



WHY ECOSMART™ FIRE?

The Fire Company
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Mixing fire, dangerous goods and human beings is a serious business, and something we take very seriously.

As one of the first brands of “Unvented alcohol fuel burning decorative appliances” in what is now a vastly competitive global market, our award winning collection continues to set benchmarks in many arenas - from the quality of manufacturing, to the operational system and built in safety features, through to the certification achieved from various testing bodies around the world, the EcoSmart™ Fire is ever at the forefront of design, technology and safety.

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| <p>Standards, Testing & Safety</p>     | <p>When the EcoSmart™ Fire entered the market it had no direct precedent to follow in terms of compliance, regulation or standards. In saying this, The Fire Company Pty Ltd has been meticulous in their due diligence and research to ensure the delivery of a safe product.</p> <p>The safety of the EcoSmart™ Fire range has been rigorously tested with the intelligent design of the core burner technique playing a major role in its successful results. Tests focused on CO/CO2 consumption ratios, flame stability, vitiation, wind temperament, ignition safety, heat output, combustion characteristics, fuel consumption and efficiency, as well as operational features.</p> <p>The EcoSmart™ Fire Collection has achieved the following certification and approvals:</p> <p>The EcoSmart™ Fire is manufactured by The Fire Company Pty Ltd whose quality management system is certified as being in conformity with ISO 9001:2000.</p> <p>The Quality Management System Standard AS/NZS ISO 9001:2000 Certification was completed through Det Norske Veritas (DNV), an independent foundation with the objective of safeguarding life, property, and the environment.</p> <p>The Certification covers the research, development, design, manufacture, production and distribution of high end, environmentally friendly, flue less fireplaces.</p> <p>The EcoSmart™ Fire is the first product of its kind to have its collection so comprehensively C-UL US Listed.</p> <p>The EcoSmart™ Fire Collection has achieved Swedish Institute for Technical Approval in Construction (SITAC) approval.</p> <p>EcoSmart Fire is TÜV certified in Germany when using Burner Two within a Firebox setting.</p> <p>Instructions and specifications for the EcoSmart™ Fire were tested as far as practicable to a selection of clauses from AS4553/AG103 – Australian Standard for Gas Space Heaters (closest comparable product at the time of invention).</p> <p>Investigation into applicable standards and testing platforms for compliance to GS, CE were held and The Fire Company has gained a Compliance Verification Declaration from Globalnorm GmbH.</p> <p>The EcoSmart™ Fire’s expert involvement in the creation of these global testing platforms is setting the benchmark in the industry.</p> <p>We strongly recommend that you take care when purchasing your new fireplace and ensure that you are purchasing an authentic EcoSmart™ Fire and not one of the many imitations now entering the market. Visit our website www.ecosmartfire.com for a complete list of distributors who can validate your retailer.</p> |
| <p>Quality of Manufacture</p> | <p>Every single part of the EcoSmart™ Burner is made of stainless steel – it looks great, is very strong and will last you a lifetime. The predominant sheet metal design is computer cut and folded for accurate and easy assembly. This manufacturing technology guarantees each product is the same quality. The EcoSmart™ Burner is designed and manufactured by The Fire Company Pty Ltd with an ISO9001:2000 accredited manufacturer.</p> <p>All stone, joinery, glass and other material that make up each model are also manufactured by very reputable and successful companies who focus on quality and consistency.</p> |

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| Operational System | The EcoSmart™ Fire is accompanied by an operational system that ensures the safe operation of the product. Every aspect from decanting the fuel, lighting the flame, regulating the flame to extinguishing the flame has been thought through and accessorized in order to control the method of operation. |
| Research and Development | The team behind The Fire Company continually undertakes research of its product, the marketplace, client and consumer requirements, and invests much of its income into extensive business development. The result is an ever-evolving product which is at the forefront of design and a company that is dedicated to building solid foundations its customers can rely on. |
| Warranty | The EcoSmart™ Fire comes with a full two year warranty from date of purchase on all stainless steel parts. (Stone chipping, painting scratches and general scratches are not covered by Warranty). Your EcoSmart™ Fire is covered by a transferable limited warranty and a solid service and support network should you need it. At The Fire Company Pty Ltd, we believe in supplying you with the best, most user friendly fireplace and providing you with the means to keep it that way. |
| World Wide Insurance | The Fire Company has extensive world-wide insurance which means that should an unfortunate event arise, we have everyone's best interest in mind and the coverage to compensate if deemed responsible for the event. |
| Fuel Supply | The Fire Company promotes the use of commercially available fuel brands, not just its own brand, leaving you with the largest amount of choice and availability for fuelling your fire. Whilst a supply chain is established in many countries, we owe it to our customers to ensure that your product isn't dependent on an exclusive fuel supplier which locks you into higher costs and inconvenient waiting times. |
| Global Marketing Presence | As a global company, the EcoSmart™ brand is well recognised and respected around the world. We are serious about our reputation and service levels and believe that being active in many markets keeps us ahead of the rest in terms of design and experience. People learn to know and trust EcoSmart™ Fire because we are a company that is always visible and active. |
| Patents, Trademarks and Design Registrations | The Fire Company has invested significant funds in IP protection and will take all necessary steps to protect its innovative designs and market positioning. |

The Fire Company prides itself on the delivery of the best product on the market. Our core value is exceeding expectations and we have consistently achieved this based on our solid business foundations and commitment to quality.

If you have any further questions, please do not hesitate to contact us at info@ecosmartfire.com