

SimpliFire

MSRP Price Book Table of Contents

SimpliFire

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SimpliFire

Fireplace - Electric

Prices in USD

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Current pricing updated 03/30/2025
* Please Contact Who You Purchase This Through for MSRP Pricing

Non-stock and custom product cannot be cancelled.
Customer is responsible for freight for orders made outside of assigned RDC facility.

30 Built-In

Includes:

- 120 volts, 1400 watts, 11.7 amps
- 240 volts, 2800 watts, 11.7 amps
- 5,000 (120V) - 10,000 BTUs (240V)
- One piece glowing timber logs
- Multi-function remote
- Push buttons on fireplace
- 4 flame colors
- Lighted ember bed



No additional items required to complete.

		Disc. Code	MSRP USD
SF-BI30-EB	30" SimpliFire Built-In Electric Fireplace	SFE 1	\$ 1,179
Doors - Non Operable			
Front 30"			
SF-EF30-BK	Optional Black Front (34-5/16"W x 28-3/16"H) - Creates 2" Overhang to Cover Drywall Transitions	SFE 1	\$ 169



Front 30"

36 Built-In**Includes:**

- 120 volts, 1400 watts, 11.7 amps
- 240 volts, 2800 watts, 11.7 amps
- 5,000 (120V) - 10,000 BTUs (240V)
- One piece glowing timber logs
- Multi-function remote
- Push buttons on fireplace
- 4 flame colors
- Lighted ember bed



No additional items required to complete.

Disc. MSRP
Code USD

SF-BI36-EB	36" SimpliFire Built-In Electric Fireplace	SFE 1	\$	1,429
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Doors - Non Operable**Front 36"**

SF-EF36-BK	Optional Black Front (40-1/4"W x 32-5/8"H) - Creates 2" Overhang to Cover Drywall Transitions	SFE 1	\$	189
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Front 36"

Mantels - Flush Wood**Acadia B**

AFAAMPB	Acadia Flush Mantel, Primed MDF	HTI 1	\$	799
AFAAAUB	Acadia Flush Mantel, Unfinished Maple	HTI 1	\$	1,229

Battlefield B

AFBDMPB	Battlefield Flush Mantel, Primed MDF	HTI 1	\$	1,519
AFBDKAB	Battlefield Flush Mantel, Unfinished Distressed Knotty Alder	HTI 1	\$	2,269

Corbels

AFCORBMP	Corbels (2), Primed MDF	HTI 1	\$	105
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Kenwood B

AFKDMPB	Kenwood Flush Mantel Primed MDF	HTI 1	\$	799
AFKDAUB	Kenwood Flush Mantel Maple Unfinished	HTI 1	\$	1,229

Laurel B			
AFLMPAUB	LAUREL MANTEL MDF/MAPLE	HTI 1	\$ 1,959
AFLMPAUB-P	Laurel Mantel, Primed MDF & Maple top with Provincial Stain	HTI 1	\$ 2,269
AFLMPAUB-WW	Laurel Mantel, Primed MDF & Maple top with Whitewash Stain	HTI 1	\$ 2,269
AFLMPAUB-NG	Laurel Mantel, Primed MDF & Maple top with New Gray Stain	HTI 1	\$ 2,269
AFLMPAUB-E	Laurel Mantel, Primed MDF & Maple top with Ebony Stain	HTI 1	\$ 2,269
Malone B			
AFMEMPB	Malone Mantel, Primed MDF	HTI 1	\$ 1,519
Merritt B			
AFMTMPB	Merritt Mantel, Primed MDF	HTI 1	\$ 799
Richland B			
AFRDMPB	Richland Flush Mantel, Primed MDF	HTI 1	\$ 639
Roxborough B			
AFRHMPB	Roxborough Flush Mantel, Primed MDF	HTI 1	\$ 799
Walker B			
AFWKMPB	Walker Mantel, Primed MDF	HTI 1	\$ 1,519
Wescott B			
AFWTMPB	Wescott Flush Mantel, Primed MDF	HTI 1	\$ 639
Zimmer B			
AFZRMPB	Zimmer Mantel, Primed MDF	HTI 1	\$ 799



Acadia B



Battlefield B



Corbels



Kenwood B



Laurel B



Malone B



Merritt B



Richland B



Roxborough B



Walker B



Wescott B

Zimmer B

Optional Wood Mantel Base

Kenwood B Flush Mantel Optional Base

HTKDMPB	Kenwood - Optional Base Primed MDF	HTI 1	\$	449
HTKDAUB	Kenwood - Optional Base Maple Unfinished	HTI 1	\$	829

Kenwood B Flush Mantel
Optional Base

Mantels - Shelf Wood

Baxter 59"

FMBRMP59	59" Baxter Shelf, Primed MDF	HTI 1	\$	569
FMBRAU59	59" Baxter Shelf, Unfinished Maple	HTI 1	\$	989

Crosby 59"

FMCYMP59	59" Crosby Shelf, Primed MDF	HTI 1	\$	569
FMCYAU59	59" Crosby Shelf, Unfinished Maple	HTI 1	\$	989

Fillmore 48"

FMFEMP48	48" Fillmore Primed MDF	HTI 1	\$	379
FMFEAU48	48" Fillmore Unfinished Maple	HTI 1	\$	579

Fillmore 59"

FMFEMP59	59" Fillmore Primed MDF	HTI 1	\$	419
FMFEAU59	59" Fillmore Unfinished Maple	HTI 1	\$	649

Ozark 48"

FMOKMP48	48" Ozark Primed MDF	HTI 1	\$	719
FMOKAU48	48" Ozark Unfinished Maple	HTI 1	\$	1,119
FMOKKA48	48" Ozark Unfinished Distressed Knotty Alder	HTI 1	\$	1,219

Ozark 59"

FMOKMP59	59" Ozark Primed MDF	HTI 1	\$	769
FMOKAU59	59" Ozark Unfinished Maple	HTI 1	\$	1,189
FMOKKA59	59" Ozark Unfinished Distressed Knotty Alder	HTI 1	\$	1,259



Baxter 59"



Crosby 59"



Fillmore 48"



Ozark 48"

Shelf Non-Combustible				
Non-Combustible Cove Gray 60"				
FMSGNC-60	60" Non-Combustible Cove Gray	HTI 1	\$	1,239
Non-Combustible Midnight Mist 60"				
FMMMNC-60	60" Non-combustible Midnight Mist	HTI 1	\$	1,239
Non-Combustible Tavern Brown 60"				
FMTBNC-60	60" Non-Combustible Tavern Brown	HTI 1	\$	1,349
Non-Combustible Washed Cedar 60"				
FMWCNC-60	60" Non-Combustible Washed Cedar	HTI 1	\$	1,349
Non-Combustible Weathered Barnwood 60"				
FMWBNC-60	60" Non-Combustible Barnwood	HTI 1	\$	1,349
Non-Combustible White 60"				
FMWHNC-60	60" Non-Combustible White	HTI 1	\$	1,239



Non-Combustible Cove Gray
60"



Non-Combustible Midnight Mist
60"



Non-Combustible Tavern Brown
60"



Non-Combustible Washed
Cedar 60"

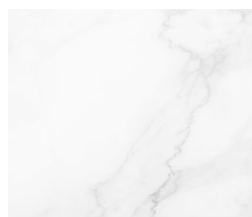
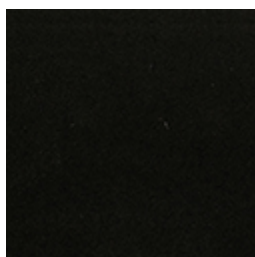


Non-Combustible Weathered
Barnwood 60"



Non-Combustible White 60"

Marble, Granite & Slate				
Absolute Black Granite Set 2				
MBBGMS2	Absolute Black granite, Set 2 (must order in multiples of 6)	HTI 1	\$	899
MBBGMS2PK1	Absolute Black granite, Set 2, single pack	HTI 1	\$	1,329
Beige Marble Set 2				
MBBEEMS2	BEIGE SET 2 MPK-6	HTI 1	\$	1,029
MBBEEMS2PK1	BEIGE SET 2 SPK	HTI 1	\$	1,449
Bianco White set 2				
MBBVMS2	Bianco White Marble, Set 2 (Must order in multiples of 6)	HTI 1	\$	899
MBBVMS2PK1	Bianco White Marble, Set 2, single pack	HTI 1	\$	1,329
Blue Tundra set 2				
MBBTAMS2	Blue Tundra Marble, Set 2 (must be ordered in multiples of 6)	HTI 1	\$	1,029
MBBTAMS2PK1	Blue Tundra Marble, Set 2, single pack	HTI 1	\$	1,449
Driftwood set 2				
MBDDMS2	Driftwood Marble, Set 2 (must be ordered in multiples of 6)	HTI 1	\$	899
MBDDMS2PK1	Driftwood Marble, Set 2, single pack	HTI 1	\$	1,329
Pauline Granite Set 2				
MBPEMS2	Pauline Granite, Set 2 (must order in multiples of 6)	HTI 1	\$	739
Slate 37.25X7				
MBSR3725X7-C	Slate Legs 37.25X7X5/8 (must be ordered in multiples of 50)	HTI 1	\$	78
Slate 57X8				
MBSR57X8-C	Slate Header 57X8X5/8 (must be ordered in multiples of 25)	HTI 1	\$	142
Slate 70x20"				
MBSR70X20-C	Slate Hearth 70X20X5/8 (must be ordered in multiples of 25)	HTI 1	\$	419
Steel Gray set 2				
MBSGMS2	Steel Gray granite, Set 2 (must order in multiples of 6)	HTI 1	\$	899
MBSGMS2PK1	Steel Gray granite, Set 2, single pack	HTI 1	\$	1,329
Thala Beige set 2				
MBTEMS2	Thala Beige Marble, Set 2 (must be ordered in multiples of 6)	HTI 1	\$	1,029



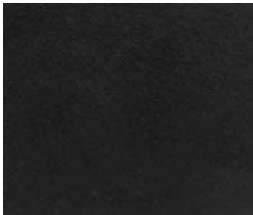
Absolute Black Granite Set 2



Beige Marble Set 2



Bianco White set 2



Blue Tundra set 2



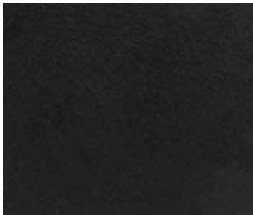
Driftwood set 2



Pauline Granite Set 2



Slate 37.25X7



Steel Gray set 2



Thala Beige set 2



Allusion Edge 100	
Includes:	
• 120 volts, 1500 watts, 12.5 amps • 5,000 BTUs (high/low/off) • Large and small clear crystals • Black glass embers and black crystals • Multi-piece glowing timber logs • Multi-function remote • Standard WiFi control via SmartLife app • Lighted touch buttons on fireplace	• 4 lifelike digital flame effects • 3 authentic sound effects • Adjustable settings for brightness and volume • Heat disengagement switch
	
Special Considerations:	
• Installation Overview: Slides into a finished wall. • Framing: Installs into a minimum framing depth of 5-1/2" (accommodates 2x6 walls). • Finishing: Designed for finishing materials such as painted drywall, shiplap, tile, and other smooth finishes up to 1-1/2" thick. • Ships hardwire ready, ships with included plug/cord kit.	
No additional items required to complete.	

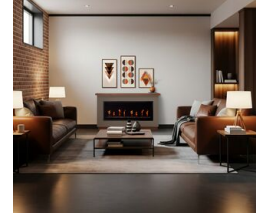
		Disc. Code	MSRP USD
SF-ALLE100	Allusion Edge 100	SFE 1	\$ 6,799

Media			
Media			
SF-SPHERES	Decorative Spheres	SFE 1	\$ 159
SF-ALLE-BIRCH	Allusion Edge Glowing Birch Log Set	SFE 1	\$ 469

Allusion Edge 50

Includes:

- 120 volts, 1500 watts, 12.5 amps
- 5,000 BTUs (high/low/off)
- Large and small clear crystals
- Black glass embers and black crystals
- Multi-piece glowing timber logs
- Multi-function remote
- Standard Wi-Fi control via SmartLife app
- Lighted touch buttons on fireplace
- 4 lifelike digital flame effects
- 3 authentic sound effects
- Adjustable settings for brightness and volume
- Heat disengagement switch



Special Considerations:

- Installation Overview: Slides into a finished wall.
- Framing: Installs into a minimum framing depth of 5-1/2" (accommodates 2x6 walls).
- Finishing: Designed for finishing materials such as painted drywall, shiplap, tile, and other smooth finishes up to 1-1/2" thick.
- Ships hardwire ready, ships with included plug/cord kit.

No additional items required to complete.

		Disc. Code	MSRP USD
SF-ALLE50	Allusion Edge 50	SFE 1	\$ 3,799

Build-Out Kit

Build-Out Kit

BOK-RTF-ALLP50	Boyd Build-Out Kit: Ready-to-Finish Style for Allusion Platinum 50"	SFE 1	\$ 999
BOK-MF-ALLP50	Boyd Build-Out Kit: Modern Farmhouse Style for Allusion Platinum 50"	SFE 1	\$ 999

Media

Media

SF-SPHERES	Decorative Spheres	SFE 1	\$ 159
SF-ALLE-BIRCH	Allusion Edge Glowing Birch Log Set	SFE 1	\$ 469

Allusion Edge 60

Includes:

- 120 volts, 1500 watts, 12.5 amps
- 5,000 BTUs (high/low/off)
- Large and small clear crystals
- Black glass embers and black crystals
- Multi-piece glowing timber logs
- Multi-function remote
- Standard WiFi control via SmartLife app
- Lighted touch buttons on fireplace

- 4 lifelike digital flame effects
- 3 authentic sound effects
- Adjustable settings for brightness and volume
- Heat disengagement switch



Special Considerations:

- Installation Overview: Slides into a finished wall.
- Framing: Installs into a minimum framing depth of 5-1/2" (accommodates 2x6 walls).
- Finishing: Designed for finishing materials such as painted drywall, shiplap, tile, and other smooth finishes up to 1-1/2" thick.
- Ships hardwire ready, ships with included plug/cord kit.

No additional items required to complete.

		Disc. Code	MSRP USD
SF-ALLE60	Allusion Edge 60	SFE 1	\$ 4,299
Media			
Media			
SF-SPHERES	Decorative Spheres	SFE 1	\$ 159
SF-ALLE-BIRCH	Allusion Edge Glowing Birch Log Set	SFE 1	\$ 469

Allusion Edge 78

Includes:

- 120 volts, 1500 watts, 12.5 amps
- 5,000 BTUs (high/low/off)
- Large and small clear crystals
- Black glass embers and black crystals
- Multi-piece glowing timber logs
- Multi-function remote
- Standard WiFi control via SmartLife app
- Lighted touch buttons on fireplace

- 4 lifelike digital flame effects
- 3 authentic sound effects
- Adjustable settings for brightness and volume
- Heat disengagement switch



Special Considerations:

- Installation Overview: Slides into a finished wall.
- Framing: Installs into a minimum framing depth of 5-1/2" (accommodates 2x6 walls).
- Finishing: Designed for finishing materials such as painted drywall, shiplap, tile, and other smooth finishes up to 1-1/2" thick.
- Ships hardwire ready, ships with included plug/cord kit.

No additional items required to complete.

		Disc. Code	MSRP USD
SF-ALLE78	Allusion Edge 78	SFE 1	\$ 5,299
Media			
Media			
SF-SPHERES	Decorative Spheres	SFE 1	\$ 159
SF-ALLE-BIRCH	Allusion Edge Glowing Birch Log Set	SFE 1	\$ 469

Allusion Platinum 50**Includes:**

- 120 volts, 1500 watts, 12.5 amps
- 5,000 BTUs (high/low/off)
- Small and large clear crystals
- White stones
- Multi-function remote
- Lighted touch buttons on fireplace
- 4 flame colors
- 13 ember bed colors

**Special Considerations:**

- Installation Overview: Slides into a finished wall.
- Framing: Installs into a minimum framing depth of 5-5/8" (accommodates 2x6 walls).
- Finishing: Designed for installation into finishes such as tile, shiplap, and painted drywall up to 1" thick.
- Ships hardwire ready, ships with included plug/cord kit.

No additional items required to complete.

		Disc. Code	MSRP USD
SF-ALLP50-BK	50" Allusion Platinum recessed linear electric fireplace	SFE 1	\$ 1,499

Build-Out Kit**Build-Out Kit**

BOK-RTF-ALLP50	Boyd Build-Out Kit: Ready-to-Finish Style for Allusion Platinum 50"	SFE 1	\$ 999
BOK-MF-ALLP50	Boyd Build-Out Kit: Modern Farmhouse Style for Allusion Platinum 50"	SFE 1	\$ 999

Media**Media**

SF-MEDIA-LOGS	Driftwood logs	SFE 1	\$ 109
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Wall Mount Kit**Electric Wall Mount Kit**

BRACKET-ALL48	Wall Mount Kit	SFE 1	\$ 99
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Allusion Platinum 60**Includes:**

- 120 volts, 1500 watts, 12.5 amps
- 5,000 BTUs (high/low/off)
- Small and large clear crystals
- White stones
- Multi-function remote
- Lighted touch buttons on fireplace
- 4 flame colors
- 13 ember bed colors

**Special Considerations:**

- Installation Overview: Slides into a finished wall.
- Framing: Installs into a minimum framing depth of 5-5/8" (accommodates 2x6 walls).
- Finishing: Designed for installation into finishes such as tile, shiplap, and painted drywall up to 1" thick.
- Ships hardwire ready, ships with included plug/cord kit.

No additional items required to complete.

		Disc. Code	MSRP USD
SF-ALLP60-BK	60" Allusion Platinum recessed linear electric fireplace	SFE 1	\$ 1,799

Media**Media**

SF-STONES-WHITE	Ceramic white stone media	SFE 1	\$ 89
SF-ALL84-LOGS	Driftwood logs	SFE 1	\$ 149

Allusion Platinum 72

Includes:

- 120 volts, 1500 watts, 12.5 amps
- 5,000 BTUs (high/low/off)
- Small and large clear crystals
- White stones
- Multi-function remote
- Lighted touch buttons on fireplace
- 4 flame colors
- 13 ember bed colors



Special Considerations:

- Installation Overview: Slides into a finished wall.
- Framing: Installs into a minimum framing depth of 5-5/8" (accommodates 2x6 walls).
- Finishing: Designed for installation into finishes such as tile, shiplap, and painted drywall up to 1" thick.
- Ships hardwire ready, ships with included plug/cord kit.

No additional items required to complete.

		Disc. Code	MSRP USD
SF-ALLP72-BK	72" Allusion Platinum recessed linear electric fireplace	SFE 1	\$ 2,199

Media

Media

SF-STONES-WHITE	Ceramic white stone media	SFE 1	\$ 89
SF-ALL84-LOGS	Driftwood logs	SFE 1	\$ 149

Allusion Slim 40	
Includes:	
• 120 volts, 1500 watts, 12.5 amps • 5,000 BTUs (high/low/off) • Small clear crystals • Small black crystals • Petite log set • Multi-function remote • Push buttons on fireplace • 9 flame colors • 13 ember bed colors • Heat disengagement switch	
	
Special Considerations:	
• Installation Overview: Slides into a finished wall • Framing: Space saving profile with 4" minimum framing depth (accommodates 2x4 walls) • Finishing: Designed for installation into basic finishes such as drywall and shiplap - attaches to framing through the finish • Electrical: Ships hardwire ready, ships with included plug/cord kit	
No additional items required to complete.	

		Disc.	MSRP
		Code	USD
SF-ALLS40	Allusion Slim 40"	SFE 1	\$ 1,149

Media			
Media			
SF-STONES-WHITE	Ceramic white stone media	SFE 1	\$ 89

Allusion Slim 50**Includes:**

- 120 volts, 1500 watts, 12.5 amps
- 5,000 BTUs (high/low/off)
- Small clear crystals
- Small black crystals
- Petite log set
- Multi-function remote
- Push buttons on fireplace
- 9 flame colors
- 13 ember bed colors
- Heat disengagement switch

**Special Considerations:**

- Installation Overview: Slides into a finished wall
- Framing: Space saving profile with 4" minimum framing depth (accommodates 2x4 walls)
- Finishing: Designed for installation into basic finishes such as drywall and shiplap - attaches to framing through the finish
- Electrical: Ships hardwire ready, ships with included plug/cord kit

No additional items required to complete.

Disc. MSRP
Code USD

SF-ALLS50	Allusion Slim 50"	SFE 1	\$	1,299
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Media**Media**

SF-STONES-WHITE	Ceramic white stone media	SFE 1	\$	89
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Floating Mantels**Wall Mount Surround Kit**

WMK-WH-ALLS50	MANTEL KIT ALLS50, WHITE	SFE 1	\$	499
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Allusion Slim 60**Includes:**

- 120 volts, 1500 watts, 12.5 amps
- 5,000 BTUs (high/low/off)
- Small clear crystals
- Small black crystals
- Petite log set
- Multi-function remote
- Push buttons on fireplace
- 9 flame colors
- 13 ember bed colors
- Heat disengagement switch

**Special Considerations:**

- Installation Overview: Slides into a finished wall
- Framing: Space saving profile with 4" minimum framing depth (accommodates 2x4 walls)
- Finishing: Designed for installation into basic finishes such as drywall and shiplap - attaches to framing through the finish
- Electrical: Ships hardwire ready, ships with included plug/cord kit

No additional items required to complete.

		Disc. Code	MSRP USD
SF-ALLS60	Allusion Slim 60"	SFE 1	\$ 1,599

Media**Media**

SF-STONES-WHITE	Ceramic white stone media	SFE 1	\$ 89
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Floating Mantels**Wall Mount Surround Kit**

WMK-WH-ALLS60	MANTEL KIT ALLS60, WHITE	SFE 1	\$ 599
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Allusion Slim 72

Includes:

- 120 volts, 1500 watts, 12.5 amps
- 5,000 BTUs (high/low/off)
- Small clear Crystals
- Small black crystals
- Petite log set
- Multi-function remote
- Push buttons on fireplace
- 9 flame colors

- 13 ember bed colors
- Heat disengagement switch



Special Considerations:

- Installation Overview: Slides into a finished wall
- Framing: Space saving profile with 4" minimum framing depth (accommodates 2x4 walls)
- Finishing: Designed for installation into basic finishes such as drywall and shiplap - attaches to framing through the finish
- Electrical: Ships hardwire ready, ships with included plug/cord kit

No additional items required to complete.

		Disc. Code	MSRP USD
SF-ALLS72	Allusion Slim 72"	SFE 1	\$ 1,999
Media			
Media			
SF-STONES-WHITE	Ceramic white stone media	SFE 1	\$ 89

Format Wall Mount

Includes:

- 120 volts, 1500 watts, 12.5 amps
- 5,000 BTUs (high/low/off)
- Large and small clear crystals
- One piece ShadowGlo Alpine Timber Logs
- Multi-function remote
- Hidden fireplace control buttons
- 4 flame colors
- 13 ember bed colors
- 13 accent light colors
- Guided self-setup with Bilt mobile app



Special Considerations:

- Installation Overview: Hung onto finished drywall.
- Framing: None required.
- Finishing: Designed for attachment to painted drywall.
- Ships hardwire ready, ships with included plug/cord kit.

Required to Complete - Sold Separately: • Floating Mantel Kit

		Disc. Code	MSRP USD
SF-FORMAT36	Format 36" Electric Wall Mount Fireplace (Requires Floating Mantel Kit to complete)	SFE 3	\$ 749

Floating Mantels (Required to Complete)

43" Floating Mantel Kit for Format

SF-FM43-WH	43" Floating Mantel Kit for Format 36	SFE 3	\$ 249
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50" Floating Mantel Kit for Format

SF-FM50-WH	50" Floating Mantel Kit for Format 36	SFE 3	\$ 549
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60" Floating Mantel Kit for Format

SF-FM60-WH	60" Floating Mantel Kit for Format 36	SFE 3	\$ 699
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43" Floating Mantel Kit for
Format



50" Floating Mantel Kit for
Format



60" Floating Mantel Kit for
Format

Inception 36**Includes:**

- 120 volts, 1500 watts, 12.5 amps
- 240 volts, 3000 watts, 12.5 amps
- 5,000 BTUs (120V) or 10,000 BTUs (240V)
- Black glass embers
- Multi-piece timber log set
- Multi-function remote
- Hidden fireplace control buttons
- Standard Wi-Fi control via IntelliFire app
- 7 customizable flame backgrounds
- 5 authentic sound effects
- Adjustable lighted ember bed

**Special Considerations:**

- Installation Overview: Installed into rough framing behind finishing materials.
- Framing: Installs into a minimum framing depth of 8-3/4".
- Finishing: Designed for finishing materials such as drywall, shiplap, tile, and stone.
- Ships hardwire ready.

Required to Complete - Sold Separately: • Front

Disc.
Code MSRP
 USD

SF-INC36	Inception Electric Fireplace 36"	SFE 1	\$ 4,999
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Fronts - Non-Operable (Required to Complete)**Chateau Forge Front**

SF-CHAF-36	Chateau Forge front for Inception Electric Fireplace	SFE 1	\$ 2,199
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Folio Front

SF-FOL-36	Folio front for Inception Electric Fireplace	SFE 1	\$ 379
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Halston Front

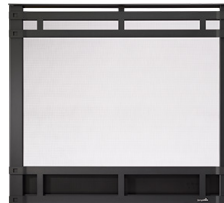
SF-HAL-36	Halston front for Inception Electric Fireplace	SFE 1	\$ 949
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Chateau Forge Front



Folio Front



Halston Front

Build-Out Kit**Build-Out Kit**

MK-WS-INC36	Wescott Mantel Kit for Inception Electric Fireplace	SFE 1	\$ 649
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Scion 43 (Refreshed)

Includes:

- 120 volts, 1400 watts, 11.6 amp
- 240 volts, 2800 watts, 11.6 amp
- 5,000 BTUs (120V) or 10,000 BTUs (240V)
- Large and small clear crystals
- Black glass embers
- Multi-piece driftwood logs
- Standard WiFi control via SmartLife app
- Multi-function remote

- Hidden fireplace control buttons
- 9 flame colors
- 2 authentic fire sound effects



Special Considerations:

- Installation Overview: Installed into rough framing behind finishing materials in two configurations.
- Configuration 1: Use included front trim - For finishing materials ≤ 1 " thick combined (drywall, thin tile, shiplap).
- Configuration 2: Remove front trim - For thicker finishing materials > 1 " (stone, tile, brick) or for a frameless look.
- Electrical: Hardwired to electrical service.

No additional items required to complete.

		Disc. Code	MSRP USD
SF-SCN43	43" Scion Linear Electric Fireplace (Refreshed)	SFE 1	\$ 2,099

Media			
Media			
SF-SPHERES	Decorative Spheres	SFE 1	\$ 159
SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 299
SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 299

Scion 55 (Refreshed)

Includes:

- 120 volts, 1400 watts, 11.6 amp
- 240 volts, 2800 watts, 11.6 amp
- 5,000 BTUs (120V) or 10,000 BTUs (240V)
- Large and small clear crystals
- Black glass embers
- Multi-piece driftwood logs
- Standard WiFi control via SmartLife app
- Multi-function remote

- Hidden fireplace control buttons
- 9 flame colors
- 2 authentic fire sound effects



Special Considerations:

- Installation Overview: Installed into rough framing behind finishing materials in two configurations.
- Configuration 1: Use included front trim - For finishing materials ≤ 1 " thick combined (drywall, thin tile, shiplap).
- Configuration 2: Remove front trim - For thicker finishing materials > 1 " (stone, tile, brick) or for a frameless look.
- Electrical: Hardwired to electrical service.

No additional items required to complete.

		Disc. Code	MSRP USD
SF-SCN55	55" Scion Linear Electric Fireplace (Refreshed)	SFE 1	\$ 2,399

Media			
Media			
SF-SPHERES	Decorative Spheres	SFE 1	\$ 159
SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 299
SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 299

Scion Trinity 43**Includes:**

- 3-sided (bay), 2-sided (left/right corner) or single sided installation
- 120 volts, 1500 watts, 12.5 amp
- 5,000 BTU output
- Clear crystal media
- Driftwood logs with glowing embers
- Accent lighting
- Four flame colors
- 14 ember bed colors
- Multifunction remote



No additional items required to complete.

		Disc. Code	MSRP USD
SF-SCT43-BK	43" Scion Trinity 3-Sided Linear Electric Fireplace	SFE 1	\$ 2,399

Media**Media**

SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 299
SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 299

Wall Mount Kit**Electric Wall Mount Kit**

BRACKET-ALL48	Wall Mount Kit	SFE 1	\$ 99
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Floating Mantels**Floating Mantel Kit**

SF-SCT43-MANTEL	Floating Mantel Kit for Scion 43, Primed MDF; For wall mount applications (includes wall mount bracket)	SFE 1	\$ 559
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Floating Mantel Kit

Scion Trinity 55

Includes:

- 3-sided (bay), 2-sided (left/right corner) or single sided installation
- 120 volts, 1500 watts, 12.5 amp
- 5,000 BTU output
- Clear crystal media
- Driftwood logs with glowing embers
- Accent lighting
- Four flame colors
- 14 ember bed colors
- Multifunction remote



No additional items required to complete.

		Disc. Code	MSRP USD
SF-SCT55-BK	55" Scion Trinity 3-Sided Linear Electric Fireplace	SFE 1	\$ 2,699

Media

Media

SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 299
SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 299

Wall Mount Kit

Electric Wall Mount Kit

BRACKET-ALL48	Wall Mount Kit	SFE 1	\$ 99
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Floating Mantels

Floating Mantel Kit

SF-SCT55-MANTEL	Floating Mantel Kit for Scion 55, Primed MDF; For wall mount applications (includes wall mount bracket)	SFE 1	\$ 709
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Floating Mantel Kit

Triton 50

Includes:

- 120 volts, 1400 watts, 11.6 amp
- 240 volts, 2800 watts, 11.6 amp
- 5,000 BTUs (120V) or 10,000 BTUs (240V)
- Large and small clear crystals
- Black glass embers
- XL Timber Logs
- Standard WiFi control via SmartLife app
- Multi-function remote
- Hidden fireplace control buttons
- 9 flame colors
- 2 authentic fire sound effects



Special Considerations:

- Installation Overview: Installed in rough framing behind finishing materials for a premium, seamless look.
- Accommodates most finishes including stone, tile, brick which are brought directly up to the edge of the glass.
- Includes ½" and 2" finishing stop options to match common finish depths.
- Electrical: Hardwired to electrical service.

No additional items required to complete.

		Disc. Code	MSRP USD
SF-TR50	50" Triton Linear Electric Fireplace	SFE 1	\$ 2,999

Media

Media

SF-SPHERES	Decorative Spheres	SFE 1	\$ 159
SF-TR-BIRCH	Birch logs	SFE 1	\$ 369

Options & Accessories

Linking Kit

SF-TR-LINK	Triton Linking Kit	SFE 1	\$ 39
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Floating Mantels

Floating Mantel Kit

FMK-WH-TR50	Floating Mantel Kit - Triton 50	SFE 1	\$ 699
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Floating Mantel Kit

Triton 65

Includes:

- 120 volts, 1400 watts, 11.6 amp
- 240 volts, 2800 watts, 11.6 amp
- 5,000 BTUs (120V) or 10,000 BTUs (240V)
- Large and small clear crystals
- Black glass embers
- XL Timber Logs
- Standard WiFi control via SmartLife app
- Multi-function remote
- Hidden fireplace control buttons
- 9 flame colors
- 2 authentic fire sound effects



Special Considerations:

- Installation Overview: Installed in rough framing behind finishing materials for a premium, seamless look.
- Accommodates most finishes including stone, tile, brick which are brought directly up to the edge of the glass.
- Includes ½" and 2" finishing stop options to match common finish depths.
- Electrical: Hardwired to electrical service.

No additional items required to complete.

		Disc. Code	MSRP USD
SF-TR65	65" Triton Linear Electric Fireplace	SFE 1	\$ 3,449

Media

Media

SF-SPHERES	Decorative Spheres	SFE 1	\$ 159
SF-TR-BIRCH	Birch logs	SFE 1	\$ 369

Options & Accessories

Linking Kit

SF-TR-LINK	Triton Linking Kit	SFE 1	\$ 39
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Triton 78**Includes:**

- 120 volts, 1400 watts, 11.6 amp
- 240 volts, 2800 watts, 11.6 amp
- 5,000 BTUs (120V) or 10,000 BTUs (240V)
- Large and small clear crystals
- Black glass embers
- XL Timber Logs
- Standard WiFi control via SmartLife app
- Multi-function remote
- Hidden fireplace control buttons
- 9 flame colors
- 2 authentic fire sound effects

**Special Considerations:**

- Installation Overview: Installed in rough framing behind finishing materials for a premium, seamless look.
- Accommodates most finishes including stone, tile, brick which are brought directly up to the edge of the glass.
- Includes ½" and 2" finishing stop options to match common finish depths.
- Electrical: Hardwired to electrical service.

No additional items required to complete.

		Disc. Code	MSRP USD
SF-TR78	78" Triton Linear Electric Fireplace	SFE 1	\$ 3,999

Media**Media**

SF-SPHERES	Decorative Spheres	SFE 1	\$ 159
SF-TR-BIRCH	Birch logs	SFE 1	\$ 369

Options & Accessories**Linking Kit**

SF-TR-LINK	Triton Linking Kit	SFE 1	\$ 39
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SimpliFire

Insert - Electric

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Current pricing updated 03/30/2025

* Please Contact Who You Purchase This Through for MSRP Pricing

Prices in USD

Non-stock and custom product cannot be cancelled.

Customer is responsible for freight for orders made outside of assigned RDC facility.

25" Electric Insert

Includes:

- 120 volts, 1500 watts, 12.5 amps
- 5,000 BTUs (high/low/off)
- One piece glowing timber logs
- Multi-function remote
- Push buttons on fireplace
- 4 flame colors
- Lighted ember bed
- Heat disengagement switch



No additional items required to complete.

		Disc. Code	MSRP USD
SF-INS25	25" Electric Insert	SFE 3	\$ 919

Fronts - Operable

Mission Door Front

FT-MISSION-25	25" Mission Door Front - Operable	SFE 3	\$ 339
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Surround

Electric Insert Surround

SF-SI3523-INS25	Small surround, 35" x 23" (3-sided configuration); Includes removable 3-1/2" bottom for 4-sided configurations (35" x 26-1/2")	SFE 3	\$ 169
SF-SI3726-INS25	Large surround, 37" x 26" (3-sided configuration); Includes removable 4-1/2" bottom for 4-sided configurations (37" x 30-1/2")	SFE 3	\$ 209

30" Electric Insert**Includes:**

- 120 volts, 1500 watts, 12.5 amps
- 5,000 BTUs (high/low/off)
- One piece glowing timber logs
- Multi-function remote
- Push buttons on fireplace
- 4 flame colors
- Lighted ember bed
- Heat disengagement switch



No additional items required to complete.

Disc. MSRP
Code USD

SF-INS30	30" Electric Insert	SFE 3	\$	1,019
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Fronts - Operable**Mission Door Front**

FT-MISSION-30	30" Mission Door Front - Operable	SFE 3	\$	369
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Surround**Electric Insert Surround**

SF-SI4027-INS30	Small surround, 40" x 27" (3-sided configuration); Includes removable 3-1/2" bottom for 4-sided configurations (40" x 30-1/2")	SFE 3	\$	169
SF-SI4230-INS30	Large surround, 42" x 30" (3-sided configuration); Includes removable 4-1/2" bottom for 4-sided configurations (42" x 34-1/2")	SFE 3	\$	209

32" Electric Insert

Includes:

- 120 volts, 1500 watts
- Install into a wood fireplace with optional surround
- Install into a framed openings with included trim piece
- Multifunction remote control
- Plug-in ready
- 5,000 BTU output



No additional items required to complete.

		Disc. Code	MSRP USD
GI-32-ZC	32" Electric Insert	SFE 3	\$ 719

Surround

Electric Insert Surround

IS-36-GI32	Small surround, 36.5" x 27.25 (3-sided configuration); Includes removable 4" bottom for 4 sided configurations (36.5" x 31.25")	SFE 3	\$ 139
IS-42-GI32	Large surround, 42.5" x 28.75 (3-sided configuration); Includes removable 4" bottom for 4-sided configurations (42.5" x 32.75")	SFE 3	\$ 169

35" Electric Insert**Includes:**

- 120 volts, 1500 watts, 12.5 amps
- 5,000 BTUs (high/low/off)
- One piece glowing timber logs
- Multi-function remote
- Push buttons on fireplace
- 4 flame colors
- Lighted ember bed
- Heat disengagement switch



No additional items required to complete.

Disc. MSRP
Code USD

SF-INS35	35" Electric Insert	SFE 3	\$ 1,229
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Fronts - Operable**Mission Door Front**

FT-MISSION-35	35" Mission Door Front - Operable	SFE 3	\$ 399
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Surround**Electric Insert Surround**

SF-SI4229-INS35	Small surround, 42" x 29" (3-sided configuration); Includes removable 2" bottom for 4-sided configurations (42" x 31")	SFE 3	\$ 169
SF-SI4432-INS35	Large surround, 44" x 32" (3-sided configuration); Includes removable 3" bottom for 4-sided configurations (44" x 35")	SFE 3	\$ 209

SimpliFire

Fireplace Outdoor - Electric

Prices in USD

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Current pricing updated 03/30/2025
* Please Contact Who You Purchase This Through for MSRP Pricing

Non-stock and custom product cannot be cancelled.
Customer is responsible for freight for orders made outside of assigned RDC facility.

Forum 43

Includes:

- 120 volts, 36 watts, 0.5amp
- No heat
- Black embers
- Small and large clear crystals
- Multi-piece UV resistant driftwood logs
- Multi-function remote
- Push buttons on fireplace
- 4 flame colors

- 13 ember bed colors
- Weatherproof components meant for the outdoors



Special Considerations:

- Installation Overview: Installed into rough framing behind finishing materials or installed into a framed and finished opening.
- Configuration 1: Use included front trim - For finishing materials ≤1" thick combined (drywall, thin tile, shiplap).
- Configuration 2: Remove front trim - For thicker finishing materials >1" (stone, tile, brick) or for a frameless look.
- Framing: Installs into a minimum framing depth of 9".

No additional items required to complete.

		Disc.	MSRP
		Code	USD
SF-OD43	Forum 43" Outdoor Electric Fireplace	SFE 3	\$ 2,099
Media			
Media			
SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 299
SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 299
Options & Accessories			
Forum Drain Pans			
SF-OD43-DP	Optional Drain Pan for SF-OD43	SFE 3	\$ 169

Forum 55

Includes:

- 120 volts, 36 watts, 0.5 amp
- No heat
- Black embers
- Small and large clear crystals
- Multi-piece UV resistant driftwood logs
- Multi-function remote
- Push buttons on fireplace
- 4 flame colors
- 13 ember bed colors
- Weatherproof components meant for the outdoors



Special Considerations:

- Installation Overview: Installed into rough framing behind finishing materials or installed into a framed and finished opening.
- Configuration 1: Use included front trim - For finishing materials ≤ 1 " thick combined (drywall, thin tile, shiplap).
- Configuration 2: Remove front trim - For thicker finishing materials > 1 " (stone, tile, brick) or for a frameless look.
- Framing: Installs into a minimum framing depth of 9".

No additional items required to complete.

		Disc. Code	MSRP USD
SF-OD55	Forum 55" Outdoor Electric Fireplace	SFE 3	\$ 2,399

Media

Media

SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 299
SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 299

Options & Accessories

Forum Drain Pans

SF-OD55-DP	Optional Drain Pan for SF-OD55	SFE 3	\$ 179
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