

Customers covet Wittus products for their upscale designs and energy-efficient technical features.

BY CHERISE FORNO



Round Stack Wood

“We offer a combination of well-designed products that are environmentally sound with hands-on customer service.”

living area or kitchen. “These are popular for their dual functions of cooking and heating and have the added benefit of storm insurance,” Wittus says.

Wittus’ zero-clearance 600 and 700 series from Spartherm, Germany, provides customers with three variations to fit any living space or need. “It is the same firebox basically with three different capabilities,” Wittus says. The insert is available to convert an existing fireplace, the built-in is ideal for new construction, and the modular stove is offered on its own or with a short or long bench. “Zero clearance built-ins in both wood and gas are also popular because they can be easily and reasonably installed and offer a unique, contemporary look.”

Wittus notes that the company has a strong base of customers seeking both wood- and gas-burning products depending on their unique tastes and needs. “Those that want the ease of a remote control prefer to go with gas and those more interested in ambiance and heating go with wood,” Wittus says.

Another ongoing trend Wittus notices, especially

amid lifestyle changes brought on by COVID-19, is people wanting to invest in their outdoor living spaces. “More people are interested in our outdoor products, and in the last year, all of a sudden people are home more,” Wittus says. “We are seeing this trend more in the East because people on the West Coast have been moving in that direction for a longer time.”

Wittus’ Phoenix and Firebird grills by Danish architectural designer Bent Falk are made in the United States. Their unique design enables them to be used in several ways or simply enjoyed as a beautiful piece of art. “The Wittus Phoenix and Firebird grills are being utilized outdoors as firepits, sculptural objects, and cooking instruments,” Wittus says.

No matter what product a customer selects from Wittus, they will receive a high-quality hearth product



Shaker

or accessory crafted with care and backed by a company with renowned customer support. “We offer a combination of well-designed products that are environmentally sound with hands-on customer service,” Wittus says. “Our stoves and fireplaces are made with the finest materials that can stand the test of time, and we stand behind our products 100 percent.” ■

Sizzlin’ Stoves



Shaker

Design Studio and are available in two sizes with four base options: slim, wood, long, and rim. Vibrant color options including orange, red, green, blue, black, and white make this stove an eye-catching and efficient addition to any home.

“Wittus specializes in contemporary stoves and fireplaces, and this niche market has gained popularity in the last few years,” Wittus says. “The Shaker is styled after American Shaker-style furniture, and the Stack

stove is a colorful ceramic stove that comes in various sizes and style options. Many of our customers are looking for colorful side cladding like the Stack stove.”

Another popular category for Wittus are cook stoves that also function as heaters. These include flagship products such as the Klassik, Logo, Domino 6 and 8 Maxi, and the Domina. The stylish 24-inch-wide Domina can be a heat or cooking source, adding a touch of charm to a

With a commitment to quality craftsmanship and an ability to respond to market trends, Wittus (Pound Ridge, New York) has built a reputation for delivering exquisite contemporary hearth products from Europe and the United States. “We’ve been around since 1978, which is unusual,” says Alyce Wittus, vice president. “It has become increasingly hard to find companies like Wittus that develop long-term relationships with their customers. Our clients can count on us.” Even with the impacts of COVID-19 on Wittus’ research and testing labs in Europe, Wittus is set to release new hearth products this year, includ-

ing Cubi Stack stoves from La Castellamonte, Italy. “Of course, Wittus has been significantly affected by the coronavirus and is working to have 2020 products ready by the end of the year,” Wittus says. “The Shaker and Stack stoves will be certified, including some new models that are not currently available, and we are looking at other new companies and products from Europe.”

The Shaker and Stack wood-burning stoves in Wittus’ product lineup are in high demand because of their beautiful craftsmanship and incredible versatility. The handcrafted Stack stoves are designed by Adriano