

duraflame



The Duraflame® branded firelog was created as the result of a multi-year research and development project in the late 1960's aimed at adding value to the sawdust by-product generated from the milling of millions of pencil slats.

Duraflame lives on as the brand leader in the manufactured fireplace fuels category and has maintained its leading position through a relentless commitment to providing customers with first in class quality fireplace products.

BLAZING BRAND SUCCESS

- Nearly 40 years in business
- #1 brand firelog
- 94% brand awareness among firelog users and 42% among non-users
- Best selling in all firelog segments
- Over 50% of the dollar share in firelogs
- Brand known for Quality, Convenience and Reliability
- Distributed at national and regional accounts in grocery, mass, specialty, club, c-store and drug channels including Safeway, Kroger, Wal-Mart, Target, Sears, Kmart, Meijer, Osh, Lowe's, Home Depot, Rite-Aid and CVS
- Over a third overall survey participants and nearly half Duraflame aware users were "more interested" in buying other Duraflame branded products, according to independent consumer study



SIZZLING BRAND EXTENSIONS

In recent years, Duraflame extended its brand into product categories which include:

- Charcoal, Firewood & Cooking Wood Products
- Lighters
- Chimney Cleaning Agents
- Fireplace Accessories
- Electric Fireplaces
- Chafing Fuel



SOME LIKE IT HOT

- More than half of all US households have hearth appliances such as fireplaces
- Over 100 Million firelogs are burned in homes across the US each year
- *Casual Living's Universe Study* showed annual sales increased steadily to \$6.2 billion for products that fill outdoor rooms/areas such as outdoor fireplaces, fire pits, grills



ECO-FRIENDLY FIRE

In 2006, Duraflame embarked on a strategy to convert the petroleum wax component firelogs to non-petroleum "bio waxes" derived from renewable plant and vegetable oils (all-natural) that resulted in a dramatic improvement in product performance and significantly reduced the environmental impact of the product.

- Produces up to 80% fewer fine particulate emissions, 75% less carbon monoxide and 90% less hazardous air pollutants than burning firewood and over 80% fewer green house gas emissions than gas fires
- Saves 1.2 Million trees from use as firewood each year
- Eliminates carbon emissions from fossil fuels that are the equivalent of the annual carbon emissions from 62,000 automobiles



BURNS CLEANER THAN WOOD

LICENSING OPPORTUNITIES AVAILABLE

Duraflame is looking to build upon its existing licensing program through strong license and retail partnerships that will deliver the trusted brand experience to consumers.

*For licensing opportunities, contact:
Global Icons
310-820-5300
www.globalicons.com*

