

VISION 2014

EYE TO EYE



Four Pillars For Hearth Retailing **SUCCESS**



For more than 35 years, Regency has helped hearth retailers succeed by providing quality products

backed by the industry's best warranty, strong technical support, and shoulder-to-shoulder dealer support and marketing programs that drive sales. Regency's leadership truly understands that Regency's own success is dependent on helping retailers to succeed in their businesses.



Business Tools

In 2014 Regency will build on the success of its business building programs which helped more retailers increase sales in 2013. Talk to your Regency Account Executive to find out how Regency's Business Tools can make your dealership more profitable.

- Hot, pre-qualified leads from Regency's website and online lead-generating efforts
- Grassroots lead gathering from home shows and fairs
- Regency flyers - driving consumers to your store
- Print and online advertising and marketing
- Support for dealer showroom sales events
- Rebates and promotions that deliver results
- Eye-catching point-of-purchase materials



Products

A complete line of quality hearth and outdoor products.

- Highest consumer satisfaction
- Installer friendly

NEW PRODUCT

- New large hybrid catalytic EPA certified low profile wood insert
- New large hybrid catalytic EPA certified cast iron wood insert
- New artisan style fronts
- New large-sized EPA certified wood stove with 6 inch vent
- New door options for classic line of wood stoves
- New standing pilot versions of Regency's best-selling gas inserts

... find out all the details inside!

PRODUCTS
BUSINESS TOOLS



PEOPLE
DEALER SUPPORT



Dealer Support

Regency's market presence throughout North America ensures local knowledge and expertise are available to dealers to develop programs, products and marketing materials. With support from Regency, dealers can focus on selling.

- Dealer involvement in product, pricing and programs
- Pop up booths
- Product display programs
- Inflatable wood stoves for showroom sale events
- Completely redeveloped Ignite dealer web site for easy access to information and materials
- Training programs: sales, tech and marketing

People

The Regency team possesses decades of experience in the hearth industry and has proven success strategies to share with retailers.

- National direct sales team working with dealers every day
- Regional technical support on demand
- Regional branches for quick product availability
- Senior management with industry knowledge and expertise
- Complete marketing and advertising services
- National sales and technical training in person and online



Hampton HI400 shown with the metallic black faceplate and optional decorative grille

Style meets Technology– Introducing Regency's new Large Hybrid Catalytic wood inserts.

Available Summer 2014

HI400

HAMPTON LARGE
HYBRID CATALYTIC
WOOD INSERT

Featuring Eco-Boost technology, air wash system and easy single-lever operation; these stylish inserts offer a variety of looks to suit the customers design preference. The CI2600 and Hampton HI400 are designed for easy installation, and fit in to most masonry fireplaces, each boasts a 2.6 cubic foot firebox, 250 square inch viewing area and optional concealed flush front blower.

CI2600/HI400 Dimensions

| | |
|-------------|-----------|
| Unit Depth | 18-15/16" |
| Unit Height | 21-1/2" |
| Front Width | 28-7/8" |
| Rear Width | 18-1/2" |

Specifications

| | |
|----------------|---------------------|
| Firebox | 2.6 Cubic Feet |
| Burn Time* | 14-15 hrs |
| Max BTU* | 77,000 |
| Efficiency | 79.7% |
| Log size (max) | 22" |
| Emissions | 1.8g/hr. |
| Vent | Top |
| Viewing Area | 250 sq. in. |
| Heating Area | up to 2,600 sq. ft. |

*Length of burn time and BTU range depend on type of wood, climate conditions and installation.



Regency CI2600 shown with contemporary faceplate and optional backing plate

CI2600

**MODERN LARGE
HYBRID CATALYTIC
WOOD INSERT**

Available Spring 2014



Regency CI2600 shown with low-profile faceplate

CI2600 Options include:

- Low Profile or Contemporary Faceplate
- Concealed Flush Front Variable Speed Blower
- Digital Catalytic combustor temperature sensor
- Offset Flue Adapter for easy installations
- Leveling Bolts

HI400 Options include:

- Traditional Hampton Style Faceplates available in Metallic Black or Timberline Brown
- Colour matched decorative grille available
- Concealed Flush Front Variable Speed Blower
- Digital Catalytic combustor temperature sensor
- Offset Flue Adapter for easy installation
- Leveling Bolts

Non Catalytic*Regency Classic™ F2400 with the new contemporary door and pedestal*

Regency's Classic wood stove line gets a face lift!

Available Spring 2014

Available for the following units:
F1100, F2400, S2400, F3100

Classic™

REGENCY'S
CLASSIC™
WOOD LINE

Classic™ Door Options

Contemporary Door Option

Introducing the all new contemporary door option for Regency's classic line of wood stoves! Sleek, simple and clean; with Alterra style handle and black air control spring handle – it brings a modern appeal to the classic stove. Reach more consumers with more flexibility in design choices – choose from a traditional or contemporary door package.

*Regency Classic™ traditional door*

Taller Pedestal - Easier Loading

The classic line will be featuring a 2" Taller pedestal – a more ergonomic loading height for consumers.

The new pedestal will replace the existing pedestal on all the Regency Classic Wood Stoves.

*Regency Classic™ contemporary door*



Hybrid Catalytic

Regency Classic™ F3500

F3500

LARGE HYBRID
CATALYTIC
WOOD STOVE

Introducing Regency's Large
Hybrid Catalytic wood stove.

Available Fall 2014

F3500 Specifications

| | |
|----------------|-------------------|
| Firebox | 3.0 Cubic Feet |
| Flue | 6" |
| Burn Time | over 24 hrs. |
| Wood Load | 60 lb |
| Log size (max) | 20" |
| Emissions | Less than 2 g/hr. |

F5100 Specifications

| | |
|----------------|-----------------|
| Firebox | 4.42 Cubic Feet |
| Flue | 8" |
| Burn Time | over 30hrs. |
| Wood Load | 90 lb |
| Log size (max) | 22" |
| Emissions | 1.46 g/hr. |

Introducing Regency's F3500 Large Hybrid Catalytic wood stove - featuring **Eco-Boost technology**. The F3500 is designed for the eco conscious consumer looking for a lower profile, smaller footprint option than the F5100; while still providing all the heating and low emission benefits. Features of the F3500 include installation with a 6" flue - a common size for existing wood stoves, and lower cost than an 8" double wall vent system PLUS extended burn times and lower emissions with the Hybrid catalytic Eco-Boost system. The F3500 has a contemporary look, offers an extra large viewing area, air wash system, optional air mate and outside air kit.



Regency Liberty® L540EB with the Artisan front in a Distressed Black Copper finish

Introducing Regency's new Artisan Styled Fronts.

Available Summer 2014

Artisan Styled Fronts

AVAILABLE FOR
SELECT GAS
PRODUCTS

Quality & Style, without compromise. Introducing Regency's new series of hand forged fronts. Individually crafted, Regency's Artisan styled fronts are designed to bring home a rustic, traditional feel to select gas fireplaces available within the Regency Line. Available in a variety of finishes, the Artisan styled fronts are sure to command attention – each one is unique; a piece of art to display and highlight the stunning fire. Easily installed, complete with screens – these aesthetically pleasing fronts are sure to be a popular addition to the Regency product line.



Regency Bellavista® B36XTE with the Artisan front in a Distressed Black Copper finish

Finish Options:



**Distressed
Buff Pewter**



**Burnished
Buff Pewter**



**Distressed
Natural**



**Burnished
Natural**



**Distressed
Black Copper**



**Burnished
Black Copper**



Regency Horizon® HZI390EB featuring the new driftwood log set

Regency's Driftwood log set.

Available Spring 2014

Available soon for the following NG units:

HZI390EB, HZI540EB

Our most popular selling log set option - Driftwood, will soon be available as an option on HZI390EB/ 540EB (available for NG units only).

Driftwood LOG SET
AVAILABLE
SOON

Standing
Pilot PB
GAS
INSERTS



Regency Horizon® HZI540PB

Standing pilot gas inserts.

Available now

Available now for the following units:

L390PB, L540PB, HZI390PB, HZI540PB

Why the Pilot version?

In some climate conditions warming the flue aids optimum performance. This unit offers a cost effective alternative.

- Same overall look and design as 390EB and 540EB
- Easily installed removable faceplates allowing easy access to the pilot ignition and flame adjustment
- Pilot version is 2" wider at the front to allow room for the controls, however faceplates and screen doors visually display the same overall size as the EB unit
- Same heating capacity and efficiency



Regency Plateau PTO28CIT firetable



Regency Plateau PTO30CFT firetable



Regency Plateau PTO30IST firetable

Regency Plateau®

OUTDOOR GAS FIRETABLES

New ignition system for the Regency Plateau® firetables.

Available Spring 2014

- Lower MSRP
- New Manual Match Light Ignition
- Variable turn-down
- Standard LP

Available for the following units:

- PTO30CFT
- PTO30IST
- PTO30CKT

Extend your fireplace selling season through the summer. Take advantage of the growing trend to expand outdoor living with Regency's Plateau® Firetables. Its contemporary styling offers design versatility that can be customized with your choice of table top finishes and multiple firebed display options to create the ideal fireside setting.

Match Light Ignition

The new manual match light ignition has a variable flame turn down, and includes a thermocouple to shut down the gas if the pilot goes out. Comes standard LP.

Electronic ignition available while quantities last.

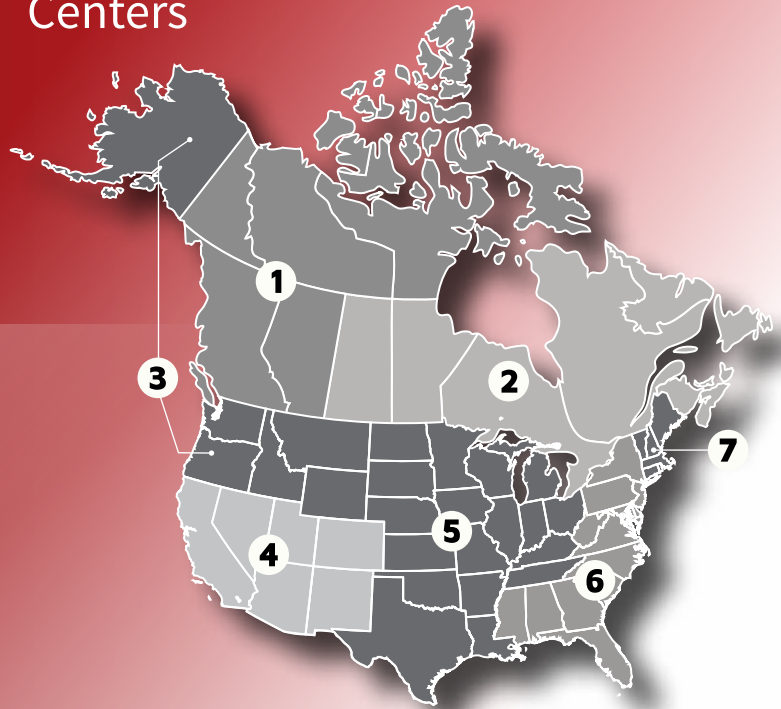
BE A PART OF TODAY'S HEARTH RETAILING BUSINESS

For more info on this great opportunity visit

www.regency-vision.com

or contact a Regency office closest to you.

7 full service Distribution Centers



1 CANADA-WEST

6988 Venture St.
Delta, BC V4G 1H4
Toll Free: (866) 946-5155

2 CANADA-EAST

35 Consortium Court
London, ON N6E 2S8
Toll Free: (800) 273-4362

3 NORTH WEST

19649 NE San Rafael St
Portland, OR 97230
Toll Free: (877) 503-2467

4 SOUTH WEST

#200-5081 Kelton Way
Sacramento, CA 95838
Toll Free: (800) 600-6459

5 CENTRAL

1710 Afton Road
Sycamore, IL 60178
Toll Free: (888) 355-2501

6 EAST

2201B Lakeside Blvd
Edgewood, MD 21040
Toll Free: (800) 569-4635

7 NORTH EAST

40 Old Dover Road
Newington, NH 03801
Toll Free: (800) 569-4635



Due to ongoing product development, product appearance and specifications are subject to change without notice.

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