

Welcome to **AF** DISTRIBUTORS



602-243-6245
www.afdistributors.com



DISTRIBUTORS

Dealer Welcome Kit

Thank you for partnering with AF Distributors! It's our goal to support you and your customers to the best of our ability. While we strive for perfection, uncontrollable variables may arise related to freight, warranty, and returning merchandise. Experiencing these types of issues can be frustrating, and we want to ensure that you and your customers can find a resolution with ease. To do so, we've created a blueprint that outlines our policies and sets expectations to solve any issue.

E-mail: customerservice@afdistributors.com



DISTRIBUTORS

Contact Directory

Phone: 602-243-6245

Website: www.afdistributors.com

Lead Team:



Keith Richardson
President



Nick Uhles
Sales Director



Robbie Collins
Customer Service
Manager/E-com



Nikki Bonelli
Lead Operations
Manager

Outside Sales Team:



Chad Dupre
BBQ's - Arizona
chad@afdistributors.com



Cory Church
Hearth - Arizona
cchurch@afdistributors.com



Dan Hodge
California | Nevada
New Mexico
dan@afdistributors.com



Chris Loper
Texas
cloper@afdistributors.com



Jake Woods
Colorado | Utah
jwoods@afdistributors.com

Customer Service Team:

Kristina Connor - Arizona
602.344.4228

Roxanne Gibson - California, Nevada, Texas
602.344.4682

Alan Grand - E-Commerce
602.344.4681

Nikki Bonelli - Southwest
602.344.4682

Support Teams:

Parts & Tech Team - techsupport@afdistributors.com

Kent Alves - Warranty Specialist
kalves@afdistributors.com

Megan Smith - Sales Support/Marketing
msmith@afdistributors.com

Accounting Team:

Cristina Lopez - Accounting Manager
crislopez@afdistributors.com

Tyler Hernandez - Accounting Support
thernandez@afdistributors.com



Warranty



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Warranty

Our warranty team has 30 years of experience and we want to use this to your benefit!

Once a problem pops up, we always recommended that you and/or your customer reach out to the manufacturer's technical support lines to identify the issue and receive any part numbers necessary for the product in question. Part numbers and serial numbers will be essential for success on these calls and throughout the entire warranty process. While we ask you to troubleshoot and gather the information needed to submit the warranty to the manufacturer, we also ask that you refrain from initiating a claim through them. Instead, submit the warranty claim via our web form and we'll submit it for you.

Since all warranties are manufacturer warranties with their own terms and conditions, deciding to submit a claim directly isn't the end of the world. It will largely inhibit our warranty team's ability to assist you throughout the process which is why we recommend letting us submit any claims on your behalf. We're here to support you and your customers and know the best practices to ensure the most expedited and transparent warranty process.

How do I start my warranty claim?

Warranty claims are initiated by completing our warranty claim web form. All fields on the form are requirements from the manufacturer and are considered essential information. Once submitted, the completed form is sent to our customer service team to process with AF Distributors' warranty department. If any missing or additional information is needed, our team will request it.

Warranty Claim Form: <https://www.afdistributors.com/warranty-policy/>

Warranty Claim Process

- 1.** Reach out to the manufacturer's tech support to troubleshoot the issue and gather any applicable part numbers, case numbers, etc.
- 2.** Complete and submit the warranty claim web form with all required information.
- 3.** AF Distributors' warranty team submits the claim to the manufacturer on your behalf and sends confirmation that it was sent.
- 4.** AF Distributors provides any updates received from the manufacturer such as ETAs and tracking info.

How long does it take to get a replacement part?

Ultimately, lead times vary. This is especially true if items are on backorder. The manufacturer may dropship from their facility to the end customer, but if drop-shipping is unavailable the product will ship to the dealer or distributor. Warranty items that arrive at our warehouse will be sent out at our earliest availability.



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Warranty

Can I receive a new log set if I received one with a broken log?

In most cases, manufacturers offer individual log replacements so it's unlikely that you will need an entirely new log set. If there is visible damage to the product upon arrival, it is highly recommended that the receiver refuses the shipment. This will automatically change the nature of the issue from being warranty related to becoming freight related. The damaged product will need to be sent back to AF Distributors and our customer service team should be contacted immediately to get the product or a replacement log re-shipped and a freight claim started.

Should I have a licensed professional install my product?

Yes, we highly recommend using a licensed professional to install and service your product. Some manufacturers will void warranties and deny claims if the product was not installed by a licensed professional.

Can I submit a freight claim and a warranty claim on the same product?

No, a claim is either freight or warranty. If there is damage to the product (visible or concealed), it should always be filed as a freight claim within 48 hours of arrival at your facility. If it is a defective part, it will be a warranty issue. There are special exceptions based on the circumstances, but it is highly unlikely that a situation requires a freight and warranty claim simultaneously.



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Freight Claims



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Freight Claims

When it comes to freight related issues, 48 is the magic number, and signing all BOLs with “upon final inspection” is the magic phrase.

Carriers and manufacturers will always try to protect themselves and can deny liability which is why you should never clean sign a BOL, even if the delivery appears undamaged. You also must provide all possible evidence (including pictures) needed to justify any claims. Doing so within 48 hours of receipt is imperative because after that time window closes, AF Distributors is no longer responsible for any damaged, missing, or wrong items. If you do miss the 48-hour mark, we still encourage you to reach out to us and we will try our best to resolve the issue.

Freight Claim form: <https://www.afdistributors.com/freight-claim-policy/>

We received a shipment that is visibly damaged, what should we do?

If visible damage to the products is evident, it is highly recommended that the receiver refuses the shipment. This will automatically start the freight claim process and the damaged product will be sent back to AF Distributors. We highly recommend taking photos of the product to document the damage seen at the time of delivery and ask that you notify our customer service team as soon as possible so we can get the product re-shipped. The freight claim form must be completed in its entirety and submitted within 48 hours of receipt. Our customers are responsible for inspecting all product at the time of delivery and are expected to submit any freight claims that are needed within 48 hours.

If damage is seen on the outer packaging of the product but you think the product is still in good shape, you can receive the shipment. If you choose to receive the shipment, you must thoroughly inspect the outer packaging, clearly notate any damage on the BOL, and sign it with “upon final inspection”. Even if no evident signs of damage to the outer packaging are present, all BOLs should be marked with this verbiage and not signed clean. Signing clean can allow carriers to deny liability if any damage is found even within the 48-hour time frame.

We received a shipment and found concealed damage, what should we do?

We strongly encourage you to inspect and open all products within 48 hours as carriers tend to have strict policies with regard to damaged freight. It is crucial to notify us immediately and to submit any needed concealed damage freight claims and pictures showing the undamaged packaging and the product within 48 hours so we can hold the carrier accountable.

Will the driver allow me to inspect the shipment?

Yes, the driver will allow you to inspect the freight. Some carriers/drivers are more willing to allow this than others as they may not have time to wait for you to break down pallets and open all the products. You will always have the ability to inspect the outer packaging and notate “upon final inspection” on the BOL accordingly.

Will the carrier allow me to accept a partial shipment?

This will depend on the carrier and the circumstance. Typically, if it is a multi-pallet delivery and only one pallet is damaged, they will allow you to accept the undamaged freight. If there is damage to a specific part of a pallet, you will most likely need to refuse the entire pallet. If you are accepting your shipment partial, please notate on the BOL exactly what is damaged, what is being accepted, and what is being refused.



Freight Claims

I suspect that I may be missing or receiving the wrong product, what are my options?

Notate the missing or wrong items on the BOL and notify the AF Distributors customer service team immediately. You will have 48 hours to report any missing or wrong product. If notified within the 48-hour window, AF Distributors will ship out the missing items and/or arrange for the wrong product to be shipped back to our facility. Rest assured, as long as we're notified within 48 hours, we will create a replacement shipment or issue a credit

Delivery Checklist

Upon delivery, please make sure to check the following before signing for it.

- Confirm that the shipment is yours. If the shipment isn't yours, please refuse the delivery and contact our customer service team as soon as possible. Be sure to record the PRO/Tracking number prior to refusing the shipment.
- Inspect and count all product that is being delivered. Make sure part numbers and quantities match the packing list. If anything does not match, you must notate it on the BOL and contact our customer service team within 48 hours of receipt.
- Check for damage on the product. If there is suspected damage, please refuse the shipment. If the damage to the outer packaging seems minimal, you can receive the shipment but the damage must be clearly noted on the BOL. It is also best to practice taking pictures of the product at the time of receipt.
- If the driver does not allow you to inspect the freight or is not giving you the opportunity to refuse the shipment, do not sign the BOL and contact our customer service team immediately.

If damage is visible at the time of delivery, you must:

1. Refuse the shipment and notify AF Distributors customer service team immediately.
2. If you choose to accept the delivery, the damage must be clearly noted on the BOL and the BOL must be signed "upon final inspection".
3. Take pictures of the damaged product as they are needed for all claims.
4. Receive an exception number from the driver if the delivery receipt is on an electronic device.
5. Email customerservice@afdistributors.com within 48 hours of the shipment receipt notifying our team of the issue so we can provide a quick resolution to the matter.
6. Keep damaged product in or with the original packaging.
7. The consignee must hold the product and its contents in the same condition as when the damage was discovered while awaiting inspection by the carrier.
 - a. Inspections can typically be handled by our team as long as we have the evidence/pictures of the freight at the time of delivery.

If damage is not visible at the time of delivery, you must:

8. Sign the BOL, and note "upon final inspection".
9. Open and inspect all product within 48 hours.
10. Take pictures of the outer packaging to provide evidence that the outer packaging did not have any visible damage at the time of delivery.
11. Complete and submit a freight claim for concealed damage .

The logo consists of the letters 'A' and 'F' in a bold, blue, sans-serif font. The 'A' and 'F' are connected at the bottom, with the 'F' having a thick vertical stem and a horizontal top bar.

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Return Merchandise Authorization



Return Merchandise Authorization (RMA)

Our customers have **60 days** to file an RMA. RMA forms must be completed entirely and include pictures of the item(s) you wish to return. Once submitted, the RMA process with our customer service team can begin.

How does an RMA work?

Return authorizations must first be approved by AF Distributors. All eligible products must be returned in their original packaging and in new, re-sellable condition.

Return Merchandise Authorization Form: <https://www.afdistributors.com/return-policy/>

Is there a re-stocking fee?

Yes. If eligible for return, a 20% re-stocking fee will apply.

What if an RMA is issued by the manufacturer for a warranty?

Some manufacturers will request that warranty claim items be returned directly to them. In this instance, we will coordinate with the manufacturer and we will provide both the RMA and the BOLs to you.

If I refused damage product, will I need an RMA?

No. If product is refused due to damage, the freight claim will be automatically initiated by the carrier and returned to AF Distributors. Please alert our customer service team immediately so we can coordinate a replacement shipment or issue a credit.

Is an RMA the same as a credit?

No. An RMA is simply documenting and approving the return of merchandise to AF Distributors. Upon approval, credits will be issued and are handled on a case-by-case basis. For example, RMAs received in unsellable condition are not eligible for credit. To avoid running into a situation like that, it is best to ship your return in a way that minimizes damage. If the product is eligible for credit, it will be applied to the original invoice.

Can I return obsolete or special-order items?

No. Special order items cannot be cancelled or returned once they have been ordered from the manufacturer. Obsolete or discontinued product cannot be returned once purchased.

What happens if I get an RMA approved by AF Distributors but I don't ship back the product?

RMA's are valid for 60 days. If the items are not return to AF Distributors in new, re-sellable condition by that time the RMA will expire and the product will not be eligible for a new RMA.

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DISTRIBUTORS

Return Merchandise Authorization (RMA)

What happens if the product I am returning is damaged or unsellable upon receipt?

It is our customers' responsibility to return the product in the same new/undamaged condition in which it was received. If a returned product is damaged, it will not be eligible for credit. We are not responsible for items received damaged.

Can I return a product that has been installed or burned?

No. If a customer has installed or burned a product, the RMA will be denied. This is a liability issue and AF Distributors is not responsible for any items once they have been installed and/or burned. If an item is believed to be defective, we will be happy to assist you with the warranty process.



DISTRIBUTORS

Technical Support & Manufacturer Information



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Technical Support | Manufacturer Info

Technical Support

For any product technical support and customer warranty claims, please contact the manufacturers below for assistance:

BROMIC

18 Technology Drive STE. 121 - Irvine, CA 92618
(800) 301-1293
<https://www.bromic.com/heating/support>

DIMPLEX

1367 Industrial Road - Cambridge, ON N3H 4W3 Canada
1-800-668-6663
https://www.dimplex.com/en/customer_support

EMPIRE COMFORT SYSTEMS

1401 W E St - Belleville, IL 62220
1-800-851-3153
<http://www.empirecomfort.com/support-center/>

GRAND CANYON LOGS

3435 E Atlanta Ave - Phoenix AZ 85040
(602) 344-4217
<https://grandcanyongaslogs.com/contact/>

GOLDEN BLOUNT

(800) 833-1139
301 Westgrove Dr. - Addison, Texas 75001
<http://goldenblountinc.com/>

HHT

7571 215th St - West Lakeville, MN 55044
(952) 985-6000
<https://www.hearthnhome.com/company>

IHP: Superior, Astria, Comfort Flame, Iron Strike, Lenox, Marco

1769 Lawrence St. East - Russellville, AL 35654
1-800-655-2008
<http://ihp.us.com/>



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Technical Support | Manufacturer Info

Technical Support

For any product technical support and customer warranty claims, please contact the manufacturers below for assistance:

LEXINGTON HEARTH

454 Fairman Road Lexington, KY 40511
859-231-6492 (x127)
info@lexingtonhearth.com
<https://www.lexingtonhearth.com/warrantydisclaimer>

MODERN FLAMES

3515 E Atlanta Ave - Phoenix AZ 85040
(833) 598-7479 local: (602) 243-6523
<https://www.modernflames.com/contact>

NAPOLEON | Wolf Steel Canada

9 & 24 Napoleon Road - Barrie, Ontario Canada, L4M 0G8
1-800-721-7253
<https://napoleonfireplaces.com/contact/>

RH PETERSON

14724 E Proctor Ave - City of Industry Ca 91746
(800) 332-3973 or (626) 369-5085
<http://www.rhpeterson.com/contact-rhp/> - technical support
<http://www.rhpeterson.com/log-in/rhp-forms/> - warranty forms

SUMMERSET

17322 Gothard St. Huntington Beach, CA 92647
(800) 966-8126
<https://summersetgrills.com/pages/warranty-information>
<https://summerset.zendesk.com/hc/en-us> - Help center/FAQ's

TRAVIS INDUSTRIES: Fireplace Xtrordinair, Fire Garden, DaVinci

12521 Harbour Reach Dr SW - Mukilteo, WA 98275
(425) 609-2500
<http://www.travisindustries.com>

THE OUTDOOR PLUS

701 S. Dupont Ave. Ontario, CA 91761
(909) 460-5579
<https://theoutdoorplus.com/contact-us/> - contact
<https://theoutdoorplus.com/documents/> - manuals and specs

WE'RE DIFFERENT AF.

SEE THE AF DISTRIBUTORS DIFFERENCE

AF

DISTRIBUTORS



WE AIM TO SET OUR CUSTOMERS UP FOR SUCCESS...

✓ SUPPLY

With **50+** brands housed among 6 warehouses between 2 states, AF Distributors boasts over 150,000 sq.ft. of grill, hearth, firepit, and outdoor heating inventory. Our shelves are well-stocked for immediate orders on a plethora of products. We take advantage of early buy programs, which allow us to order aggressively, and at the best price.

✓ SERVICES

With this much inventory to choose from, you have CHOICES.

Knowledgeable Sales Team - We believe sales is nothing without relationship. Our team is trained and excellent in product knowledge, yet also value the customer, and are available and attentive to their needs.

Customer Service - Need assistance in selecting the right product for your business or project? You will have a dedicated territory-specific customer service team standing by. They are trained and educated to assist from first call to delivery.

Sales Support: Our sales support and marketing team can assist with those must-have items: from cut-outs, to specifications, marketing, and literature.

Display Programs - We also feature aggressive display programs, getting your product front and center for customers to experience.

✓ SOLUTIONS

Low Prepaid Freight Amounts - Our logistics software programs combined with our relationships among several carriers guarantees you the best shipping rates for your product.

Same-Day/24 hour shipping - If we have the product in stock, we can ship same day if ordered before 12pm Monday - Friday.

\$4k Freight Program - Free freight over \$4,000 if shipped to dealer location.

✓ SUCCESS

Our goal is for Complete Customer Satisfaction, from quote to arrival. We are so much more than sales, and strive to deliver an optimal experience. When the customer succeeds, we succeed.

- **SELLING FIRE FOR 45 YEARS**
- **FAMILY-OWNED, PRIVATELY HELD COMPANY**
- **BASED IN PHOENIX, AZ – LOCALLY GROWN, NATIONALLY KNOWN**



GET TO KNOW US – OUR STORY

AF Distributors is one the largest two-step distributors in the Western United States, supplying brick and mortar dealers with Fireplaces, Hearth Products, BBQ Grills, and Outdoor Heating Solutions.

AF Distributors was established in 2009 by Keith Richardson, President and Owner, originally focused on built-in BBQ Grills in the Phoenix Metro area. But the story doesn't start there...

Two years prior, Keith ventured to Australia where he worked for Beefeater, an Australian Grill company located in Sydney. It was there that the spark of passion for barbecue grills was ignited. He brought this passion back with him to the US, and made Phoenix, AZ the epicenter.

As AF Distributors grew over the years, the evolution began as they expanded their product offerings to include Fireplaces, Outdoor Heating and Outdoor Kitchen products. Arizona Fireplaces, our sister company, was a catalyst in giving AF Distributors a platform for immediate credibility, critical mass, and knowledge in the fireplace category, accelerating its growth. Our company also partnered with numerous Fireplace, Heating, and Grill manufacturers like IHP, Napoleon, Bromatic and RH Peterson to provide its core dealer network with additional avenues to grow. Today we are standing strong with over 150,000 square feet of inventory and selling over 50 different industry-leading brands.

But since its inception, the heart of our company is always putting the dealers first. If we can help our dealers become more successful, the byproduct of their success will be our success.

TALK TO OUR CUSTOMER SERVICE TEAM TODAY: 602-243-6245
CHAT WITH US: WWW.AFDISTRIBUTORS.COM

KEITH RICHARDSON | PRESIDENT

NICK UHLES | SALES DIRECTOR

ROBBIE COLLINS | CUSTOMER SERVICE & ACCOUNTS MANAGER



DISTRIBUTORS

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www.afdistributors.com



Birds-Eye view of our AF Campus

