

PRODUCT KNOWLEDGE TRAINING

Learn the common features and uses of each product.

PK DESCRIPTIONS

1. Wood Fireplace



- Burns seasoned wood or manufactured wood logs to provide primary or secondary heat to a home.
- Newer prefabricated fireplaces are more energy efficient than traditional masonry ones.
- Must use a venting system. In a conventional, open-face fireplace, the chimney serves as the vent. The drawback is that it pulls warm air up the chimney and out of the house.
- A prefabricated fireplace has an enclosed firebox made of a material that will hold some of the heat from the flue gases so more heat is radiated back into the room.
- Fireplace systems will incorporate a damper in the flue, which can be closed when the fire is extinguished. Otherwise, the warm air will continue to flow out of the house through the draft that is created.

2. Gas Fireplace



- Uses natural or LP gas.
- Burns either natural or LP gas to provide primary or secondary heat to a home.

- Conventional models require a venting system and a smoke dome or chimney installed through the roof.
- Newer gas fireplaces can be vented through the wall using a power vent.
- Built-in units require no special flooring or hearth front.
- Can be converted to a wood-burning fireplace.

3. Vented Gas Log



- Requires a venting system and a smoke dome or chimney, installed on the roof.
- Operate at a range of 60,000 to 90,000 BTUs and lose heat as they require the chimney damper to be open.
- Made of high-temperature, heat-resistant ceramic or cement in a variety of finishes.
- Place directly on the fire grate or lay on a flame pan covered with a bed of volcanic granules for a more realistic looking fire.
- Requires no electricity to operate.
- Fits into fireplaces with a gas hookup and can be installed into any UL-listed, solid fuel burning fireplace.

4. Vent-Free Gas Log

- Operates with the chimney damper closed, thus preventing heat-loss.



- Has an adjustable input with a maximum of 40,000 BTUs.
- Any unit made after 1980 includes an oxygen depletion sensor (ODS) that shuts off the heater and flow of gas if the oxygen level in a room becomes inadequate.
- Another safety feature is an automatic shut-off valve to shut off the gas flow if the pilot light is extinguished or the gas flow is interrupted.
- Made of high-temperature, heat-resistant ceramic or cement in a variety of finishes.
- Placed directly on the fire grate or lays on a flame pan covered with a bed of volcanic granules for a more realistic looking fire.
- Requires no electricity to operate.
- Fits into fireplaces with a gas hookup and can be installed into any UL-listed, solid fuel burning fireplace or in an American Gas Association (AGA) design-certified, vent-free fireplace listed for use.

5. Fireplace Insert



- Airtight fireboxes that can be inserted into fireplaces and mimic some of the effects of a wood-burning stove.
- Most types draw air from the room, circu-

- late it around the insert and return warmed air to the room.
- Some units have blowers to help distribute the heat.

5. Chimney Cleaner



- Cleans creosote, a potential fire hazard, out of chimneys.
- Soot destroyers can be used in wood- gas- coal or oil-burning fireplaces. They come in a powdered form, cylindrical sticks or aerosol spray cans. They are sprinkled on hot fires.
- Creosote removers, a second type, crystallize creosote in wood-burning stoves or fireplaces. They are available in powder form and are to be sprinkled on cool fires.
- Round wire brushes are another type of cleaner. Use them in wood burning, airtight stoves and fireplace chimneys.

6. Grate

- Holds burning logs off the hearth.
- Prevents logs from rolling forward.



- Using a grate and andiron allow air to circulate and feed the fire, while ashes fall away from burning logs.

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7. Andiron



• The andiron is a pair of metal bars with decorative front shafts that hold the logs.

- Using a grate and andiron allow air to circulate and feed the fire, while ashes fall away from burning logs.

8. Glass Enclosure



• Improves fireplace performance by controlling air intake, making the wood burn more slowly and retaining more heat in the firebox.

Additionally, the fireplace pulls less warm air from the house.

- Allows user to leave the fire unattended.
- Allows a clear view of the fire while keeping smoke and sparks out of the room.
- Most have a built-in draft at the base to direct air to the bottom of the fireplace opening. This allows the user to easily start and control the fire.
- Mounts securely against the face of the fireplace and overlaps the opening.

9. Fireplace Set



- A set containing the tools usually needed around a fire.
- Contains a stand, fire poker, ash shovel and broom.
- Available in many different styles for a variety of décor options.

OTHER TRAINING TIPS

Designed to give you confidence on the salesfloor!
This section is for retail skills training specific to this core product category.

FAQs

Q: How often should I clean the chimney for my fireplace?

A: Clean chimneys once a year and inspect them twice a month. This is usually best performed by a professional chimney sweep. A clean metal chimney will “ping” when struck with a metal object. A dull thud indicates it is dirty.

Q: What is creosote?

A: Creosote is formed when the smoke and gas from burning solid fuels condense on a chimney, creating a black, crusty build-up. It creates a fire hazard and reduces the efficiency of the chimney.

Q: Do I have to get on the roof to clean the chimney?

A: Brushes are now available for cleaning chimneys from the inside. It’s made easier with the many brush accessories available, including extension rods, smaller brushes for cleaning in closer areas and connecting hardware such as loops, adapters and couplings.

Q: Which is more energy-efficient: vented or non-vented gas logs?

A: Vented gas logs are less fuel efficient than non-vented logs. Vented logs operate somewhere between 60,000 to 90,000 BTUs and lose heat because they require the chimney damper to remain open.

Q: How can I make my fireplace more efficient?

A: Try adding one of the many accessories available that make fireplaces more efficient, including tube grates, heat extractors and glass enclosures.

Q: How does a tube grate work?

A: A tube grate functions like a conventional grate or andiron in a fireplace. It is an energy saving device that pulls air into the bottom tube opening, moves it around and over the fire (warming the air as it goes) and then shoots it back into the room. It keeps the room’s air from escaping up the chimney, and when combined with glass doors, is an effective way of increasing the energy efficiency of a fireplace.

Q: How does a heat extractor help me conserve energy with my fireplace?

A: A heat extractor mounts on the stovepipe and extracts additional heat from flue gases beyond what normally comes from the stovepipe or the chimney. You can use it for either fireplaces or wood-burning stoves. As it extracts heat, it cools the flue’s gasses and could cause the flue to smoke, so it’s best to install an extractor with more capacity than

is necessary for the size of the fireplace. The downside is that an extractor could work against the efficiency of a good wood-burning stove. As the flue gases cool, combustion is reduced and the stove gives off less heat.

UPSELLING

- Some manufacturers offer upscale trim kits and louvers that can be installed on existing fireplaces.
- Some gas fireplaces have accessories like a blower that will help distribute the heat, or a remote control to adjust flame height and blower speed.
- Better glass enclosures have safety locks to ensure the doors will not open accidentally, removable doors for easy cleaning, a permanently attached curtain screen and outside side-pull handles to eliminate reaching into the heat of the fire to close the doors.
- Some glass enclosures can be adapted to fit arched fireplace openings and some utilize bar risers to elevate the enclosure to fit non-standard fireplaces.

ADD-ON SALES

- Fire Tool Set
- Bellows
- Hearth Broom
- Fire Lighter
- Artificial Wood Log
- Log Roller
- Log Carrier
- Wood Holder



- Hood Accessories
- Gloves

SAFETY TIPS

- Keep the area around the fireplace and chimney clear of debris. Clear the flue of obstructions like bird's nests and trim overhanging branches near the chimney.
- Use a screen in front of the fireplace.
- Don't overload the fireplace and don't use it to burn trash.
- Never leave the fire unattended and put it out before you leave or go to bed.
- Store a fire extinguisher close by the fireplace.
- Store firewood outside. Stack it off of the ground and cover it. Only bring in as much as you will need for the evening, as insects like to stowaway in wood.
- Call a Certified Chimney Sweep to inspect and clean your chimney annually.

MERCHANDISING

- Fireplaces are lifestyle products as well as practical heating solutions. Display them in vignettes and include accessories such as wood holders and fireplace sets.
- Clearly indicate your ability to special order a variety of styles and finishes.
- Cross merchandise work gloves with the log carriers and holders.

