



## 2024 PETERSON GAS LOG DISPLAY PROGRAMS

There's no better way to show and sell RH Peterson Log Sets than displaying them burning for potential customers. To encourage the use of displays, the RH Peterson Co. offers the following display programs (Note: to qualify for these programs, all **RH Peterson products, controls, etc.** must be used in the display). All display and demo products must be displayed throughout the season and maintained in an appealing manner for consumers to see the unique design features and performance advantages of the products.

**All** requests for display credits must be submitted within one year of display placement accompanied by a **fully** completed and signed copy of the Display Claim Form. A clear photo of the display at the location must accompany the claim for which credit is being requested. Display programs are available to dealer customers in the primary distribution area of the servicing distributor.

### Burning Real Fyre Vented Set Displays

Vented gas log, Fyre Glass, Fyre Gems, Nuggets and accessories including the Flame Enhancer Kit, (Fyrebacks are included under a separate program - see below) installed in burning displays at retail locations will be issued full credit.

Credit will be based on the cost of the product to **our** customer. Product must be properly and safely installed and operated in a fireplace or other burn display acceptable to RH Peterson Co. Burners may only be replaced every two years.

Valve control systems and ANSI Standard certified log sets are not included in this program.



### Remote Control Display Program

When a Peterson remote control system is installed with a Peterson Set and Peterson transmitter and receiver in a burning display at a retail location, the 1<sup>st</sup> set will be reduced in price to a net cost of \$200 for the entire log/burner system. Additional Peterson remote control burn displays installed in the same showroom will be reduced in cost to a net \$150.

### NEW Real Fyre On/Off Bluetooth Display Program

The new Real Fyre On/Off Bluetooth Control (Model # RF-BTSR1-G & RF-BTSR1-B) installed and operating with Real Fyre set in a burning display will be reduced in price to a cost of net \$200 for the entire log/burner system. Additional Bluetooth Controls installed in a burning Real Fyre Display in the same showroom will be reduced in cost to net \$100.

### ANSI Standard Certified Log Sets Burning Displays (Vented and Vent-Free)

Any certified log set, including all Vent-Free Sets, installed in a burning display will be reduced in price to a cost of net \$150 credit for the difference between the normal cost to our customer of the log/ burner system and \$150 will be issued for the initial set. Additional ANSI sets installed in same showroom will be reduced in cost to \$100.

### Real Fyre Fyreback Burn Display Program

Fyrebacks add greater depth and dimension to the fireplace as its surface reflects the dynamics of the flames of the Real Fyre Gas Log Set. Compatible with vented or vent-free sets, its beauty is best demonstrated in a burning display. To encourage the display of Real Fyre Fyrebacks in burning displays, the following program is available:



***Satin, Polished or Porcelained Fyrebacks, when placed in a burning display with vented or vent-free Real-Fyre Gas Logs will be reduced in cost to a net \$50 for the first one and \$35 for each additional fyreback on display.***

Credit will be issued upon receipt of the RH Peterson Display Claim Form with a picture of the display shown burning.

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### 75<sup>th</sup> Anniversary Three Unit Log Rack (RFD-08) Display Program

This attractive three-unit rack provides a modern, attention-getting display for Real Fyre sets. Accommodating three Vented or Vent-Free sets, or combination, this rack can also be used to display Real Fyre Accessories.

If permitted, the **RFD-08 Display Rack** can be used as an intermittent burn display when the sets are equipped with a safety valve (see cautions and instructions included with the display.) **The Flame Enhancer is NOT allowed to be burned on the RFD-08.**

The cost of the display, including (3) vented or vent-free sets will be reduced to net \$500, when a completed Display Claim Form is submitted, including pictures of the display. Any number of displays may be ordered under this program. These displays are shipped knocked down and can be shipped via UPS.

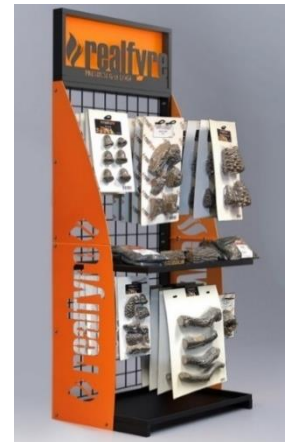
Also available is the new **LED Light Accessory Kit (RFDL-08)** that illuminates products displayed, providing an attention-getting accent to the display. The kit is available for \$85 net (when submitted for Co-op credit). **Note the light kit is not compatible with a burning display.**

### NEW Accessory Display Rack (RFDA-08)

The **Real Fyre Accessory Display Rack** attractively displays a variety of vacuum-packed accessories, Embers, Fyre Glass, Fyre Gems, controls, lava Granules, vermiculite, etc. The Rack includes (12) hooks and (2) shelves which are adjustable to allow flexibility in display options. Cost of the display is \$300 net when displayed with 100% Peterson Products. A completed claim form is required. The LED Light Accessory Kit and the Two Stair Step Accessory are compatible with the Accessory Display Rack.

### RFD-05 Upgrade Kit (RFD-05-08Kit)

An **RFD-05 Upgrade Kit** is available to add new graphics and design to existing displays. Cost of the kit is \$150. If ordered with the upgrade kit, new log sets (logs only) may be ordered at a net cost of \$100 per log set.



### Model Home Burning Displays

Real Fyre sets and the installed safety control systems (e.g. SPK-26, APK-11M) burning in model homes may be submitted as **Co-op Advertising Claims**. A photograph of the installation must accompany the claim, along with an invoice indicating that the set is for installation in a model home. The Co-op credit will be based on 50% of the net cost of the product.