Complete - Sold Separately: • Floating Mantel Kit

		Disc. Code	MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-FORMAT36	Format 36" Electric Wall Mount Fireplace (Requires Floating Mantel Kit to complete)	SFE 3	\$ 749	Y	Y	Y	Y	N

Floating Mantels (Required to Complete)

43" Floating Mantel Kit for Format

SF-FM43-WH	43" Floating Mantel Kit for Format 36	SFE 3	\$ 249	Y	Y	Y	Y	N
------------	---------------------------------------	-------	--------	---	---	---	---	---

50" Floating Mantel Kit for Format

SF-FM50-WH	50" Floating Mantel Kit for Format 36	SFE 3	\$ 549	Y	Y	Y	Y	N
------------	---------------------------------------	-------	--------	---	---	---	---	---

60" Floating Mantel Kit for Format

SF-FM60-WH	60" Floating Mantel Kit for Format 36	SFE 3	\$ 699	Y	Y	Y	Y	N
------------	---------------------------------------	-------	--------	---	---	---	---	---



43" Floating Mantel Kit for Format



50" Floating Mantel Kit for Format



60" Floating Mantel Kit for Format

Inception 36

Includes:

- 120 or 240 volts, 3000 watts 12.5 amps
- Digital Flame Technology for a true-to-life flame
- Realistic logs and glowing embers
- Wi-Fi ready with IntelliFire App
- Included multifunction remote
- Fireplace menu options for additional control
- 5,000 BTU (120v) or 10,000 BTU (240V)



Required to Complete - Sold Separately: • Front

		Disc. Code	MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-INC36	Inception Electric Fireplace 36"	SFE 1	\$ 4,999	Y	Y	Y	Y	N

Fronts - Non-Operable (Required to Complete)

Chateau Forge Front

SF-CHAF-36	Chateau Forge front for Inception Electric Fireplace	SFE 1	\$ 2,199	14	14	14	14	Y
------------	--	-------	----------	----	----	----	----	---

Folio Front

SF-FOL-36	Folio front for Inception Electric Fireplace	SFE 1	\$ 379	Y	Y	Y	Y	Y
-----------	--	-------	--------	---	---	---	---	---

Halston Front

SF-HAL-36	Halston front for Inception Electric Fireplace	SFE 1	\$ 949	Y	Y	Y	Y	Y
-----------	--	-------	--------	---	---	---	---	---



Chateau Forge Front



Folio Front



Halston Front

Build-Out Kit

Build-Out Kit

MK-WS-INC36	Wescott Mantel Kit for Inception Electric Fireplace	SFE 1	\$ 649	Y	Y	Y	Y	N
-------------	---	-------	--------	---	---	---	---	---

Scion 43

Includes:

- 120 volts, 1500 watts, 12.5 amp
- 5,000 BTU output
- Clear crystal media
- Driftwood logs with glowing embers
- Accent lighting
- Four flame colors
- 14 ember bed colors
- Multifunction remote
- Magnetic front and trim ring



No additional items required to complete.

		Disc.	MSRP	004	010	014	016	EXP
		Code	USD	IA	PA	CA	NC	
SF-SC43-BK	43" Scion Clean Face Linear Electric Fireplace	SFE 1	\$ 2,099	Y	Y	Y	Y	Y

Media

Media

SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 299	Y	Y	Y	Y	Y
SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 299	Y	Y	Y	Y	Y

Scion 55

Includes:

- 120 volts, 1500 watts, 12.5 amp
- 5,000 BTU output
- Clear crystal media
- Driftwood logs with glowing embers
- Accent lighting
- Four flame colors
- 14 ember bed colors
- Multifunction remote
- Magnetic front and trim ring



No additional items required to complete.

		Disc. Code	MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-SC55-BK	55" Scion Clean Face Linear Electric Fireplace	SFE 1	\$ 2,399	Y	Y	Y	Y	Y

Media

Media

SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 299	Y	Y	Y	Y	Y
SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 299	Y	Y	Y	Y	Y

Scion 78

Includes:

- 120 volts, 1500 watts, 12.5 amp
- 5,000 BTU output
- Clear crystal media
- Driftwood logs with glowing embers
- Accent lighting
- Four flame colors
- 14 ember bed colors
- Multifunction remote
- Magnetic front and trim ring



No additional items required to complete.

		Disc.	MSRP	004	010	014	016	EXP
		Code	USD	IA	PA	CA	NC	
SF-SC78-BK	78" Scion Clean Face Linear Electric Fireplace	SFE 1	\$ 3,399	Y	Y	Y	Y	N

Media

Media

SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 299	Y	Y	Y	Y	Y
SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 299	Y	Y	Y	Y	Y

Scion Trinity 43

Includes:

- 3-sided (bay), 2-sided (left/right corner) or single sided installation
- 120 volts, 1500 watts, 12.5 amp
- 5,000 BTU output
- Clear crystal media
- Driftwood logs with glowing embers
- Accent lighting
- Four flame colors
- 14 ember bed colors
- Multifunction remote



No additional items required to complete.

		Disc. Code	MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-SCT43-BK	43" Scion Trinity 3-Sided Linear Electric Fireplace	SFE 1	\$ 2,399	Y	14	14	14	Y

Media

Media

SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 299	Y	Y	Y	Y	Y
SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 299	Y	Y	Y	Y	Y

Wall Mount Kit

Electric Wall Mount Kit

BRACKET-ALL48	Wall Mount Kit	SFE 1	\$ 99	Y	14	14	14	Y
---------------	----------------	-------	-------	---	----	----	----	---

Floating Mantels

Floating Mantel Kit for Scion Trinity

SF-SCT43-MANTEL	Floating Mantel Kit for Scion 43, Primed MDF; For wall mount applications (includes wall mount bracket)	SFE 1	\$ 559	Y	145	Y	Y	Y
-----------------	---	-------	--------	---	-----	---	---	---



Floating Mantel Kit for Scion Trinity

Scion Trinity 55

Includes:

- 3-sided (bay), 2-sided (left/right corner) or single sided installation
- 120 volts, 1500 watts, 12.5 amp
- 5,000 BTU output
- Clear crystal media
- Driftwood logs with glowing embers
- Accent lighting
- Four flame colors
- 14 ember bed colors
- Multifunction remote



No additional items required to complete.

		Disc. Code	MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-SCT55-BK	55" Scion Trinity 3-Sided Linear Electric Fireplace	SFE 1	\$ 2,699	Y	Y	Y	Y	N

Media

Media

SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 299	Y	Y	Y	Y	Y
SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 299	Y	Y	Y	Y	Y

Wall Mount Kit

Electric Wall Mount Kit

BRACKET-ALL48	Wall Mount Kit	SFE 1	\$ 99	Y	14	14	14	Y
---------------	----------------	-------	-------	---	----	----	----	---

Floating Mantels

Floating Mantel Kit for Scion Trinity

SF-SCT55-MANTEL	Floating Mantel Kit for Scion 55, Primed MDF; For wall mount applications (includes wall mount bracket)	SFE 1	\$ 709	Y	Y	Y	Y	Y
-----------------	---	-------	--------	---	---	---	---	---



Floating Mantel Kit for Scion Trinity

SimpliFire

Insert - Electric

Stocked Item/Lead Time
 004=Mt. Pleasant RDC
 010=Kutztown RDC
 014=Sacramento RDC
 016=Charlotte RDC

 EXP=Factory Expedite Program

Prices in USD

Page printed 1/31/2025, 2:32:41 PM CST
 Future pricing effective for orders placed on or after 03/31/2025
 * Please Contact Who You Purchase This Through for MSRP Pricing

Non-stock and custom product cannot be cancelled.
 Customer is responsible for freight for orders made outside of assigned RDC facility.

25" Electric Insert

Includes:

- Install into a wood fireplace with a surround kit or any framed opening with self-trimming design
- Contemporary front
- Realistic log set
- Multifunction remote control
- Flame intensity control
- 120 volts, 1500 watts, 12.5 amp
- Plug-in ready, hardwire capable
- 5,000 BTU output



No additional items required to complete.

		Disc. Code	MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-INS25	25" Electric Insert	SFE 3	\$ 919	Y	Y	Y	Y	N

Fronts - Operable

Mission Door Front

FT-MISSION-25	25" Mission Door Front - Operable	SFE 3	\$ 339	Y	14	14	14	Y
---------------	-----------------------------------	-------	--------	---	----	----	----	---

Surround

Electric Insert Surround

SF-SI3523-INS25	Small surround, 35" x 23" (3-sided configuration); Includes removable 3-1/2" bottom for 4-sided configurations (35" x 26-1/2")	SFE 3	\$ 169	Y	Y	Y	Y	Y
SF-SI3726-INS25	Large surround, 37" x 26" (3-sided configuration); Includes removable 4-1/2" bottom for 4-sided configurations (37" x 30-1/2")	SFE 3	\$ 209	Y	Y	Y	Y	Y

30" Electric Insert

Includes:

- Install into a wood fireplace with a surround kit or any framed opening with self-trimming design
- Contemporary front
- Realistic log set
- Multifunction remote control
- Flame intensity control
- 120 volts, 1500 watts, 12.5 amp
- Plug-in ready, hardwire capable
- 5,000 BTU output



No additional items required to complete.

		Disc.	MSRP	004	010	014	016	EXP
		Code	USD	IA	PA	CA	NC	
SF-INS30	30" Electric Insert	SFE 3	\$ 1,019	Y	Y	Y	Y	N

Fronts - Operable

Mission Door Front

FT-MISSION-30	30" Mission Door Front - Operable	SFE 3	\$ 369	Y	Y	Y	14	Y
---------------	-----------------------------------	-------	--------	---	---	---	----	---

Surround

Electric Insert Surround

SF-SI4027-INS30	Small surround, 40" x 27" (3-sided configuration); Includes removable 3-1/2" bottom for 4-sided configurations (40" x 30-1/2")	SFE 3	\$ 169	Y	Y	Y	Y	Y
SF-SI4230-INS30	Large surround, 42" x 30" (3-sided configuration); Includes removable 4-1/2" bottom for 4-sided configurations (42" x 34-1/2")	SFE 3	\$ 209	Y	Y	Y	Y	Y

32" Electric Insert

Includes:

- 120 volts, 1500 watts
- Install into a wood fireplace with optional surround
- Install into a framed openings with included trim piece
- Multifunction remote control
- Plug-in ready
- 5,000 BTU output



No additional items required to complete.

		Disc. Code	MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
GI-32-ZC	32" Electric Insert	SFE 3	\$ 719	Y	14	Y	21	N

Surround

Electric Insert Surround

IS-36-GI32	Small surround, 36.5" x 27.25 (3-sided configuration); Includes removable 4" bottom for 4 sided configurations (36.5" x 31.25")	SFE 3	\$ 139	Y	Y	14	14	Y
IS-42-GI32	Large surround, 42.5" x 28.75 (3-sided configuration); Includes removable 4" bottom for 4-sided configurations (42.5" x 32.75")	SFE 3	\$ 169	Y	14	14	14	Y

35" Electric Insert

Includes:

- Install into a wood fireplace with a surround kit or any framed opening with self-trimming design
- Contemporary front
- Realistic log set
- Multifunction remote control
- Flame intensity control
- 120 volts, 1500 watts, 12.5 amp
- Plug-in ready, hardwire capable
- 5,000 BTU output



No additional items required to complete.

		Disc. Code	MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-INS35	35" Electric Insert	SFE 3	\$ 1,229	Y	Y	Y	Y	N

Fronts - Operable

Mission Door Front

FT-MISSION-35	35" Mission Door Front - Operable	SFE 3	\$ 399	Y	Y	14	14	Y
---------------	-----------------------------------	-------	--------	---	---	----	----	---

Surround

Electric Insert Surround

SF-SI4229-INS35	Small surround, 42" x 29" (3-sided configuration); Includes removable 2" bottom for 4-sided configurations (42" x 31")	SFE 3	\$ 169	Y	Y	Y	Y	Y
SF-SI4432-INS35	Large surround, 44" x 32" (3-sided configuration); Includes removable 3" bottom for 4-sided configurations (44" x 35")	SFE 3	\$ 209	Y	Y	Y	Y	Y

SimpliFire

Fireplace Outdoor - Electric

Stocked Item/Lead Time
 004=Mt. Pleasant RDC
 010=Kutztown RDC
 014=Sacramento RDC
 016=Charlotte RDC
 EXP=Factory Expedite Program

Page printed 1/31/2025, 2:32:41 PM CST
 Future pricing effective for orders placed on or after 03/31/2025
 * Please Contact Who You Purchase This Through for MSRP Pricing

Prices in USD
 Non-stock and custom product cannot be cancelled.
 Customer is responsible for freight for orders made outside of assigned RDC facility.

Forum 43

- Includes:
- 120 volts, 36 watts, 0.5amp
 - Self-trimming front for slide-in installation
 - Optimized for outdoors with no heater
 - Driftwood logs, glowing embers, clear crystals
 - Accent lighting
 - Four flame colors
 - 14 ember bed colors
 - Multifunction remote
 - Install built-in or slide-in



No additional items required to complete.

		Disc. Code	MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-OD43	Forum 43" Outdoor Electric Fireplace	SFE 3	\$ 2,099	Y	14	14	14	N

Media

Media

SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 299	Y	Y	Y	Y	Y
SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 299	Y	Y	Y	Y	Y

Options & Accessories

Forum Drain Pans

SF-OD43-DP	Optional Drain Pan for SF-OD43	SFE 3	\$ 169	8	14	14	14	Y
------------	--------------------------------	-------	--------	---	----	----	----	---

Forum 55

Includes:

- 120 volts, 36 watts, 0.5 amp
- Self-trimming front for slide-in installation
- Optimized for outdoors with no heater
- Driftwood logs, glowing embers, clear crystals
- Accent lighting
- Four flame colors
- 14 ember bed colors
- Multifunction remote
- Install built-in or slide in



No additional items required to complete.

		Disc. Code	MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-OD55	Forum 55" Outdoor Electric Fireplace	SFE 3	\$ 2,399	Y	14	Y	Y	N

Media

Media

SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 299	Y	Y	Y	Y	Y
SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 299	Y	Y	Y	Y	Y

Options & Accessories

Forum Drain Pans

SF-OD55-DP	Optional Drain Pan for SF-OD55	SFE 3	\$ 179	8	14	14	14	Y
------------	--------------------------------	-------	--------	---	----	----	----	---

