

SimpliFire

MSRP Price Book Table of Contents

SimpliFire

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SimpliFire

Fireplace - Electric

Stocked Item/Lead Time

004=Mt. Pleasant RDC
 010=Kutztown RDC
 014=Sacramento RDC
 016=Charlotte RDC

EXP=Factory Expedite
 Program

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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

Prices in USD

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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-BI30-EB	30" SimpliFire Built-In Electric Fireplace	\$ 1,299	Y	Y	Y	Y	Y

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	\$ 189	Y	Y	14	Y	Y
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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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-BI36-EB	36" SimpliFire Built-In Electric Fireplace	\$ 1,499	Y	Y	Y	Y	Y

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	\$ 199	Y	Y	Y	Y	N
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Front 36"

Mantels - Flush Wood**Acadia B**

AFAAMPB	Acadia Flush Mantel, Primed MDF	\$ 839	Y	Y	21	Y	N
AFAAAUB	Acadia Flush Mantel, Unfinished Maple	\$ 1,289	28	28	35	35	N

Battlefield B

AFBDMPB	Battlefield Flush Mantel, Primed MDF	\$ 1,599	21	Y	21	21	N
AFBDKAB	Battlefield Flush Mantel, Unfinished Distressed Knotty Alder	\$ 2,379	28	28	35	35	N

Corbels

AFCORBMP	Corbels (2), Primed MDF	\$ 110	21	Y	21	21	Y
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Kenwood B

AFKDMPB	Kenwood Flush Mantel Primed MDF	\$ 839	Y	Y	Y	Y	N
AFKDAUB	Kenwood Flush Mantel Maple Unfinished	\$ 1,289	Y	Y	35	35	N

Laurel B									
AFLMMPAUB	LAUREL MANTEL MDF/MAPLE	\$ 2,049	35	Y	35	35	N		
AFLMMPAUB-E	Laurel Mantel, Primed MDF & Maple top with Ebony Stain	\$ 2,379	28	28	35	35	N		
AFLMMPAUB-WW	Laurel Mantel, Primed MDF & Maple top with Whitewash Stain	\$ 2,379	21	28	35	35	N		
AFLMMPAUB-P	Laurel Mantel, Primed MDF & Maple top with Provincial Stain	\$ 2,379	21	Y	35	21	N		
AFLMMPAUB-NG	Laurel Mantel, Primed MDF & Maple top with New Gray Stain	\$ 2,379	21	28	35	35	N		
Malone B									
AFMEMPB	Malone Mantel, Primed MDF	\$ 1,599	21	Y	21	14	N		
Merritt B									
AFMTMPB	Merritt Mantel, Primed MDF	\$ 839	21	Y	21	Y	N		
Richland B									
AFRDMPB	Richland Flush Mantel, Primed MDF	\$ 679	Y	Y	14	Y	N		
Roxborough B									
AFRHMPB	Roxborough Flush Mantel, Primed MDF	\$ 839	Y	Y	14	Y	N		
Walker B									
AFWKMPB	Walker Mantel, Primed MDF	\$ 1,599	14	Y	14	Y	N		
Wescott B									
AFWTMPB	Wescott Flush Mantel, Primed MDF	\$ 679	Y	Y	21	Y	N		
Zimmer B									
AFZRMPB	Zimmer Mantel, Primed MDF	\$ 839	21	Y	21	Y	N		



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	\$ 479	21	Y	21	21	N
HTKDAUB	Kenwood - Optional Base Maple Unfinished	\$ 879	28	28	35	35	N



Kenwood B Flush Mantel
Optional Base

Mantels - Shelf Wood**Baxter 59"**

FMBRMP59	59" Baxter Shelf, Primed MDF	\$ 609	21	Y	14	21	N
FMBRAU59	59" Baxter Shelf, Unfinished Maple	\$ 1,039	21	Y	21	21	N

Crosby 59"

FMCYMP59	59" Crosby Shelf, Primed MDF	\$ 609	21	Y	21	14	N
FMCYAU59	59" Crosby Shelf, Unfinished Maple	\$ 1,039	21	Y	21	14	N

Fillmore 48"

FMFEMP48	48" Fillmore Primed MDF	\$ 409	14	Y	14	21	N
FMFEAU48	48" Fillmore Unfinished Maple	\$ 619	28	28	35	35	N

Fillmore 59"

FMFEMP59	59" Fillmore Primed MDF	\$ 449	21	Y	21	Y	N
FMFEAU59	59" Fillmore Unfinished Maple	\$ 689	21	Y	35	21	N

Ozark 48"

FMOKMP48	48" Ozark Primed MDF	\$ 759	21	Y	21	21	N
FMOKAU48	48" Ozark Unfinished Maple	\$ 1,179	21	Y	35	21	N
FMOKKA48	48" Ozark Unfinished Distressed Knotty Alder	\$ 1,289	35	28	35	35	N

Ozark 59"

FMOKMP59	59" Ozark Primed MDF	\$ 809	Y	Y	14	Y	N
FMOKAU59	59" Ozark Unfinished Maple	\$ 1,249	Y	Y	35	Y	N
FMOKKA59	59" Ozark Unfinished Distressed Knotty Alder	\$ 1,329	14	Y	21	Y	N



Baxter 59"



Crosby 59"



Fillmore 48"



Ozark 48"

Shelf Non-Combustible**Non-Combustible Cove Gray 60"**

FMCGNC-60	60" Non-Combustible Cove Gray	\$ 1,279	21	Y	21	21	N
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Non-Combustible Midnight Mist 60"

FMMMNC-60	60" Non-combustible Midnight Mist	\$ 1,279	21	Y	21	21	N
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Non-Combustible Tavern Brown 60"									
FMTBNC-60	60" Non-Combustible Tavern Brown	\$ 1,419	21	Y	21	21	N		
Non-Combustible Washed Cedar 60"									
FMWCNC-60	60" Non-Combustible Washed Cedar	\$ 1,419	28	Y	28	28	N		
Non-Combustible Weathered Barnwood 60"									
FMWBNC-60	60" Non-Combustible Barnwood	\$ 1,419	28	Y	28	28	N		
Non-Combustible White 60"									
FMWHNC-60	60" Non-Combustible White	\$ 1,279	21	Y	21	21	N		

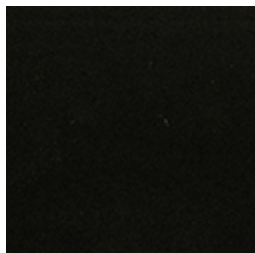
Non-Combustible Cove Gray
60"Non-Combustible Midnight Mist
60"Non-Combustible Tavern Brown
60"Non-Combustible Washed
Cedar 60"Non-Combustible Weathered
Barnwood 60"

Non-Combustible White 60"

Marble, Granite & Slate

Absolute Black Granite Set 2									
MBBGMS2	Absolute Black granite, Set 2 (must order in multiples of 6)	\$ 949	Y	Y	14	Y	N		
MBBGMS2PK1	Absolute Black granite, Set 2, single pack	\$ 1,399	21	7	21	21	N		
Beige Marble Set 2									
MBBEEMS2	BEIGE SET 2 MPK-6	\$ 1,089	21	Y	21	14	N		
MBBEEMS2PK1	BEIGE SET 2 SPK	\$ 1,519	21	7	21	21	N		
Bianco White set 2									
MBBVMS2	Bianco White Marble, Set 2 (Must order in multiples of 6)	\$ 949	21	Y	14	Y	N		
MBBVMS2PK1	Bianco White Marble, Set 2, single pack	\$ 1,399	14	7	21	14	N		
Blue Tundra set 2									
MBBTAMS2	Blue Tundra Marble, Set 2 (must be ordered in multiples of 6)	\$ 1,089	56	Y	56	Y	N		
MBBTAMS2PK1	Blue Tundra Marble, Set 2, single pack	\$ 1,519	56	56	56	56	N		
Driftwood set 2									
MBDDMS2	Driftwood Marble, Set 2 (must be ordered in multiples of 6)	\$ 1,089	21	Y	14	Y	N		
MBDDMS2PK1	Driftwood Marble, Set 2, single pack	\$ 1,519	21	7	21	21	N		
Slate 37.25X7									
MBSR3725X7-C	Slate Legs 37.25X7X5/8 (must be ordered in multiples of 50)	\$ 82	21	Y	14	Y	N		

Slate 57X8						
MBSR57X8-C	Slate Header 57X8X5/8 (must be ordered in multiples of 25)	\$ 149	21	Y	14	Y N
Slate 70x20"						
MBSR70X20-C	Slate Hearth 70X20X5/8 (must be ordered in multiples of 25)	\$ 439	21	Y	14	Y N
Steel Gray set 2						
MBSGMS2	Steel Gray granite, Set 2 (must order in multiples of 6)	\$ 949	21	Y	14	Y N
MBSGMS2PK1	Steel Gray granite, Set 2, single pack	\$ 1,399	21	7	21	21 N



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.

			MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-ALLE100	Allusion Edge 100		\$ 7,099	Y	21	21	14	N

Media**Media**

SF-SPHERES	Decorative Spheres		\$ 169	Y	14	14	14	Y
SF-ALLE-BIRCH	Allusion Edge Glowing Birch Log Set		\$ 489	Y	21	21	14	Y

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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-ALLE50	Allusion Edge 50	\$ 3,959	Y	Y	Y	Y	N

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

BOK-MF-ALLP50	Boyd Post-Completion Kit - Modern Farmhouse Style for SF-ALLP50, SF-ALLE50	\$ 1,079	Y	Y	Y	Y	N
BOK-RTF-ALLP50	Boyd Post-Completion Kit - Ready-To-Finish Style for SF-ALLP50, SF-ALLE50	\$ 1,079	Y	Y	14	Y	N

Media**Media**

SF-SPHERES	Decorative Spheres	\$ 169	Y	14	14	14	Y
SF-ALLE-BIRCH	Allusion Edge Glowing Birch Log Set	\$ 489	Y	21	21	14	Y

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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-ALLE60	Allusion Edge 60	\$ 4,479	Y	Y	Y	Y	N

Media**Media**

SF-SPHERES	Decorative Spheres	\$ 169	Y	14	14	14	Y
SF-ALLE-BIRCH	Allusion Edge Glowing Birch Log Set	\$ 489	Y	21	21	14	Y

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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-ALLE78	Allusion Edge 78	\$ 5,599	Y	21	Y	Y	N

Media**Media**

SF-SPHERES	Decorative Spheres	\$ 169	Y	14	14	14	Y
SF-ALLE-BIRCH	Allusion Edge Glowing Birch Log Set	\$ 489	Y	21	21	14	Y

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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-ALLP50-BK	50" Allusion Platinum recessed linear electric fireplace	\$ 1,629	Y	Y	Y	Y	Y

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

BOK-MF-ALLP50	Boyd Post-Completion Kit - Modern Farmhouse Style for SF-ALLP50, SF-ALLE50	\$ 1,079	Y	Y	Y	Y	N
BOK-RTF-ALLP50	Boyd Post-Completion Kit - Ready-To-Finish Style for SF-ALLP50, SF-ALLE50	\$ 1,079	Y	Y	14	Y	N

Media**Media**

SF-MEDIA-LOGS	Driftwood logs	\$ 111	Y	Y	Y	Y	Y
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Wall Mount Kit**Electric Wall Mount Kit**

BRACKET-ALL48	WALL BRACKET ALLUSION 48	\$ 105	Y	14	21	14	Y
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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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-ALLP60-BK	60" Allusion Platinum recessed linear electric fireplace	\$ 1,959	Y	Y	Y	Y	Y

Media**Media**

SF-STONES-WHITE	Ceramic white stone media	\$ 93	Y	Y	Y	14	Y
SF-ALL84-LOGS	Driftwood logs	\$ 156	Y	14	14	14	Y

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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-ALLP72-BK	72" Allusion Platinum recessed linear electric fireplace	\$ 2,389	Y	Y	Y	Y	Y

Media**Media**

SF-STONES-WHITE	Ceramic white stone media	\$ 93	Y	Y	Y	14	Y
SF-ALL84-LOGS	Driftwood logs	\$ 156	Y	14	14	14	Y

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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-ALLS40	Allusion Slim 40"	\$ 1,249	Y	Y	Y	Y	N

Media**Media**

SF-STONES-WHITE	Ceramic white stone media	\$ 93	Y	Y	Y	14	Y
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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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-ALLS50	Allusion Slim 50"	\$ 1,419	Y	Y	Y	Y	N

Media**Media**

SF-STONES-WHITE	Ceramic white stone media	\$ 93	Y	Y	Y	14	Y
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Floating Mantels**Wall Mount Surround Kit**

WMK-WH-ALLS50	CRESTLINE POST-COMPLETION KIT FOR ALLUSION SLIM 50, PAINTED WHITE	\$ 539	Y	14	Y	Y	N
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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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-ALLS60	Allusion Slim 60"	\$ 1,739	Y	Y	Y	Y	N

Media**Media**

SF-STONES-WHITE	Ceramic white stone media	\$ 93	Y	Y	Y	14	Y
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Floating Mantels**Wall Mount Surround Kit**

WMK-WH-ALLS60	CRESTLINE POST-COMPLETION KIT FOR ALLUSION SLIM 60, PAINTED WHITE	\$ 649	Y	14	Y	Y	N
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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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-ALLS72	Allusion Slim 72"	\$ 2,169	Y	Y	Y	Y	N

Media**Media**

SF-STONES-WHITE	Ceramic white stone media	\$ 93	Y	Y	Y	14	Y
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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

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-FORMAT36	Format 36" Electric Wall Mount Fireplace (Requires Floating Mantel Kit to complete)	\$ 819	Y	Y	Y	Y	N

Floating Mantels (Required to Complete)

43" Floating Mantel Kit for Format

SF-FM43-WH	43" Floating Mantel Kit for Format 36	\$ 279	Y	Y	Y	Y	N
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50" Floating Mantel Kit for Format

SF-FM50-WH	50" Floating Mantel Kit for Format 36	\$ 599	Y	Y	Y	Y	N
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60" Floating Mantel Kit for Format

SF-FM60-WH	60" Floating Mantel Kit for Format 36	\$ 759	Y	Y	Y	Y	N
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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

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-INC36	Inception Electric Fireplace 36"	\$ 5,199	Y	Y	Y	Y	N

Fronts - Non-Operable (Required to Complete)**Chateau Forge Front**

SF-CHAF-36	Chateau Forge front for Inception Electric Fireplace	\$ 2,259	14	14	14	14	Y
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Folio Front

SF-FOL-36	Folio front for Inception Electric Fireplace	\$ 389	Y	Y	Y	Y	Y
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Halston Front

SF-HAL-36	Halston front for Inception Electric Fireplace	\$ 979	Y	14	14	14	Y
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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	\$ 669	Y	Y	Y	Y	N
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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.

			MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-SCN43	43" Scion Linear Electric Fireplace (Refreshed)		\$ 2,259	Y	Y	Y	Y	N

Media

Media

SF-SPHERES	Decorative Spheres	\$ 169	Y	14	14	14	Y
SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	\$ 309	Y	Y	Y	Y	Y
SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	\$ 309	Y	Y	Y	Y	Y

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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-SCN55	55" Scion Linear Electric Fireplace (Refreshed)	\$ 2,579	Y	Y	Y	Y	N

Media

Media

SF-SPHERES	Decorative Spheres	\$ 169	Y	14	14	14	Y
SF-HDL-BIRCH	ShadowGlo High Definition Natural Birch Log Set	\$ 309	Y	Y	Y	Y	Y
SF-HDL-TIMBER	ShadowGlo High Definition Alpine Timber Log Set	\$ 309	Y	Y	Y	Y	Y

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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-TR50	50" Triton Linear Electric Fireplace	\$ 3,189	Y	Y	Y	Y	N

Media

Media

SF-SPHERES	Decorative Spheres	\$ 169	Y	14	14	14	Y
SF-TR-BIRCH	Birch logs	\$ 389	Y	21	21	Y	Y

Options & Accessories

Linking Kit

SF-TR-LINK	Triton Linking Kit	\$ 40	Y	14	14	14	Y
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Floating Mantels

Floating Mantel Kit

FMK-WH-TR50	Post-Completion Kit for Triton 50", Painted White	\$ 719	Y	14	14	14	N
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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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-TR65	65" Triton Linear Electric Fireplace	\$ 3,669	Y	Y	Y	Y	N

Media**Media**

SF-SPHERES	Decorative Spheres	\$ 169	Y	14	14	14	Y
SF-TR-BIRCH	Birch logs	\$ 389	Y	21	21	Y	Y

Options & Accessories**Linking Kit**

SF-TR-LINK	Triton Linking Kit	\$ 40	Y	14	14	14	Y
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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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-TR78	78" Triton Linear Electric Fireplace	\$ 4,249	Y	Y	Y	Y	N

Media

Media

SF-SPHERES	Decorative Spheres	\$ 169	Y	14	14	14	Y
SF-TR-BIRCH	Birch logs	\$ 389	Y	21	21	Y	Y

Options & Accessories

Linking Kit

SF-TR-LINK	Triton Linking Kit	\$ 40	Y	14	14	14	Y
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SimpliFire

Insert - Electric

Stocked Item/Lead Time

004=Mt. Pleasant RDC
 010=Kutztown RDC
 014=Sacramento RDC
 016=Charlotte RDC

EXP=Factory Expedite
 Program

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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-INS25	25" Electric Insert	\$ 1,019	Y	Y	Y	Y	N

Fronts - Operable**Mission Door Front**

FT-MISSION-25	25" Mission Door Front - Operable	\$ 369	Y	21	21	21	Y
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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")	\$ 189	Y	Y	Y	Y	Y
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")	\$ 239	Y	Y	Y	Y	Y

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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-INS30	30" Electric Insert	\$ 1,129	Y	Y	Y	Y	N

Fronts - Operable**Mission Door Front**

FT-MISSION-30	30" Mission Door Front - Operable	\$ 409	Y	Y	Y	21	Y
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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")	\$ 189	Y	Y	Y	Y	Y
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")	\$ 239	Y	Y	Y	Y	Y

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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
GI-32-ZC	32" Electric Insert	\$ 799	Y	21	21	21	N

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")	\$ 147	Y	Y	21	21	Y
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")	\$ 189	Y	21	21	21	Y

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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-INS35	35" Electric Insert	\$ 1,359	Y	Y	Y	Y	N

Fronts - Operable**Mission Door Front**

FT-MISSION-35	35" Mission Door Front - Operable	\$ 439	Y	Y	21	14	Y
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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")	\$ 189	Y	Y	Y	Y	Y
SF-SI4432-INS35	Large surround, 44" x 32" (3-sided configuration); Includes removable 3" bottom for 4-sided configurations (44" x 35")	\$ 239	Y	Y	Y	Y	Y

SimpliFire

Fireplace Outdoor - Electric

Stocked Item/Lead Time

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Prices in USD

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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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-OD43	Forum 43" Outdoor Electric Fireplace	\$ 2,259	Y	21	21	21	N

Media

Media

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

Options & Accessories

Forum Drain Pans

SF-OD43-DP	Optional Drain Pan for SF-OD43	\$ 189	8	14	14	14	Y
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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.

		MSRP USD	004 IA	010 PA	014 CA	016 NC	EXP
SF-OD55	Forum 55" Outdoor Electric Fireplace	\$ 2,579	Y	21	21	Y	N

Media

Media

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

Options & Accessories

Forum Drain Pans

SF-OD55-DP	Optional Drain Pan for SF-OD55	\$ 199	8	14	14	14	Y
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