

# WITTUS<sup>®</sup>

FIRE BY DESIGN

## Wittus Newsletter

January /February 2018

### New Year, New Opportunities 2018

# 2018

Move over old year, the New Year is here! 2018 is looking optimistic and we have high hopes for positive growth in business for the

Hearth Industry. Join us in

lighting the way to a fresh start. Take a look at our website and give us a shout for new product information. Some of our brightest wood burning stars include the Shaker stove, Cosmo and Cubic, Stack stoves and much, much more. See all of our products on our website [www.wittus.com](http://www.wittus.com).

### Testimonials Tell the Story



Getting a thumb's up from your best customers goes a long way. Testimonials from satisfied shoppers can bring in more sales and are a validation of repeated positive results for products and services. Posting these confirmations on your website helps future clients make smart decisions whether to place their hard earned \$\$\$ with you and your products. You can create a testimonial template for them to fill out to make this process easier. See the Wittus testimonial pages on our website under NEWS.

### Fun Firewood Facts from Wittus



Burning the right firewood is one of the most important factors in operating your wood stove to its maximum potential. Your stove will last longer and stay cleaner if you follow the guidelines for healthy wood use. *Wittus Wood Stocker with additional module shown at left.*

#### 4 Key firewood facts:

- It's best to use hardwood such as oak, ash and maple rather than softwood.
- Well-seasoned firewood takes 2 years to dry. Burning green wood creates creosote build-up and less efficiency. Well-seasoned wood is a home run!
- Best harvesting time: late Winter to early Spring.
- Seasoned firewood is based on color, shape, weight, hardness, bark dryness, sound when tapped on, smell, split test, flammability and moisture content (20% or less).

For more information go to: [www.farmanddairy.com](http://www.farmanddairy.com)

### Stove News

#### One Stop Shopping with Style

*"Hearths are one of the oldest forms of space heating appliance. Earlier used for domestic purposes, now they have found application in wider areas such as creating relaxing and comfortable ambience in commercial buildings. The average increase in disposable income, improving lifestyle and demand for modernized infrastructure has raised the demand for aesthetic home décor among the customer which, in turn, has further spurred the demand for hearth products".*

~ Business Wire News

### Stack Stoves, It's All About the Base



Stack ceramic stoves from La Castellamonte are handmade by artisans in Castellamonte, the Italian countryside in the Turin region. These beautiful products are some of the best home heat sources with a design set in mind.

Available in various base models made of wood & ceramic that have distinct features, and it's all about the base! See what's available on our website.

### Cubic Chic



The Cubic series is a modern solution for spaces looking for that perfect fit. Available in 5 models, Cubic 109, Cubic 166, Cubic 215, Cubic W200 and Cubic Wall model. All styles utilize the same efficient firebox

and are EPA certified and UL /ULC approved. The special features include an air wash system that cleans the glass, a cool door handle that is nearly invisible and a small storage area at the bottom. These stoves are super chic!

### Poke Your Fire in Style!

The Takk Poker from Harrie Leenders in the Netherlands is especially designed to bring the outdoors in, molded from an actual branch and made of high grade aluminum with a leather wrapped handle for comfort. This 21" long fire poker is a great addition to your fireplace tool collection and is available now!

