

# Business Snapshots

## Fireside Pros to host anniversary sale event this weekend

It's been one year since Fireside Pros opened its Route 130 South Windsor showroom shared with Awning Design West, and partners Mark Pedersen and Alan "Gordy" Techner know they've already made a positive impact for many homeowners when it comes to efficiently heating their homes.

To celebrate, Fireside Pros will be hosting an anniversary sale event this Saturday, Oct. 15 and Sunday, Oct. 16 featuring special savings and product demonstrations.

Fireside Pros provides all types of fireplaces, fireplace inserts, wood, gas and pellet-burning stoves and more along with related products such as gas logs, fireplace doors and screens, tools, accessories, mantels and surrounds.

At Fireside Pros, customers can count on the

same friendly customer service, professional advice and expert installation they've come to trust and expect at all of Awning Design's three locations. The store features Regency Fireplace Products and Hearthstone products, many models of which are on display in the cozy showroom and all of which come with limited lifetime factory warranties.

New for this season will be the Hampton® GC60 Large Pellet Stove, the Hampton® GCI60 Large Pellet Insert and Regency Liberty™ L540E Large Gas Insert. Expect them to be on display by the end of October.

Regency Fireplace Products use non-catalytic technology and include the Hampton brand of fireplaces, stoves and inserts. Made from hand-crafted cast iron and

known for their exquisite finishes and perfect detail, Hampton products provide ageless beauty, timeless styling, exceptional quality and a way to cut home-heating costs while enjoying a beautiful fire.

Also crafted to the highest industry standards, Hearthstone stoves feature fireboxes made of natural soapstone to retain heat and radiate gentle, comfortable warmth for long periods of time.

"Initially we spent the better part of a year investigating fireplaces, inserts and stoves," said Techner about the decision to carry Regency Fireplace Products and Hearthstone. "We chose Regency, Hampton and Hearthstone because we want to provide our customers with the kind of quality and value they've come to expect from us."

The decision has really paid off as Fireside Pros successfully installed more than 60 heating units during their first season in addition to gas log sets, fireplace glass doors and a full fireplace build-out where nothing existed before. The company was recently awarded "Top New Dealer" in New Jersey by Fireplace Products International, the parent company of Regency and Hampton products.

Fireside Pros also carries a selection of logs for gas fireplaces including Firegear, rated a "Best Buy" by



From left, Fireside consultant Mitchel Galinsky, showroom receptionist Jodi Santimauro and partner Alan "Gordy" Techner gather in front of a Regency H-300 wood burning stove inside Fireside Pros.

Consumer Reports magazine and Eiklor Flames, known for their detailed, realistic appearance and multiple burner technology.

"The Eiklor Flames Ultimate 5 series gas log set has been our most popular seller," said Techner. "Once people visit into the showroom and see them burning, they can't take their eyes off of the dancing flames."

Customers are invited to visit the store where seasoned fireside professional Mitchel Galinsky is waiting to offer expert advice for your individual situation and showroom receptionist Jodi Santimauro will treat you like a guest while handling your needs. If you prefer, Mitch is also available by appointment to come to your home.

Whether you're looking to purchase your insert or stove immediately, or just want to talk to a professional about a future project, you'll find

friendly, expert advice at Fireside Pros.

"Our new Hearthstone Heritage wood stove is the focal point of the room," said Robyn Sydorko of Yardville. "The installers were very professional, polite and courteous, and we are very happy with the work they did," added her husband Rob.

Homeowners with traditional fireplaces know there's a trade-off for those winter nights spent in front of a roaring fire. You can feel the temperature drop with each step you take upstairs after the fire burns down. At Fireside Pros, a variety of wood and gas-burning fireplace inserts are available that will actually add heat to your home rather than draw it out. Beautiful and inviting, inserts transform your fireplace into an auxiliary heat source. They also add an updated look to your home and allow your fireplace to

remain the focal point – and favorite gathering spot of your room.

Fireplace inserts, along with wood- and pellet-burning stoves, are also energy-saving home improvements.

Fireside Pros is only at Awning Design's Windsor/Robbinsville location at 1392 Route 130 South in Windsor/Robbinsville. Look for a barnlike building with two colorful awnings in front – one for Awning Design West, and one for Fireside Pros. Then stop in and meet the professionals who are eager to help you prepare for the long winter ahead.

Showroom hours are Tuesday-Saturday 10 a.m. to 4:30 p.m. and Sunday noon to 4 p.m. Mondays are by appointment. Home visits may be scheduled anytime. Call (609) 223-2020 or visit the website at [www.firesidepros.net](http://www.firesidepros.net)



A Hearthstone Maidstone model natural gas insert from Fireside Pros warms a home in Wall Township.

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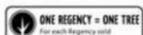
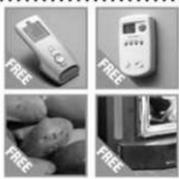
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Fireplace Solutions by Regency and Fireside Pros

Come in today and see why we are your complete home heating solution experts!

- We will advise you on the right product, performance details and building code requirements for your home.
- We are offering exciting promotions on both Regency and Hampton wood and gas fireplace products.
- At Fireside Pros, we stand behind our installation and share in Regency's commitment to your satisfaction.

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Offer expires November 28, 2011



1392 Route 130 South  
Windsor/Robbinsville  
609-223-2020 (ext. 3)

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