



## Wittus Newsletter

May /June 2018

### Working with Wittus



We are here to help! Working with Wittus is easy and our website is dealer friendly. Our Home page has a DEALER LOG ON at the bottom right that leads our dealer into a special area on the site with exclusive information for dealers

only. There you will find dealer prices, catalogue order forms, photos that can be used in local advertising and much more. All you need to do is log in. **ID: dealer PW: fire.** If you need help, call us at 914-764-5679 or email us at [info@wittus.com](mailto:info@wittus.com).

### Dealer Discount Structure Review

We want to make sure we are all on the same page when it comes to selling Wittus products. The dealer discount structure can also be found in the credit application through the DEALER LOG ON accessible on our website.



#### Discount Structure

- 40% for Wittus pellet stoves
- 35% for Wittus wood and gas products
- 25% for outdoor, cook-stove, and stack products and on all orders for non-displaying dealers.

#### Additional Discounts

- 5% more for all showroom display models or
- 10% more for all showroom burn models (max 2 per year)

### Wood Fire Grilling 101



Outdoor grilling is a pleasure when you have the right information. The simple element of heat determines the whole meal and knowing when to start the process is next. It's all about the temperature of the fire.

- **The Hand-to-heat method:** Hold your hand 4-5" above the grill, facing down. Count how long it takes before you pull your hand back.  
High heat = 2 seconds. Medium heat = 3 seconds, Low heat = 6 seconds.
- **Direct heat:** cooking directly over the fire, the heat comes from below. Cooks food quickly with classic grill marks.
- **Indirect heat:** Cooking away from the fire. Good for large meats and thick pieces. Slower cooking

### Stove News

#### One Stop Shopping with Style

*'Today's outdoor rooms have it all, somewhere to dine, to relax, and to be entertained, with furnishings that function like they would for any room in the home, and with style and flair that distinctly says out-of-doors. Often accompanying these seating groups are fire tables or pits which continue to increase in popularity. The fire element is topping consumers lists this year.'*  
~American Home Furnishings Alliance

### Phoenix and Firebird Outdoor Grills

The Phoenix and Firebird grill are outdoor wonders. Not only are they great cooking products they are so attractive that they hold their own as outdoor sculpture and double as firepits. Cooking on these grills is a pleasure and the taste of the food is like no other. Each grill has distinct features, the



Phoenix has a tall conical chimney shape that directs the smoke up and away and the Firebird is perfect for spaces that want a nice aesthetic without the height. Both are made of durable corten steel that take on a rustic patina over time. See all the options on our website.

### Rotating Around with the Stromboli

The Stromboli wood burning stove rotates 360° and is ideal for spaces that have various seating options. This oval shaped stove floats on a pedestal with a glass window that is 16" wide and nearly 20" high. The built-in air-wash system insures the glass stays clean. This stove comes in steel or tile side cladding in multiple color tile options. It measures 42"h X 26"w X 19"d and weighs 385 pounds with a heating capacity of approximately 1,600 square feet. The Stromboli is the perfect fit for design friendly homes.



### Wood Holders & Accessories



Don't underestimate the small stuff, having the right accessories makes a big difference when it comes to wood burning products. Wittus has a beautiful collection to choose from like the Corium leather and steel wood holder from Ferrari, Italy shown at left. See the entire collection on our website [www.wittus.com](http://www.wittus.com).