

ECOSMART'S NEW BIOETHANOL FIRES

ecosmart⁺
Fire

Press Release

EcoSmart Fire debuts exciting new bioethanol fireplace designs

The design geniuses at EcoSmart Fire have done it again! They've expanded their range of freestanding, portable bioethanol fireplaces to create a design 'spark' in a variety of outdoor and indoor spaces. Now into their 18th year, the award-winning EcoSmart Fire continues to lead the way with their eco-friendly fireplace solutions – and the six new models are no exception.

“We love firing up our imaginations and listening to design professionals and consumers, which helps us create exciting new models and set new trends,” says Stephane Thomas, Director of MAD Design, whose brand portfolio includes EcoSmart Fire. “Our new low-maintenance creations are the perfect ingredients for illuminating and creating warmth and ambience in a range of spaces. Gathering around a fire is one of life's simple pleasures and our fires are designed to take centre stage, year-round.

“We have an uncompromising focus on style, creating fires with function and form that are energy efficient and kind to the environment. We are very excited about these new additions and know they'll fit easily into a variety of interiors and alfresco spaces for year-round enjoyment.”



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Introducing EcoSmart's new bioethanol fires:

Chaser 38: a classic yet contemporary bioethanol fire pit designed for outdoor and indoor settings. This minimal design, geometric-shaped fireplace is crafted from durable Fluid™ Concrete, which means it can withstand external environments. A functional piece of fire furniture, Chaser 38 makes a perfect side or coffee table, with an ample 'lip' for drinks or small plates. Its smaller footprint means it's ideal for balconies, verandahs, patios and other areas where space is a consideration. It's also designed to accommodate two alternative glass fire screens depending on where it's placed, which further enhances its versatility. Designed with a shadowline, which creates a thin shadow where the base meets the floor, thus suspending the fire slightly more and reducing the visual footprint. The Chaser 38 is a stylish fire that will 'wow' friends and family throughout the year.

POP Series: as its name suggests, these retro-futuristic statement fires are designed to add a pop of fun and colour to indoor or outdoor rooms. Available in 4 heights and a variety of vibrant colours - or you can choose a custom colour to suit your decor needs - these clean-burning fireplaces are made from high-quality powder-coated stainless steel. With their slender bodies, eye-catching round burner with cylindrical glass surrounds, and a 'negative space' underneath that serves as a space for decorative items, the POP provides bold style, warmth and colour to myriad architectural environments.

Pillar Series: a modern-industrial-style piece of indoor fire furniture, Pillar EcoSmart Fires combine different textural elements to bring a warm and inviting feel to a room, while adding depth and dimension. Their glam versatile floor or side lamp-like aesthetic and ventless design make them the perfect ethanol fireplace solution for decorating a loft, home, inner-city apartment or condo.



Chaser 38 (Bone)



POP 3T (Orange)



Pillar 3T (Oak)

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T-Lite Series: a simple yet elegant tealight candle-inspired fire, the cylindrical-shaped series is designed to bring a warm ambiance to any outdoor or indoor setting. Available in two sizes, these trans-seasonal ethanol fires are crafted from weather-resistant materials including stainless steel, and toughened glass surrounding the burner, enabling 360-degree viewing of the dancing flame. A stylish addition to any space, whether it's placed at the heart of a room or to complement other furniture or accessories.

Orbit: an ultramodern elevated ethanol fire that delivers an 'orbital' 360-degree flame and creates a stunning focal point enjoyed from many angles. Made from long-lasting, low-impact materials and fuelled by clean-burning eNRG ethanol, this portable indoor fire quickly captures attention and makes a bold decor statement.

Be: a sleek and slender ethanol fire with two viewing sides, which offers a range of design possibilities for indoor or covered outdoor settings. A clean-lined corner fireplace creation, this portable fire can be positioned to appear as though it's 'blending' into walls. Featuring a long, column-style design with open top and 90-degree glass panel, this fire features a tall, fully-enclosed flame, immediately commanding attention wherever it's placed. A unique, versatile fireplace that's perfect for smaller residential or retail spaces and for those with small children - or pets - and who are wanting further peace of mind.

For more information about the new EcoSmart Fires and to find a distributor, head to www.ecosmartfire.com

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T-Lite 3 (Stainless Steel)



Orbit



Be (Black)

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About EcoSmart Fire – ecosmartfire.com

EcoSmart Fire was launched onto the global stage in 2004 and there have been thousands of installations in residential and commercial properties across 75+ countries. EcoSmart Fire has also played a pivotal role in spearheading the creation of global standards and testing platforms for this ground-breaking wave of ethanol-fuelled fireplaces. Safety is infused into every aspect of EcoSmart Fire's process, from the quality of research and development, to the operational system and built-in safety features. No other manufacturer has a collection so comprehensively tested and listed by third-party laboratories to safety standards.

Behind the stylish façade of EcoSmart Fires is a sophisticated heating system that uses the cleanest, most efficient fuel source on the market: bioethanol.

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