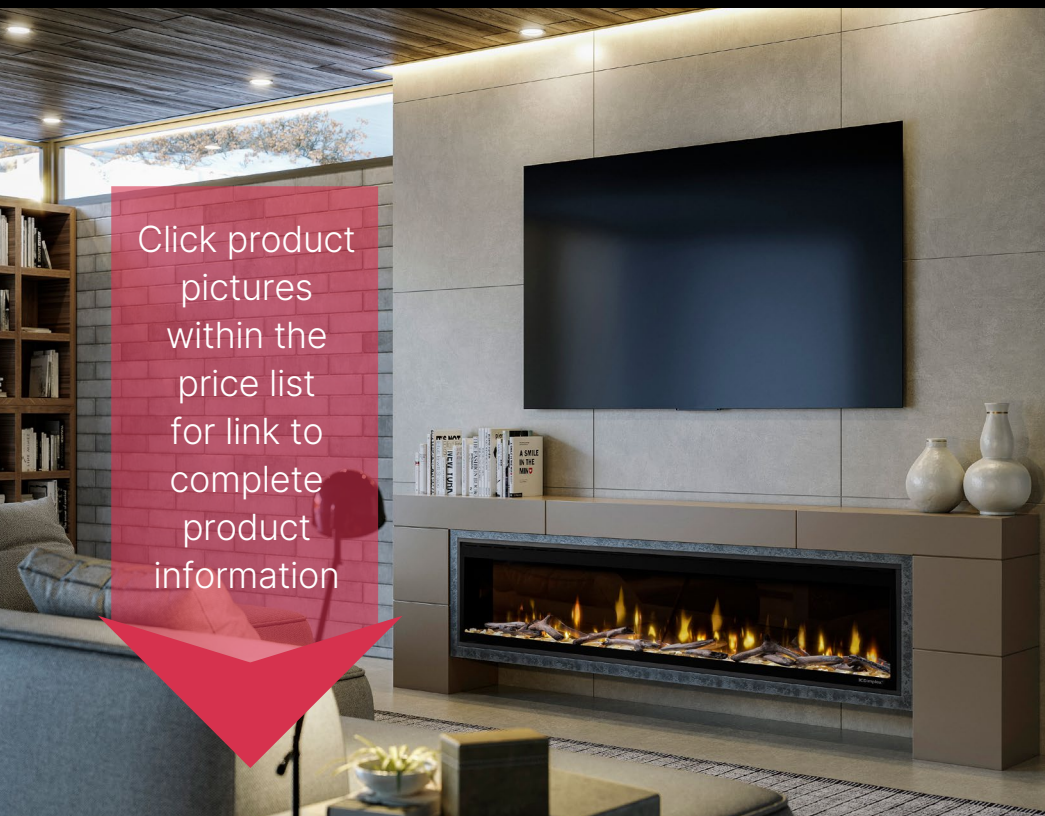




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Price List

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	Nova 23" Plug-In Electric Firebox - With Acrylic Ember Bed	781052115118		\$804.99
	X-XHD23L	XHD23L	Nova 23" Plug-In Electric Firebox - With Logs	781052115125		\$804.99
	X-XHD26G	XHD26G	Nova 26" Plug-In Electric Firebox - With Acrylic Ember Bed	781052110816		\$1,019.99
	X-XHD26L	XHD26L	Nova 26" Plug-In Electric Firebox - With Logs	781052110823		\$1,019.99
	X-XHD28G	XHD28G	Nova 28" Plug-In Electric Firebox - With Acrylic Ember Bed	781052117907		\$1,189.99
	X-XHD28L	XHD28L	Nova 28" Plug-In Electric Firebox - With Logs	781052110847		\$1,189.99
	500001757	XHD33G	Nova 33" Plug-In Electric Firebox - With Acrylic Ember Bed	781052131224		\$1,474.99
	500001756	XHD33L	Nova 33" Plug-In Electric Firebox - With Logs	781052131217		\$1,474.99

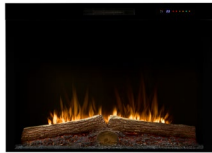
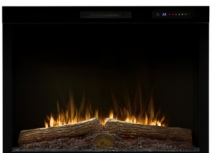
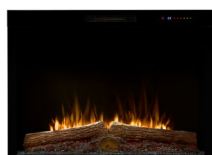
Revillusion						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	500005733	REV24-HB	NEW! Revillusion® 24" Built-In Electric Firebox - Herringbone - Available November	781052159211	\$1,539.99	\$1,539.99
	500005128	REV24-WC	NEW! Revillusion® 24" Built-In Electric Firebox - Weathered Concrete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

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

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

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

Built-In Fireboxes

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

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

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

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

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

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

Optimyst						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	X-136786	OLF46-AM	Optimyst® Linear 46" Water Vapor Fireplace - True 3D flame using water vapor and light, multisided design, edge-to-edge viewing area, app control, ComfortSaver Heating System	781052136786	\$6,349.99	\$6,349.99
	X-136793	OLF66-AM	Optimyst® Linear 66" Water Vapor Fireplace - True 3D flame using water vapor and light, multisided design, edge-to-edge viewing area, app control, ComfortSaver Heating System	781052136793	\$8,729.99	\$8,729.99
	X-136809	OLF86-AM	Optimyst® Linear 86" Water Vapor Fireplace - True 3D flame using water vapor and light, multisided design, edge-to-edge viewing area, app control, ComfortSaver Heating System	781052136809	\$9,749.99	\$9,749.99
	500004172	CDFI500-PRO-RGB	NEW! Optimyst® RGB Cassette 20" Built-In Water Vapor Fireplace	781052152670		\$2,299.99
	500004329	CBX1000-AM	NEW! Optimyst® Pro Box RGB 40" Built-In Water Vapor Firebox - (includes CDFI-BX1000 Firebox, (2x) CDFI500-PRO-RGB Cassettes, FG1000 Front Glass) - Available April 2026	781052154650	\$6,264.99	\$6,264.99
	500004269	CBX1500-AM	NEW! Optimyst® Pro Box RGB 60" Built-In Water Vapor Firebox - (FG1500 Glass not included) - REQUIRES (3x) 500004172 (CDFI500-PRO-RGB) - Available April 2026	781052154667	\$9,499.99	\$9,499.99

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

Built-In Linears						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	500005123	ESN50	NEW! Vital Essence 50" Linear Fireplace - Available in October	781052132733	\$1,599.99	\$1,599.99
	500005124	ESN60	NEW! Vital Essence 60" Linear Fireplace - Available in October	781052132757	\$1,899.99	\$1,899.99
	500005125	ESN74	NEW! Vital Essence 74" Linear Fireplace - Available in October	781052132764	\$2,299.99	\$2,299.99
	500005122	ESN100	NEW! Vital Essence 100" Linear Fireplace - Available in October	781052137318	\$3,299.99	\$3,299.99
	500005119	SEN50	NEW! Vital Sense 50" Linear Fireplace - Available in October	781052137301	\$1,399.99	\$1,399.99
	500005120	SEN60	NEW! Vital Sense 60" Linear Fireplace - Available in October	781052137295	\$1,599.99	\$1,599.99
	500005121	SEN74	NEW! Vital Sense 74" Linear Fireplace - Available in October	781052157347	\$1,799.99	\$1,799.99

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