

## SimpliFire

MSRP Price Book  
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## SimpliFire

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<h1>SimpliFire</h1>	<h1>Fireplace - Electric</h1>
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Prices in USD

Page printed 4/5/2026, 7:35:12 PM CDT  
 Future pricing effective for orders placed on or after 4/6/2026  
 \* 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	\$ 1,299

## 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	\$ 189
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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	\$ 1,499
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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	\$ 199
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Front 36"

**Mantels - Flush Wood**

Acadia B

AFAAMPB	Acadia Flush Mantel, Primed MDF	HTI 1	\$ 839
AFAAAUB	Acadia Flush Mantel, Unfinished Maple	HTI 1	\$ 1,289

Battlefield B

AFBDMPB	Battlefield Flush Mantel, Primed MDF	HTI 1	\$ 1,599
AFBDKAB	Battlefield Flush Mantel, Unfinished Distressed Knotty Alder	HTI 1	\$ 2,379

Corbels

AFCORBMP	Corbels (2), Primed MDF	HTI 1	\$ 110
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Kenwood B

AFKDMPB	Kenwood Flush Mantel Primed MDF	HTI 1	\$ 839
AFKDAUB	Kenwood Flush Mantel Maple Unfinished	HTI 1	\$ 1,289

Laurel B			
AFLMMPAUB	LAUREL MANTEL MDF/MAPLE	HTI 1	\$ 2,049
AFLMMPAUB-E	Laurel Mantel, Primed MDF & Maple top with Ebony Stain	HTI 1	\$ 2,379
AFLMMPAUB-WW	Laurel Mantel, Primed MDF & Maple top with Whitewash Stain	HTI 1	\$ 2,379
AFLMMPAUB-P	Laurel Mantel, Primed MDF & Maple top with Provincial Stain	HTI 1	\$ 2,379
AFLMMPAUB-NG	Laurel Mantel, Primed MDF & Maple top with New Gray Stain	HTI 1	\$ 2,379
Malone B			
AFMEMPB	Malone Mantel, Primed MDF	HTI 1	\$ 1,599
Merritt B			
AFMTMPB	Merritt Mantel, Primed MDF	HTI 1	\$ 839
Richland B			
AFRDMPB	Richland Flush Mantel, Primed MDF	HTI 1	\$ 679
Roxborough B			
AFRHMPB	Roxborough Flush Mantel, Primed MDF	HTI 1	\$ 839
Walker B			
AFWKMPB	Walker Mantel, Primed MDF	HTI 1	\$ 1,599
Wescott B			
AFWTMPB	Wescott Flush Mantel, Primed MDF	HTI 1	\$ 679
Zimmer B			
AFZRMPB	Zimmer Mantel, Primed MDF	HTI 1	\$ 839



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	\$ 479
HTKDAUB	Kenwood - Optional Base Maple Unfinished	HTI 1	\$ 879



Kenwood B Flush Mantel  
Optional Base

Mantels - Shelf Wood			
Baxter 59"			
FMBRMP59	59" Baxter Shelf, Primed MDF	HTI 1	\$ 609
FMBRAU59	59" Baxter Shelf, Unfinished Maple	HTI 1	\$ 1,039
Crosby 59"			
FMCYMP59	59" Crosby Shelf, Primed MDF	HTI 1	\$ 609
FMCYAU59	59" Crosby Shelf, Unfinished Maple	HTI 1	\$ 1,039
Fillmore 48"			
FMFEMP48	48" Fillmore Primed MDF	HTI 1	\$ 409
FMFEAU48	48" Fillmore Unfinished Maple	HTI 1	\$ 619
Fillmore 59"			
FMFEMP59	59" Fillmore Primed MDF	HTI 1	\$ 449
FMFEAU59	59" Fillmore Unfinished Maple	HTI 1	\$ 689
Ozark 48"			
FMOKMP48	48" Ozark Primed MDF	HTI 1	\$ 759
FMOKAU48	48" Ozark Unfinished Maple	HTI 1	\$ 1,179
FMOKKA48	48" Ozark Unfinished Distressed Knotty Alder	HTI 1	\$ 1,289
Ozark 59"			
FMOKMP59	59" Ozark Primed MDF	HTI 1	\$ 809
FMOKAU59	59" Ozark Unfinished Maple	HTI 1	\$ 1,249
FMOKKA59	59" Ozark Unfinished Distressed Knotty Alder	HTI 1	\$ 1,329



Baxter 59"



Crosby 59"



Fillmore 48"



Ozark 48"

**Shelf Non-Combustible**

**Non-Combustible Cove Gray 60"**

FMCGNC-60	60" Non-Combustible Cove Gray	HTI 1	\$ 1,279
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**Non-Combustible Midnight Mist 60"**

FMMMNC-60	60" Non-combustible Midnight Mist	HTI 1	\$ 1,279
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**Non-Combustible Tavern Brown 60"**

FMTBNC-60	60" Non-Combustible Tavern Brown	HTI 1	\$ 1,419
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**Non-Combustible Washed Cedar 60"**

FMWCNC-60	60" Non-Combustible Washed Cedar	HTI 1	\$ 1,419
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**Non-Combustible Weathered Barnwood 60"**

FMWBNC-60	60" Non-Combustible Barnwood	HTI 1	\$ 1,419
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**Non-Combustible White 60"**

FMWHNC-60	60" Non-Combustible White	HTI 1	\$ 1,279
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Non-Combustible Cove Gray  
60"



Non-Combustible Midnight Mist  
60"



Non-Combustible Tavern Brown  
60"



Non-Combustible Washed  
Cedar 60"

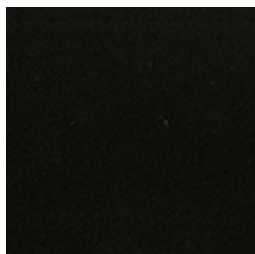


Non-Combustible Weathered  
Barnwood 60"



Non-Combustible White 60"

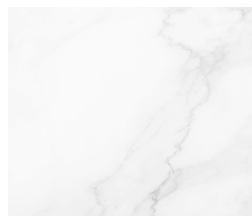
Marble, Granite & Slate			
<b>Absolute Black Granite Set 2</b>			
MBBGMS2	Absolute Black granite, Set 2 (must order in multiples of 6)	HTI 1	\$ 949
MBBGMS2PK1	Absolute Black granite, Set 2, single pack	HTI 1	\$ 1,399
<b>Beige Marble Set 2</b>			
MBBEEMS2	BEIGE SET 2 MPK-6	HTI 1	\$ 1,089
MBBEEMS2PK1	BEIGE SET 2 SPK	HTI 1	\$ 1,519
<b>Bianco White set 2</b>			
MBBVMS2	Bianco White Marble, Set 2 (Must order in multiples of 6)	HTI 1	\$ 949
MBBVMS2PK1	Bianco White Marble, Set 2, single pack	HTI 1	\$ 1,399
<b>Blue Tundra set 2</b>			
MBBTAMS2	Blue Tundra Marble, Set 2 (must be ordered in multiples of 6)	HTI 1	\$ 1,089
MBBTAMS2PK1	Blue Tundra Marble, Set 2, single pack	HTI 1	\$ 1,519
<b>Driftwood set 2</b>			
MBDDMS2	Driftwood Marble, Set 2 (must be ordered in multiples of 6)	HTI 1	\$ 1,089
MBDDMS2PK1	Driftwood Marble, Set 2, single pack	HTI 1	\$ 1,519
<b>Slate 37.25X7</b>			
MBSR3725X7-C	Slate Legs 37.25X7X5/8 (must be ordered in multiples of 50)	HTI 1	\$ 82
<b>Slate 57X8</b>			
MBSR57X8-C	Slate Header 57X8X5/8 (must be ordered in multiples of 25)	HTI 1	\$ 149
<b>Slate 70x20"</b>			
MBSR70X20-C	Slate Hearth 70X20X5/8 (must be ordered in multiples of 25)	HTI 1	\$ 439
<b>Steel Gray set 2</b>			
MBSGMS2	Steel Gray granite, Set 2 (must order in multiples of 6)	HTI 1	\$ 949
MBSGMS2PK1	Steel Gray granite, Set 2, single pack	HTI 1	\$ 1,399



Absolute Black Granite Set 2



Beige Marble Set 2



Bianco White set 2



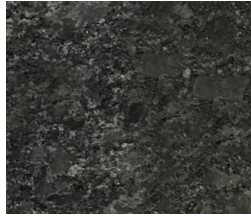
Blue Tundra set 2



Driftwood set 2



Slate 37.25X7



Steel Gray 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.

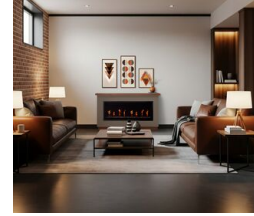
		Disc. Code	MSRP USD
SF-ALLE100	Allusion Edge 100	SFE 1	\$ 7,099

Media			
Media			
SF-SPHERES	Decorative Spheres	SFE 1	\$ 169
SF-ALLE-BIRCH	Allusion Edge Glowing Birch Log Set	SFE 1	\$ 489

## 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	\$ 3,959

### Build-Out Kit

#### Build-Out Kit

BOK-MF-ALLP50	Boyd Post-Completion Kit - Modern Farmhouse Style for SF-ALLP50, SF-ALLE50	SFE 1	\$ 1,079
BOK-RTF-ALLP50	Boyd Post-Completion Kit - Ready-To-Finish Style for SF-ALLP50, SF-ALLE50	SFE 1	\$ 1,079

### Media

#### Media

SF-SPHERES	Decorative Spheres	SFE 1	\$ 169
SF-ALLE-BIRCH	Allusion Edge Glowing Birch Log Set	SFE 1	\$ 489

## 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	\$ 4,479

### Media

#### Media

SF-SPHERES	Decorative Spheres	SFE 1	\$ 169
SF-ALLE-BIRCH	Allusion Edge Glowing Birch Log Set	SFE 1	\$ 489

## 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	\$ 5,599

Media			
Media			
SF-SPHERES	Decorative Spheres	SFE 1	\$ 169
SF-ALLE-BIRCH	Allusion Edge Glowing Birch Log Set	SFE 1	\$ 489

## 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	\$ 1,629

### Build-Out Kit

#### Build-Out Kit

BOK-MF-ALLP50	Boyd Post-Completion Kit - Modern Farmhouse Style for SF-ALLP50, SF-ALLE50	SFE 1	\$ 1,079
BOK-RTF-ALLP50	Boyd Post-Completion Kit - Ready-To-Finish Style for SF-ALLP50, SF-ALLE50	SFE 1	\$ 1,079

### Media

#### Media

SF-MEDIA-LOGS	Driftwood logs	SFE 1	\$ 111
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### Wall Mount Kit

#### Electric Wall Mount Kit

BRACKET-ALL48	WALL BRACKET ALLUSION 48	SFE 1	\$ 105
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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	\$ 1,959

### Media

#### Media

SF-STONES-WHITE	Ceramic white stone media	SFE 1	\$ 93
SF-ALL84-LOGS	Driftwood logs	SFE 1	\$ 156

## 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.	MSRP
		Code	USD
SF-ALLP72-BK	72" Allusion Platinum recessed linear electric fireplace	SFE 1	\$ 2,389

### Media

#### Media

SF-STONES-WHITE	Ceramic white stone media	SFE 1	\$ 93
SF-ALL84-LOGS	Driftwood logs	SFE 1	\$ 156

**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	\$ 1,249

**Media**

Media

SF-STONES-WHITE	Ceramic white stone media	SFE 1	\$ 93
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**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	\$ 1,419
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**Media**

**Media**

SF-STONES-WHITE	Ceramic white stone media	SFE 1	\$ 93
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**Floating Mantels**

**Wall Mount Surround Kit**

WMK-WH-ALLS50	CRESTLINE POST-COMPLETION KIT FOR ALLUSION SLIM 50, PAINTED WHITE	SFE 1	\$ 539
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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	\$ 1,739

**Media**

Media

SF-STONES-WHITE	Ceramic white stone media	SFE 1	\$ 93
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**Floating Mantels**

Wall Mount Surround Kit

WMK-WH-ALLS60	CRESTLINE POST-COMPLETION KIT FOR ALLUSION SLIM 60, PAINTED WHITE	SFE 1	\$ 649
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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. MSRP  
Code USD

SF-ALLS72	Allusion Slim 72"	SFE 1	\$ 2,169
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**Media**

Media

SF-STONES-WHITE	Ceramic white stone media	SFE 1	\$ 93
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**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	\$ 819

**Floating Mantels (Required to Complete)**

**43" Floating Mantel Kit for Format**

SF-FM43-WH	43" Floating Mantel Kit for Format 36	SFE 3	\$ 279
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**50" Floating Mantel Kit for Format**

SF-FM50-WH	50" Floating Mantel Kit for Format 36	SFE 3	\$ 599
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**60" Floating Mantel Kit for Format**

SF-FM60-WH	60" Floating Mantel Kit for Format 36	SFE 3	\$ 759
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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. MSRP  
Code USD

SF-INC36	Inception Electric Fireplace 36"	SFE 1	\$ 5,199
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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	\$ 2,259
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**Folio Front**

SF-FOL-36	Folio front for Inception Electric Fireplace	SFE 1	\$ 389
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**Halston Front**

SF-HAL-36	Halston front for Inception Electric Fireplace	SFE 1	\$ 979
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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	\$ 669
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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. MSRP  
Code USD

SF-SCN43	43" Scion Linear Electric Fireplace (Refreshed)	SFE 1	\$ 2,259
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**Media**

**Media**

SF-SPHERES	Decorative Spheres	SFE 1	\$ 169
SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 309
SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 309

**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. MSRP  
Code USD

SF-SCN55	55" Scion Linear Electric Fireplace (Refreshed)	SFE 1	\$ 2,579
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**Media**

**Media**

SF-SPHERES	Decorative Spheres	SFE 1	\$ 169
SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 309
SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 309

**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.
- Clean finish with no front - finishing materials brought to perimeter meet with 1/2" finishing stop.
- Electrical: Hardwired to electrical service.

No additional items required to complete.

Disc. MSRP  
Code USD

SF-TR50	50" Triton Linear Electric Fireplace	SFE 1	\$ 3,189
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**Media**

**Media**

SF-SPHERES	Decorative Spheres	SFE 1	\$ 169
SF-TR-BIRCH	Birch logs	SFE 1	\$ 389

**Options & Accessories**

**Linking Kit**

SF-TR-LINK	Triton Linking Kit	SFE 1	\$ 40
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**Floating Mantels**

**Floating Mantel Kit**

FMK-WH-TR50	Post-Completion Kit for Triton 50", Painted White	SFE 1	\$ 719
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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
- Clean finish with no front - finishing materials brought to perimeter meet with 1/2" finishing stop.
- Electrical: Hardwired to electrical service.

No additional items required to complete.

Disc. MSRP  
Code USD

SF-TR65	65" Triton Linear Electric Fireplace	SFE 1	\$ 3,669
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**Media**

**Media**

SF-SPHERES	Decorative Spheres	SFE 1	\$ 169
SF-TR-BIRCH	Birch logs	SFE 1	\$ 389

**Options & Accessories**

**Linking Kit**

SF-TR-LINK	Triton Linking Kit	SFE 1	\$ 40
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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
- Clean finish with no front - finishing materials brought to perimeter meet with 1/2" finishing stop.
- Electrical: Hardwired to electrical service.

No additional items required to complete.

Disc. MSRP  
Code USD

SF-TR78	78" Triton Linear Electric Fireplace	SFE 1	\$ 4,249
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**Media**

**Media**

SF-SPHERES	Decorative Spheres	SFE 1	\$ 169
SF-TR-BIRCH	Birch logs	SFE 1	\$ 389

**Options & Accessories**

**Linking Kit**

SF-TR-LINK	Triton Linking Kit	SFE 1	\$ 40
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SimpliFire

Insert - Electric

Prices in USD

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Future pricing effective for orders placed on or after 4/6/2026

\* 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.

**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 brightness levels
- Lighted ember bed
- Heat disengagement switch



No additional items required to complete.

Disc. MSRP  
Code USD

SF-INS25	25" Electric Insert	SFE 3	\$ 1,019
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**Fronts - Operable**

**Mission Door Front**

FT-MISSION-25	25" Mission Door Front - Operable	SFE 3	\$ 369
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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	\$ 189
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	\$ 239

### 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 brightness levels
- Lighted ember bed
- Heat disengagement switch



No additional items required to complete.

		Disc. Code	MSRP USD
SF-INS30	30" Electric Insert	SFE 3	\$ 1,129

### Fronts - Operable

#### Mission Door Front

FT-MISSION-30	30" Mission Door Front - Operable	SFE 3	\$ 409
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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	\$ 189
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	\$ 239

### 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	\$ 799

### 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	\$ 147
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	\$ 189

### 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 brightness levels
- Lighted ember bed
- Heat disengagement switch



No additional items required to complete.

Disc. MSRP  
Code USD

SF-INS35	35" Electric Insert	SFE 3	\$ 1,359
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### Fronts - Operable

#### Mission Door Front

FT-MISSION-35	35" Mission Door Front - Operable	SFE 3	\$ 439
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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	\$ 189
SF-SI4432-INS35	Large surround, 44" x 32" (3-sided configuration); Includes removable 3" bottom for 4-sided configurations (44" x 35")	SFE 3	\$ 239

SimpliFire

Fireplace Outdoor - Electric

Prices in USD

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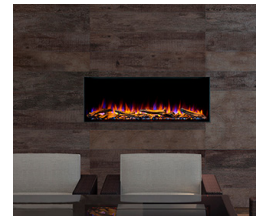
Non-stock and custom product cannot be cancelled.

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  $\leq 1$ " 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-OD43	Forum 43" Outdoor Electric Fireplace	SFE 3	\$ 2,259

**Media**

**Media**

SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 309
SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 309

**Options & Accessories**

**Forum Drain Pans**

SF-OD43-DP	Optional Drain Pan for SF-OD43	SFE 3	\$ 189
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**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. MSRP  
Code USD

SF-OD55	Forum 55" Outdoor Electric Fireplace	SFE 3	\$ 2,579
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**Media**

**Media**

SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	SFE 1	\$ 309
SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	SFE 1	\$ 309

**Options & Accessories**

**Forum Drain Pans**

SF-OD55-DP	Optional Drain Pan for SF-OD55	SFE 3	\$ 199
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