

RHHP

Hot News from RH Peterson Co.

September, 2021

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Hello, Fall! Welcome back - We've missed you ♥

The '21-'22 Patio Products Packets have been sent out

The Real Fyre website got a re-fresh!

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Orange County Retailer profiled in *Blue Door Magazine*

"That's MY Grill!"

Sweater Weather is Here - Almost!

September 21 signals the arrival of autumn with autumnal equinox and ends



with the winter solstice approximately December 21.

We sense autumn's arrival when the heat of the summer seems a distant memory and the leaves begin to change into the glorious colors of amber and russet and gold. The days get shorter and

cooler, the nights get longer. Pumpkins, gourds and the grapes of the vineyards are harvested. The trees slowly begin to shed their leaves, as if to prepare for the re-birth of the new leaves to come in spring. In fact, the colored leaves have been termed *fall foliage*. The American name for the season, fall, is derived from the term *fall of the leaves*.

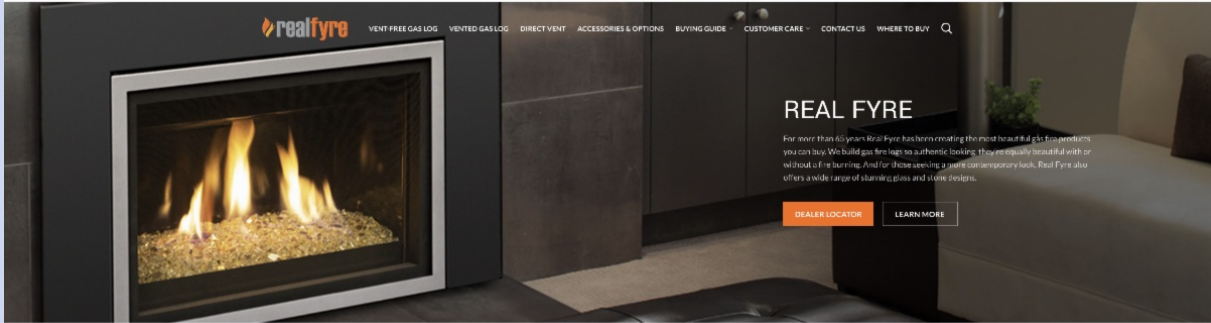
Fall also means chunky sweaters, hearty stews and enjoying the cozy warmth of Real Fyre Gas Logs. With over 50 styles of vented and vent-free products, there's a perfect gas log for every hearth.

The Packet for 2021/2022 Patio Products has been sent via USPS Priority Mail.

In the packet, you'll find pricing, programs and policies for Fire Magic and American Outdoor Grills + American Fyre Designs. You'll notice a new Fire Magic catalog as well. Be sure to review all documents carefully so you can maximize all your Dealer/Distributor benefits.

We anticipate the **Patio Products Excel pricing and electronic copies of the programs** to be sent in a separate Constant Contact communication the **week of Sept. 20th**.

Visit the new and improved Real Fyre website



We are pleased to introduce you to the new and improved Real Fyre website. Re-designed for an enhanced user experience, the new site makes it easier for visitors to learn about Real Fyre's product offerings and unique points of difference and to connect to our dealer network.

View the updated images and videos which can be downloaded for use in your website or advertising.

Integrated social media content amplifies the site's engagement with visitors and improved search engine optimization efforts increase visibility of the site for people searching for gas fire products.

[Visit the new and improved Realfyre.com here](https://www.realfyre.com)

Reminder: Suspended Products Update + Chart

You received a Constant Contact Communication about this, but we wanted to make sure it was seen by all of our customers, so we're including it again.

Suspended Products Update

August 24, 2021

To increase our short-term manufacturing efficiency, in early March RH Peterson Co. (RHP) announced the suspension of some lower volume SKU's with a target date of September 1st for resumption of production.

We've since had the opportunity to review the status of these items and have decided to reintroduce many while permanently discontinuing others:

- All products on the original list will remain suspended until October 1, 2021
- The attached list outlines which products will be available going forward and which will be discontinued; RHP marketing materials and websites will be updated soon to reflect these actions
- Any orders for discontinued products already in-house, or received before October 1st, will be honored

While production at RHP has steadily improved, timely order fulfillment remains challenging in the face of an unpredictable COVID environment and continuing strong order input. The RHP team is striving to get your orders out and we appreciate your patience and cooperation.

Thank you for your business and please stay healthy and safe.

Manufacturers of Real-Fyre Hearth Products, Fire Magic Grills and American Outdoor Grills.

[Click here to print the 2-page document including the chart of all Suspended Products](#)

Reminder: Minimum Sales Price (MSP) Policy

New R H Peterson Co. Minimum Sales Prices (MSP)

September 1, 2021

As you are aware, the R H Peterson Co. (RHP) has established a Minimum Sales Price (MSP) for Real Fyre, Fire Magic, American Outdoor Grills (AOG) and American Fyre Designs (AFD) product lines. MSP is the minimum price any of these RHP brands may be advertised, promoted, offered, or sold.

In an effort to simplify RHP policy and improve retailer margins, **effective October 1, 2021**, most brand minimum sales prices (MSP) will be reduced as follows:

- Real Fyre products (logs, burners, inserts and accessories) – **10% less than list price** (from 15%)
- Fire Magic and AOG products (grills and accessories)– **10% less than list price** (from 15%)
- American Fyre Designs – **full list price** (no change)

To summarize, the MSP for all RHP products except AFD will now be 10%.

We feel these changes keep our prices competitive in the rapidly changing marketplace while increasing retailer margins.

Thank you for your business and please stay healthy and safe.

Manufacturers of Real-Fyre Hearth Products, Fire Magic Grills and American Outdoor Grills.

[Click here to print the MSP document](#)

American Fyre Designs:

Tank Table Dimension Change

To make installation of LP tanks easier, a slight size change has been made to the **AFD End Table tank holders**. In production now, the items are the **Contempo 8510-xx** and reclaimed wood **Contempo 8510-BA-FO** and **-SP**.

While the height remains the same (19¼”), the **diameter increased a couple inches (from 17” to 19” for the body and to 20 ¾” for lid)**.



Fire Magic in the Media BBQ Grill Outlet featured in *Blue Door Magazine*

BLUE DOOR DESIGN MATTERS

Red-Hot Market

Fire Magic grills stand apart from the competition



Now more than ever, people want to import the resort into their own backyard, says Gary Smith, co-owner/partner of BBQ Grill Outlet. With three Orange County stores featuring more than 20 brands, Smith says Fire Magic stands out in the space when it comes to creating a high-performance outdoor cooking environment. "Fire Magic is the most comprehensive line of anyone in the industry," he says. "Aside from barbecues, they have a full range of refrigerators, storage, side burners, and more. They even offer more unusual items, things like a window in the hood so you can keep an eye on your grill with the cover down." Most important, says Smith, is performance: "It puts out tremendous, high consistent heat."

Smith also points out that the made-in-the-USA line is a leader in customer service, in terms of both production turnaround and its focus on consistency and reliability. "Getting the right product information and dimensions is critical to anyone installing an outdoor BBQ area or kitchen," says Smith. "Fire Magic is an extremely professional organization, both in the quality of product they make as well as customer service."

And in the current backyard renovation craze rippling through Southern California, these factors are critical, he says. "People don't want to go out to eat. They want to stay home and eat, and have it be as resort-like as possible. Fire Magic makes a quality product that comes in a variety of price points."



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One of our Southern California accounts was profiled in *Blue Door Magazine*, an upscale Orange County lifestyle publication focused on architecture, real estate, art and design.

With over 20 barbecue brands on display, see what co-owners and business partners Gary Smith and Jay Contreras of **BBQ Grill Outlet** shared about their experience with Fire Magic in the high-performance outdoor kitchen market.

With three booming retail stores in prominent Orange County/San Diego locations, these two know the grill business inside and out. Read more in the link below.

View the Blue Door Magazine article shown above - Pages 80-81

Read the entire issue of Blue Door Magazine here

"That's MY Grill!"



Thanks to all who submitted photos for "That's MY Grill!" Your photo may be used in a future issue of *RHP Connect*.

Every year, the **New American Home** is a much awaited highlight of the **International Builders Show** in Orlando, FL. These residences shine a spotlight on cutting-edge design features and the most technologically advanced building products in the construction industry.

Designed by the award-winning firm of Phil Kean Design Group, the 2021 New American Home did not disappoint.

Showcasing Fire Magic's Echelon Black Diamond 790i grill on just one of several terraces, it was particularly eye-catching in its simple, yet bold tangerine-colored island in this month's edition of ***"That's MY Grill!"***

Thank you and cheers to good health.

RH  PETERSON co.