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Price List

Effective: May 1st, 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		\$745.99
	X-XHD23L	XHD23L	Nova 23" Plug-In Electric Firebox - With Logs	781052115125		\$745.99
	X-XHD26G	XHD26G	Nova 26" Plug-In Electric Firebox - With Acrylic Ember Bed	781052110816		\$944.99
	X-XHD26L	XHD26L	Nova 26" Plug-In Electric Firebox - With Logs	781052110823		\$944.99
	X-XHD28G	XHD28G	Nova 28" Plug-In Electric Firebox - With Acrylic Ember Bed	781052117907		\$1,102.99
	X-XHD28L	XHD28L	Nova 28" Plug-In Electric Firebox - With Logs	781052110847		\$1,102.99
	500001757	XHD33G	Nova 33" Plug-In Electric Firebox - With Acrylic Ember Bed	781052131224		\$1,364.99
	500001756	XHD33L	Nova 33" Plug-In Electric Firebox - With Logs	781052131217		\$1,364.99
	X-DFI2310	DFI2310	Deluxe 23" Electric Fireplace Insert	781052049406		\$509.99

Revillusion						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	X-RBF24DLX	RBF24DLX	Revillusion® 24" Built-In Electric Firebox - Herringbone	781052120655	\$1,429.99	\$1,429.99
	X-RBF24DLXWC	RBF24DLXWC	Revillusion® 24" Built-In Electric Firebox - Weathered Concrete	781052129832	\$1,429.99	\$1,429.99
	500002388	RBF30-FG	Revillusion® 30" Built-In Electric Firebox - Herringbone	781052152120	\$2,059.99	\$2,059.99
	500002389	RBF30WC-FG	Revillusion® 30" Built-In Electric Firebox - Weathered Concrete	781052152137	\$2,059.99	\$2,059.99
	500002398	RBF36P-FG	Revillusion® 36" Portrait Built-In Electric Firebox - Herringbone	781052152144	\$2,559.99	\$2,559.99
	500002399	RBF36PWC-FG	Revillusion® 36" Portrait Built-In Electric Firebox - Weathered Concrete	781052152151	\$2,559.99	\$2,559.99
	500002400	RBF36-FG	Revillusion® 36" Built-In Electric Firebox - Herringbone	781052152168	\$2,519.99	\$2,519.99

Revillusion						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	500002401	RBF36WC-FG	Revillusion® 36" Built-In Electric Firebox - Weathered Concrete	781052152151	\$2,519.99	\$2,519.99
	500002410	RBF42-FG	Revillusion® 42" Built-In Electric Firebox - Herringbone	781052152182	\$2,889.99	\$2,889.99
	500002411	RBF42WC-FG	Revillusion® 42" Built-In Electric Firebox - Weathered Concrete	781052152199	\$2,889.99	\$2,889.99
	X-RLG20	RLG20	Revillusion® 20" Plug-In Log Set - Ash Mat sold separately (X-REM-KIT)	781052104709		\$398.99
	X-RLG25	RLG25	Revillusion® 25" Plug-In Log Set - Includes Ash Mat	781052104686		\$692.99

Built-In Fireboxes						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	X-781052045781	BF33DXP	33" Deluxe Built-In Electric Firebox	781052045781		\$1,154.99
	X-BF39DXP	BF39DXP	39" Deluxe Built-In Electric Firebox	781052045804	\$1,396.99	\$1,396.99
	X-BF39STP	BF39STP	39" Standard Built-In Electric Firebox	781052045798		\$1,301.99
	X-BF45DXP	BF45DXP	45" Deluxe Built-in Electric Firebox	781052052390		\$1,690.99

Ignite						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	500003050	ASP30	Ignite Aspire® 30" Built-In Electric Firebox	781052152915	\$4,514.99	\$4,514.99
	500003051	ASP36	Ignite Aspire® 36" Built-In Electric Firebox	781052152922	\$5,459.99	\$5,459.99
	500003049	ASP42	Ignite Aspire® 42" Built-In Electric Firebox	781052152939	\$6,299.99	\$6,299.99
	500003060	ASP48	Ignite Aspire® 48" Built-In Electric Firebox	781052152946	\$7,769.99	\$7,769.99
	X-XLF50	XLF50	Ignite XL® 50" Built-In Linear Electric Fireplace	781052098725	\$2,824.99	\$2,824.99
	X-XLF60	XLF60	Ignite XL® 60" Built-In Linear Electric Fireplace	781052118478	\$3,149.99	\$3,149.99
	X-XLF74	XLF74	Ignite XL® 74" Built-In Linear Electric Fireplace	781052098756	\$3,412.99	\$3,412.99

Ignite						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	X-XLF100	XLF100	Ignite XL® 100" Built-In Linear Electric Fireplace	781052104594	\$3,884.99	\$3,884.99
	500002573	EVO50	Ignite Evolve® 50" Built-In Linear Electric Fireplace	781052151987	\$3,338.99	\$3,338.99
	500002574	EVO60	Ignite Evolve® 60" Built-In Linear Electric Fireplace	781052151994	\$3,727.99	\$3,727.99
	500002608	EVO74	Ignite Evolve® 74" Built-In Linear Electric Fireplace	781052152007	\$4,199.99	\$4,199.99
	500002563	EVO100	Ignite Evolve® 100" Built-In Linear Electric Fireplace	781052152014	\$4,934.99	\$4,934.99
	X-XLF5017-XD	XLF5017-XD	Ignite Bold® 50" Built-In Linear Electric Fireplace	781052137226	\$3,884.99	\$3,884.99
	X-XLF6017-XD	XLF6017-XD	Ignite Bold® 60" Built-In Linear Electric Fireplace	781052137233	\$4,535.99	\$4,535.99

Ignite						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	X-XLF7417-XD	XLF7417-XD	Ignite Bold® 74" Built-In Linear Electric Fireplace	781052137257	\$5,197.99	\$5,197.99
	X-XLF8817-XD	XLF8817-XD	Ignite Bold® 88" Built-In Linear Electric Fireplace	781052137264	\$5,407.99	\$5,407.99
	X-XLF10017-XD	XLF10017-XD	Ignite Bold® 100" Built-In Linear Electric Fireplace	781052137271	\$5,774.99	\$5,774.99
	500003149	ULT50	Ignite Ultra® 50" Built-In Linear Electric Fireplace	781052152960	\$4,304.99	\$4,304.99
	500003151	ULT60	Ignite Ultra® 60" Built-In Linear Electric Fireplace	781052152977	\$5,039.99	\$5,039.99
	500003152	ULT74	Ignite Ultra® 74" Built-In Linear Electric Fireplace	781052152984	\$5,774.99	\$5,774.99
	500003154	ULT88	Ignite Ultra® 88" Built-In Linear Electric Fireplace	781052152991	\$5,984.99	\$5,984.99
	500003155	ULT100	Ignite Ultra® 100" Built-In Linear Electric Fireplace	781052153004	\$6,299.99	\$6,299.99

Optimyst						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	500003863	ABN15-RGB-AM	NEW! Optimyst® Revive 25" Water Vapor Fireplace	781052154094	\$1,994.99	\$1,994.99
	500003866	3STEP-RGB-AM	NEW! Optimyst® Aura 28" Water Vapor Fireplace	781052154100	\$3,884.99	\$3,884.99
	X-FEF3226L1	FEF3226L1	Optimyst® e-MatriX 35" Built-In Water Vapor Fireplace - Front-facing - DELAYED DELIVERY, CHECK INVENTORY	781052132016	\$7,034.99	\$7,034.99
	X-FEF3226L2L	FEF3226L2L	Optimyst® e-MatriX 37" Built-In Water Vapor Fireplace - Left-facing	781052132023	\$7,244.99	\$7,244.99
	X-FEF3226L2R	FEF3226L2R	Optimyst® e-MatriX 37" Built-In Water Vapor Fireplace - Right-facing	781052132047	\$7,244.99	\$7,244.99
	X-FEF3226L3	FEF3226L3	Optimyst® e-MatriX 39" Built-In Water Vapor Fireplace - Bay	781052132054	\$7,507.99	\$7,507.99

Optimyst						
Image	Ordering Number	Model Number	Description	UPC	MAP	MSRP
	X-136786	OLF46-AM	Optimyst Linear 46" Water Vapor Fireplace	781052136786	\$5,879.99	\$5,879.99
	X-136793	OLF66-AM	Optimyst Linear 66" Water Vapor Fireplace	781052136793	\$8,084.99	\$8,084.99
	X-136809	OLF86-AM	Optimyst Linear 86" Water Vapor Fireplace	781052136809	\$9,029.99	\$9,029.99
	X-2113053	CDFI500-PRO	Optimyst® Cassette 20" Built-In Water Vapor Fireplace - Only available with the purchase of an Optimyst Pro Box	781052113053	\$2,129.99	\$2,129.99
	500004172	CDFI500-PRO-RGB	New! Optimyst® RGB Cassette 20" Built-In Water Vapor Fireplace	781052152670	\$2,129.99	\$2,129.99
	X-CDFI-BX1000	CDFI-BX1000	Optimyst® Pro Box 40" Built-In Firebox Only - (FG1000 Glass not included) - REQUIRES (2x) X-2113053 (CDFI500-PRO) Note: CDFI500-PRO-RGB does not fit	781052110618	\$1,049.99	\$1,049.99
	X-CDFI-BX1500	CDFI-BX1500	Optimyst® Pro Box 60" Built-In Firebox Only - (FG1500 Glass not included) - REQUIRES (3x) X-2113053 (CDFI500-PRO) Note: CDFI500-PRO-RGB does not fit	781052133709	\$1,732.99	\$1,732.99

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	781052113022	\$5,669.99	\$5,669.99
	X-GBF1500-PRO	GBF1500-PRO	Optimyst® Pro Box 60" Built-In Water Vapor Firebox - Includes CDFI-BX1500 Firebox, (3x) CDFI500-PRO Cassettes, FG1000 Front Glass	781052133754	\$8,714.99	\$8,714.99

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		\$1,301.99
	X-PLF4214-XS	PLF4214-XS	Slim Linear 42" Built-In Linear Electric Fireplace - DIRECT IMPORT ONLY, SPEAK TO YOUR RSM.	781052137301		\$1,511.99
	X-PLF5014-XS	PLF5014-XS	Slim Linear 50" Built-In Linear Electric Fireplace - DIRECT IMPORT ONLY, SPEAK TO YOUR RSM.	781052137295		\$1,732.99
	X-PLF6014-XS	PLF6014-XS	Slim Linear 60" Built-In Linear Electric Fireplace - DIRECT IMPORT ONLY, SPEAK TO YOUR RSM.	781052137288		\$1,947.99