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**Price List**




Effective: October 1, 2025









Click product pictures within the price list for link to complete product information








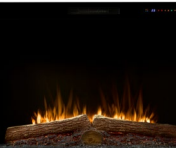
Plug-In Fireboxes and Inserts						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	X-XHD23G	XHD23G	<b>Nova 23" Plug-In Electric Firebox</b> - With Acrylic Ember Bed	781052115118		<b>\$804.99</b>
	X-XHD23L	XHD23L	<b>Nova 23" Plug-In Electric Firebox</b> - With Logs	781052115125		<b>\$804.99</b>
	X-XHD26G	XHD26G	<b>Nova 26" Plug-In Electric Firebox</b> - With Acrylic Ember Bed	781052110816		<b>\$1,019.99</b>
	X-XHD26L	XHD26L	<b>Nova 26" Plug-In Electric Firebox</b> - With Logs	781052110823		<b>\$1,019.99</b>
	X-XHD28G	XHD28G	<b>Nova 28" Plug-In Electric Firebox</b> - With Acrylic Ember Bed	781052117907		<b>\$1,189.99</b>
	X-XHD28L	XHD28L	<b>Nova 28" Plug-In Electric Firebox</b> - With Logs	781052110847		<b>\$1,189.99</b>
	500001757	XHD33G	<b>Nova 33" Plug-In Electric Firebox</b> - With Acrylic Ember Bed	781052131224		<b>\$1,474.99</b>
	500001756	XHD33L	<b>Nova 33" Plug-In Electric Firebox</b> - With Logs	781052131217		<b>\$1,474.99</b>





Revillusion						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	500005733	REV24-HB	<b>NEW! Revillusion® 24" Built-In Electric Firebox</b> - Herringbone	781052159211	<b>\$1,539.99</b>	<b>\$1,539.99</b>
	500005128	REV24-WC	<b>NEW! Revillusion® 24" Built-In Electric Firebox</b> - Weathered Concrete	781052157132	<b>\$1,539.99</b>	<b>\$1,539.99</b>
	500005446	REV24-BL	<b>NEW! Revillusion® 24" Built-In Electric Firebox</b> - Black	781052157910	<b>\$1,539.99</b>	<b>\$1,539.99</b>
	500005127	REV24-NB	<b>NEW! Revillusion® 24" Built-In Electric Firebox</b> - Neutral Brick	781052157125	<b>\$1,539.99</b>	<b>\$1,539.99</b>
	500005734	REV30-HB	<b>NEW! Revillusion® 30" Built-In Electric Firebox</b> - Herringbone	781052159228	<b>\$2,224.99</b>	<b>\$2,224.99</b>
	500005131	REV30-WC	<b>NEW! Revillusion® 30" Built-In Electric Firebox</b> - Weathered Concrete	781052157163	<b>\$2,224.99</b>	<b>\$2,224.99</b>
	500005447	REV30-BL	<b>NEW! Revillusion® 30" Built-In Electric Firebox</b> - Black	781052157927	<b>\$2,224.99</b>	<b>\$2,224.99</b>

Revillusion						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	500005130	REV30-NB	<b>NEW! Revillusion® 30" Built-In Electric Firebox</b> - Neutral Brick	781052157156	<b>\$2,224.99</b>	<b>\$2,224.99</b>
	500005735	REV36-HB	<b>NEW! Revillusion® 36" Built-In Electric Firebox</b> - Herringbone	781052159235	<b>\$2,721.99</b>	<b>\$2,721.99</b>
	500005134	REV36-WC	<b>NEW! Revillusion® 36" Built-In Electric Firebox</b> - Weathered Concrete	781052157194	<b>\$2,721.99</b>	<b>\$2,721.99</b>
	500005448	REV36-BL	<b>NEW! Revillusion® 36" Built-In Electric Firebox</b> - Black	781052157934	<b>\$2,721.99</b>	<b>\$2,721.99</b>
	500005133	REV36-NB	<b>NEW! Revillusion® 36" Built-In Electric Firebox</b> - Neutral Brick	781052157187	<b>\$2,721.99</b>	<b>\$2,721.99</b>
	500005736	REV36P-HB	<b>NEW! Revillusion® 36" Portrait Built-In Electric Firebox</b> - Herringbone	781052159242	<b>\$2,764.99</b>	<b>\$2,764.99</b>
	500005136	REV36P-WC	<b>NEW! Revillusion® 36" Portrait Built-In Electric Firebox</b> - Weathered Concrete	781052157217	<b>\$2,764.99</b>	<b>\$2,764.99</b>





Revillusion						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	500005449	REV36P-BL	<b>NEW! Revillusion® 36" Portrait Built-In Electric Firebox</b> - Black	781052157941	<b>\$2,764.99</b>	<b>\$2,764.99</b>
	500005135	REV36P-NB	<b>NEW! Revillusion® 36" Portrait Built-In Electric Firebox</b> - Neutral Brick	781052157200	<b>\$2,764.99</b>	<b>\$2,764.99</b>
	500005737	REV42-HB	<b>NEW! Revillusion® 42" Built-In Electric Firebox</b> - Herringbone	781052159259	<b>\$3,121.99</b>	<b>\$3,121.99</b>
	500005140	REV42-WC	<b>NEW! Revillusion® 42" Built-In Electric Firebox</b> - Weathered Concrete	781052157255	<b>\$3,121.99</b>	<b>\$3,121.99</b>
	500005450	REV42-BL	<b>NEW! Revillusion® 42" Built-In Electric Firebox</b> - Black	781052157958	<b>\$3,121.99</b>	<b>\$3,121.99</b>
	500005139	REV42-NB	<b>NEW! Revillusion® 42" Built-In Electric Firebox</b> - Neutral Brick	781052157248	<b>\$3,121.99</b>	<b>\$3,121.99</b>








Revillusion						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	X-RLG20	RLG20	<b>Revillusion® 20" Plug-In Log Set</b> - Ash Mat sold separately (X-REM-KIT)	781052104709		<b>\$429.99</b>
	X-RLG25	RLG25	<b>Revillusion® 25" Plug-In Log Set</b> - Includes Ash Mat	781052104686		<b>\$749.99</b>







Built-In Fireboxes						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	500005113	SPK26	<b>NEW! Vital™ Spark 26" Firebox</b>	781052157262	<b>\$999.99</b>	<b>\$999.99</b>
	500005114	SPK28	<b>NEW! Vital™ Spark 28" Firebox</b>	781052157279	<b>\$1,048.99</b>	<b>\$1,048.99</b>
	500005115	SPK33	<b>NEW! Vital™ Spark 33" Firebox</b>	781052157286	<b>\$1,099.99</b>	<b>\$1,099.99</b>
	500005116	SPK36	<b>NEW! Vital™ Spark 36" Firebox</b>	781052157293	<b>\$1,199.99</b>	<b>\$1,199.99</b>
	500005117	SPK42	<b>NEW! Vital™ Spark 42" Firebox</b>	781052157309	<b>\$1,349.99</b>	<b>\$1,349.99</b>

Built-In Fireboxes						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	X-781052045781	BF33DXP	<b>33" Deluxe Built-In Electric Firebox</b>	781052045781		<b>\$1,249.99</b>
	X-BF39DXP	BF39DXP	<b>39" Deluxe Built-In Electric Firebox</b>	781052045804		<b>\$1,509.99</b>
	X-BF39STP	BF39STP	<b>39" Standard Built-In Electric Firebox</b>	781052045798		<b>\$1,399.99</b>
	X-BF45DXP	BF45DXP	<b>45" Deluxe Built-in Electric Firebox</b>	781052052390		<b>\$1,824.99</b>





Ignite						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	500003050	ASP30	<b>Ignite Aspire® 30" Built-In Electric Firebox</b> - Ultra realistic pulsating ember bed and glowing logs, multi-sided design, edge-to-edge viewing area, app control, Comfort\$aver Heating System	781052152915		<b>\$4,514.99</b>
	500003051	ASP36	<b>Ignite Aspire® 36" Built-In Electric Firebox</b> - Ultra realistic pulsating ember bed and glowing logs, multi-sided design, edge-to-edge viewing area, app control, Comfort\$aver Heating System	781052152922		<b>\$5,459.99</b>
	500003049	ASP42	<b>Ignite Aspire® 42" Built-In Electric Firebox</b> - Ultra realistic pulsating ember bed and glowing logs, multi-sided design, edge-to-edge viewing area, app control, Comfort\$aver Heating System	781052152939		<b>\$6,299.99</b>
	500003060	ASP48	<b>Ignite Aspire® 48" Built-In Electric Firebox</b> - Ultra realistic pulsating ember bed and glowing logs, multi-sided design, edge-to-edge viewing area, app control, Comfort\$aver Heating System	781052152946		<b>\$7,769.99</b>
	X-XLF50	XLF50	<b>Ignite XL® 50" Built-In Linear Electric Fireplace</b>	781052098725	<b>\$3,049.99</b>	<b>\$3,049.99</b>
	X-XLF60	XLF60	<b>Ignite XL® 60" Built-In Linear Electric Fireplace</b>	781052118478	<b>\$3,399.99</b>	<b>\$3,399.99</b>
	X-XLF74	XLF74	<b>Ignite XL® 74" Built-In Linear Electric Fireplace</b>	781052098756	<b>\$3,699.99</b>	<b>\$3,699.99</b>




Ignite						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	X-XLF100	XLF100	<b>Ignite XL® 100" Built-In Linear Electric Fireplace</b>	781052104594	<b>\$4,199.99</b>	<b>\$4,199.99</b>
	500002573	EVO50	<b>Ignite Evolve® 50" Built-In Linear Electric Fireplace</b> - includes frosted tumbled glass and lifelike driftwood	781052151987	<b>\$3,599.99</b>	<b>\$3,599.99</b>
	500002574	EVO60	<b>Ignite Evolve® 60" Built-In Linear Electric Fireplace</b> - includes frosted tumbled glass and lifelike driftwood	781052151994	<b>\$4,029.99</b>	<b>\$4,029.99</b>
	500002608	EVO74	<b>Ignite Evolve® 74" Built-In Linear Electric Fireplace</b> - includes frosted tumbled glass and lifelike driftwood	781052152007	<b>\$4,549.99</b>	<b>\$4,549.99</b>
	500002563	EVO100	<b>Ignite Evolve® 100" Built-In Linear Electric Fireplace</b> - includes frosted tumbled glass and lifelike driftwood	781052152014	<b>\$5,329.99</b>	<b>\$5,329.99</b>
	X-XLF5017-XD	XLF5017-XD	<b>Ignite Bold® 50" Built-In Linear Electric Fireplace</b> - Multi-sided design, ultra-large viewing area, flame color, app control, ComfortSaver Heating System	781052137226	<b>\$4,199.99</b>	<b>\$4,199.99</b>
	X-XLF6017-XD	XLF6017-XD	<b>Ignite Bold® 60" Built-In Linear Electric Fireplace</b> - Multi-sided design, ultra-large viewing area, flame color, app control, ComfortSaver Heating System	781052137233	<b>\$4,899.99</b>	<b>\$4,899.99</b>





Ignite						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	X-XLF7417-XD	XLF7417-XD	<b>Ignite Bold® 74" Built-In Linear Electric Fireplace</b> - Multi-sided design, ultra-large viewing area, flame color, app control, Comfort\$aver Heating System	781052137257	<b>\$5,599.99</b>	<b>\$5,599.99</b>
	X-XLF8817-XD	XLF8817-XD	<b>Ignite Bold® 88" Built-In Linear Electric Fireplace</b> - Multi-sided design, ultra-large viewing area, flame color, app control, Comfort\$aver Heating System	781052137264	<b>\$5,849.99</b>	<b>\$5,849.99</b>
	X-XLF10017-XD	XLF10017-XD	<b>Ignite Bold® 100" Built-In Linear Electric Fireplace</b> - Multi-sided design, ultra-large viewing area, flame color, app control, Comfort\$aver Heating System	781052137271	<b>\$6,249.99</b>	<b>\$6,249.99</b>
	500003149	ULT50	<b>Ignite Ultra® 50" Built-In Linear Electric Fireplace</b> - Ultra realistic pulsating ember bed and glowing logs, multi-sided design, edge-to-edge viewing area, app control, Comfort\$aver Heating System	781052152960	<b>\$4,649.99</b>	<b>\$4,649.99</b>
	500003151	ULT60	<b>Ignite Ultra® 60" Built-In Linear Electric Fireplace</b> - Ultra realistic pulsating ember bed and glowing logs, multi-sided design, edge-to-edge viewing area, app control, Comfort\$aver Heating System	781052152977	<b>\$5,449.99</b>	<b>\$5,449.99</b>
	500003152	ULT74	<b>Ignite Ultra® 74" Built-In Linear Electric Fireplace</b> - Ultra realistic pulsating ember bed and glowing logs, multi-sided design, edge-to-edge viewing area, app control, Comfort\$aver Heating System	781052152984	<b>\$6,249.99</b>	<b>\$6,249.99</b>
	500003154	ULT88	<b>Ignite Ultra® 88" Built-In Linear Electric Fireplace</b> - Ultra realistic pulsating ember bed and glowing logs, multi-sided design, edge-to-edge viewing area, app control, Comfort\$aver Heating System	781052152991	<b>\$6,469.99</b>	<b>\$6,469.99</b>
	500003155	ULT100	<b>Ignite Ultra® 100" Built-In Linear Electric Fireplace</b> - Ultra realistic pulsating ember bed and glowing logs, multi-sided design, edge-to-edge viewing area, app control, Comfort\$aver Heating System	781052153004	<b>\$6,799.99</b>	<b>\$6,799.99</b>

Optimyst						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	500003863	ABN15-RGB-AM	<b>NEW! Optimyst® Revive 25" Water Vapor Fireplace</b> - True 3D flame using water vapor and light, easy fill pullout drawer for filling water bottles. Insert sized (25" tall) to fit the average hearth	781052154094	<b>\$2,149.99</b>	<b>\$2,149.99</b>
	500003866	3STEP-RGB-AM	<b>NEW! Optimyst® Aura 28" Water Vapor Fireplace</b> - True 3D flame using water vapor and light, easy fill pullout drawer for filling water bottles, multi-sided design	781052154100	<b>\$4,199.99</b>	<b>\$4,199.99</b>
	500004330	MPT-LS-AM	<b>NEW! Optimyst® Mapleton Water Vapor Stove</b> - True 3D flame using water vapor and light, easy fill pullout drawer for filling water bottles, freestanding, plug-in	781052154674	<b>\$2,489.99</b>	<b>\$2,489.99</b>
	X-FEF3226L1	FEF3226L1	<b>Optimyst® e-Matrix 35" Built-In Water Vapor Fireplace</b> - Front-facing - DELAYED DELIVERY, CHECK INVENTORY	781052132016		<b>\$7,034.99</b>
	X-FEF3226L2L	FEF3226L2L	<b>Optimyst® e-Matrix 37" Built-In Water Vapor Fireplace</b> - Left-facing	781052132023		<b>\$7,244.99</b>
	X-FEF3226L2R	FEF3226L2R	<b>Optimyst® e-Matrix 37" Built-In Water Vapor Fireplace</b> - Right-facing	781052132047		<b>\$7,244.99</b>
	X-FEF3226L3	FEF3226L3	<b>Optimyst® e-Matrix 39" Built-In Water Vapor Fireplace</b> - Bay	781052132054		<b>\$7,507.99</b>

Optimyst						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	X-136786	OLF46-AM	<b>Optimyst® Linear 46" Water Vapor Fireplace</b> - True 3D flame using water vapor and light, edge-to-edge viewing area, app control, Comfort\$aver Heating System	781052136786	<b>\$6,349.99</b>	<b>\$6,349.99</b>
	X-136793	OLF66-AM	<b>Optimyst® Linear 66" Water Vapor Fireplace</b> - True 3D flame using water vapor and light, edge-to-edge viewing area, app control, Comfort\$aver Heating System	781052136793	<b>\$8,729.99</b>	<b>\$8,729.99</b>
	X-136809	OLF86-AM	<b>Optimyst® Linear 86" Water Vapor Fireplace</b> - True 3D flame using water vapor and light, edge-to-edge viewing area, app control, Comfort\$aver Heating System	781052136809	<b>\$9,749.99</b>	<b>\$9,749.99</b>
	500004172	CDFI500-PRO- RGB	<b>NEW! Optimyst® RGB Cassette 20" Built-In Water Vapor Fireplace</b>	781052152670	<b>\$2,299.99</b>	<b>\$2,299.99</b>
	500004329	CBX1000-AM	<b>NEW! Optimyst® Pro Box RGB 40" Built-In Water Vapor Firebox</b> - (includes CDFI-BX1000 Firebox, (2x) 500004172 CDFI500-PRO-RGB Cassettes, FG1000 Front Glass) - Available April 2026	781052154650	<b>\$6,264.99</b>	<b>\$6,264.99</b>
	500004269	CBX1500-AM	<b>NEW! Optimyst® Pro Box RGB 60" Built-In Water Vapor Firebox</b> - (includes CDFI-BX1500 Firebox, (3x) 500004172 CDFI500-PRO-RGB Cassettes, FG1500 Front Glass) - Available April 2026	781052154667	<b>\$9,499.99</b>	<b>\$9,499.99</b>

Optimyst						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	X-GBF1000-PRO	GBF1000-PRO	<b>Optimyst® Pro Box 40" Built-In Water Vapor Firebox</b> - Includes CDFI-BX1000 Firebox, (2x) CDFI500-PRO Cassettes, FG1000 Front Glass Note: CDFI500-PRO-RGB does not fit - <i>While quantities last</i>	781052113022	<b>\$6,129.99</b>	<b>\$6,129.99</b>
	X-GBF1500-PRO	GBF1500-PRO	<b>Optimyst® Pro Box 60" Built-In Water Vapor Firebox</b> - Includes CDFI-BX1500 Firebox, (3x) CDFI500-PRO Cassettes, FG1500 Front Glass Note: CDFI500-PRO-RGB does not fit - <i>While quantities last</i>	781052133754	<b>\$9,399.99</b>	<b>\$9,399.99</b>

Built-In Linears						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	500005119	SEN50	<b>NEW! Vital™ Sense 50" Linear Fireplace</b>	781052157323	<b>\$1,399.99</b>	<b>\$1,399.99</b>
	500005120	SEN60	<b>NEW! Vital™ Sense 60" Linear Fireplace</b>	781052157330	<b>\$1,599.99</b>	<b>\$1,599.99</b>
	500005121	SEN74	<b>NEW! Vital™ Sense 74" Linear Fireplace</b>	781052157347	<b>\$1,799.99</b>	<b>\$1,799.99</b>

Built-In Linears						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	X-PLF3614-XS	PLF3614-XS	<b>Slim Linear 36" Built-In Linear Electric Fireplace</b> - DIRECT IMPORT ONLY, SPEAK TO YOUR RSM.	781052137318		<b>\$1,399.99</b>
	X-PLF4214-XS	PLF4214-XS	<b>Slim Linear 42" Built-In Linear Electric Fireplace</b> - DIRECT IMPORT ONLY, SPEAK TO YOUR RSM.	781052137301		<b>\$1,629.99</b>
	X-PLF5014-XS	PLF5014-XS	<b>Slim Linear 50" Built-In Linear Electric Fireplace</b> - DIRECT IMPORT ONLY, SPEAK TO YOUR RSM.	781052137295		<b>\$1,879.99</b>
	X-PLF6014-XS	PLF6014-XS	<b>Slim Linear 60" Built-In Linear Electric Fireplace</b> - DIRECT IMPORT ONLY, SPEAK TO YOUR RSM.	781052137288		<b>\$2,099.99</b>