



Series Overview

The SimpliFire Format wall-mounted electric fireplace with its minimalist floating mantel design is the easiest way to add a modern centerpiece to any space. It comes with both clear crystals and a ShadowGlo™ Alpine Timber log set to tailor the fire bed as you like. You can install the Format anywhere without the need for construction.

Positioning

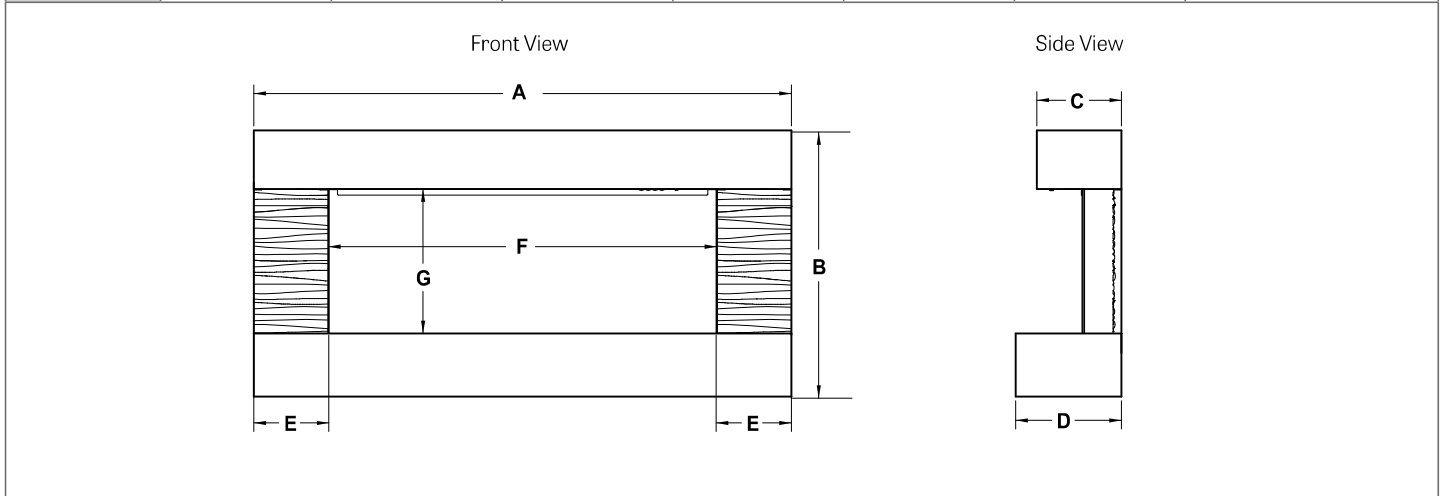
This product series is positioned as the ideal solution for consumers looking for an easy way to add an electric fireplace without the need for construction.

Product Features

- Minimalist floating mantel supplies a clean, built-in look in an easy wall-mount design
- Safely place a TV or artwork directly above the fireplace
- Set the mood with multi-colored accent lighting from beautiful downlighting in the mantel
- Four flame color choices; 13 ember-bed color choices for complete customization
- Multiple media options come standard for the look you want, including clear crystal media and Alpine Timber log set
- No mesh screen or visible heat vents
- Enjoy year-round with or without heat
- Easy control with the intuitive, multifunction remote
- Available in 43", 50" and 60" sizes
- Zone-heat your space with warmth where you want it while cutting monthly energy bills
- Stay warm with supplemental heat comparable to a free-standing space heater (1500W)

Fireplace Specifications

Model	BTU Output	Width (A)	Height (B)	Depth (C)	Depth (D)	Sides (E)	Viewing Area (F x G)
SF-FM50-WH	5000	50" [1270]	23-5/16" [592]	7-7/8" [200]	9-7/8" [250]	6-7/8" [175]	36-1/16" x 12-5/8" [916 x 321]
SF-FM60-WH	5000	59-7/8" [1520]	23-5/16" [592]	7-7/8" [200]	9-7/8" [250]	11-13/16" [300]	36-1/16" x 12-5/8" [916 x 321]



Model	BTU Output	Width (A)	Width (B)	Height (C)	Depth (D)	Depth (E)	Viewing Area (F x G)
SF-FM43-WH	5000	37-13/16" [960]	43-5/16" [1100]	23-5/16" [592]	7-7/8" [200]	9-7/8" [250]	36-1/16" x 12-5/8" [916 x 321]

