

## Stunning new fire designs inspire an image change for Burley

Burley, the market-leading manufacturer of fires and fireplaces, will launch a dynamic range of contemporary fires, complemented by a new modern corporate image, at the Hearth, Patio & Barbeque Expo 2008.



CEO Steve Barson says “Market research showed we produce high quality, reliable products of traditional design, backed with good support. We now have six stunning designs, incorporating the very latest in technology, innovation and styling. The established Burley logo and colours seemed incongruous when placed alongside these revolutionary designs, so we’ve updated it.”



The new image coincides with publication of a new brochure illustrating the contemporary new models. There are three-dimensional and mirror-fronted versions and a selection of shapes, sizes and colours. The new designs operate by remote control. A drop-down lever facilitates bulb changing.

**For further information please visit us at indoor booth #1547 or contact:**

Rich Percewicz, 53 Saint Thomas Street, Brooklin, Ontario L1M 1G1, Canada  
Tel: 1 877 443 4737 Fax: 905 655 7610 Email: rich@burleyfires.com

Ed Cunane, 232 Tolin Court, San Jose, CA, 95139, USA  
Tel: 408 813 2969 Fax: 408 224 3664 Email: ed@burleyfires.com

### Images shown:

Burley Allextion, model 520-R with black trim

Burley Uppingham, model 519-R with black and stainless steel trim



## Home Cinema meets electric fire

See the latest revolution in home cinema technology – Picture House's Balmoral plasma TV fireplace on the Burley Appliances booth #1547 at the Hearth, Patio and Barbecue Expo from Thursday February 28<sup>th</sup> to Saturday March 1<sup>st</sup> March – the plasma TV is hidden away in a fully working fireplace – now you see it, now you don't!

The Balmoral mahogany and white marble plasma TV fireplace\*, has been designed by Picture House with the North American market in mind. With the Balmoral, the plasma TV screen is completely hidden inside an elegant fireplace with a fully working fire from Burley Fires, which outputs 4,500 BTU of heat. All you do is press the remote and the TV screen automatically lifts into view – when you've finished watching TV, simply press it again and the screen magically disappears. You can use the remote to switch the heat on or off and vary the size of the flame - all from the comfort of your armchair. The fireplace can be moved and doesn't require a flue. \*The plasma



TV fireplace concept is patented (GB2412061) worldwide patents pending.

Also on the stand will be the Napoli Petite cream marble fireplace – with its striking lines, this piece is a true modern classic.



David Free, Award winning furniture designer and inventor of the Picture House range of plasma TV fireplaces, will be on the Burley Fires booth at the show to answer any questions. He says "People tend to put the plasma TV in the middle of the wall which means it dominates the room. This range of plasma TV fireplaces is a revolutionary new concept in home cinema design - a way of disguising the plasma TV as well as having a stylish, fully working fireplace at the same time."

**For further information please visit us at indoor booth #1547 or contact:**

Rich Percewicz, 53 Saint Thomas Street, Brooklin, Ontario L1M 1G1, Canada  
Tel: 1 877 443 4737 Fax: 905 655 7610 Email: rich@burleyfires.com

Ed Cunane, 232 Tolin Court, San Jose, CA, 95139, USA  
Tel: 408 813 2969 Fax: 408 224 3664 Email: ed@burleyfires.com

**Burley Appliances Limited**, Land's End Way, Oakham, Rutland LE15 6RB, England

(T) +44 (0)1572 756956 (F) +44 (0)1572 724390 (E) info@burley.co.uk (W) www.burley.co.uk Registered in England No 1218303