

## LETTER FROM THE EDITOR

Welcome to the Premiere Issue of *The Star*. We're launching this newsletter as a platform for corporate news, new product information, and a little old fashion fun. We look forward to bringing you Twin-Star News three times a year, and we hope you'll send in your stories and suggestions to help us continue to make it better, more informative and more relevant to you and your business.

*Thank you, and Enjoy!*

Alexia Rouquette

## FIRE UP YOUR SENSES WITH CLASSICFLAME'S NEW FIRE F/X INSERT

# FIRE F/X

ENGAGE YOUR SENSES



Twin-Star is gearing up for the holidays, or as we refer to it around here, fireplace season! And we're kicking it off with the introduction of our new, all LED, Fire F/X insert.

This electric fireplace insert is unlike anything you've seen, or heard, before. That's right, not only have we improved the visual effects, but we've added sound to complete this unmatched sensory experience.

Fire F/X crackles and pops while the redesigned ember bed and log set are simultaneously sparking and pulsating. There's even a sound effect that imitates the wind whooshing through your chimney and down light that casts shadows inside the fireplace, the way authentic flames would.

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All of the effects can operate independently from one another which gives consumers the option to truly customize their ClassicFlame experience, and with all of the products out there to choose from, it's nice to know there's one that will operate just how you like it.

The LED technology employed by Fire F/X takes an already energy efficient and environmentally friendly fireplace to the next level. Regular incandescent light bulbs need to be replaced approximately every 2,000 hours or so, while LED's have a life span of over 75,000 hours. Also, regular incandescent bulbs require 120 watts of electric power. The LED's we use to power the same flame effect only draw 11.2 watts. That's the kind of energy savings that's not only easy on the environment; it's easy on the wallet too.

For a full demonstration of this remarkable new electric fireplace technology, please visit us for the grand opening of our showroom in the Las Vegas World Market Center C-1578

*If you have questions or would like more information please contact [sales@twinstarhome.com](mailto:sales@twinstarhome.com)*

# 2008 HPBA EXPO

ClassicFlame's annual exhibit at the Hearth, Patio & Barbecue show in Atlanta was a success! The show went well for us with a constant and steady flow of visitors to our eye-catching and innovative booth.

Customers were most excited about our new 52" Zen Builder's Box™ and the new Fire F/X 024 series insert (patent pending). The Zen Builder's Box™ features multi-colored LED flame technology and the Fire F/X insert features realistic crackling sounds, sparks and shadow effects, motion ember beds, a redesigned log grate, logs and embers, and changeable front faces.

Another big hit was our Mobile Showroom, which was parked right in our exhibit space. Currently these showrooms are being used by reps throughout the U.S. and Canada, and response from dealers has been tremendous (see page 5).

We're proud to say that our current customers, new customers, industry friends and sales reps were unilaterally impressed and pleased with our current product line and our new product offerings, and we're looking forward to the business that our success at HPBA generated for us.



*Pictured from left: Cory Levy, Jason Yue, Mark Asofsky, Michael Horvitz, Kevin Killough, Alexia Rouquette and Tyler Nemes*

## WHAT'S HOT



Take a room from dull to daring with **ClassicFlame's** Zen Builders Box™, the new 52 inch Built-In Electric Insert.

This gorgeous piece of Fire-Art is luxurious and modern and can set the mood for any occasion, be it entertaining the in-crowd or relaxing on the sofa with a good book.

With multi-colored LED effect flame technology, the light affect is not only vibrant and unique, but it is also environmentally friendly. Realistic flames flow out from a bed of simulated smooth white river stones. The frame is made of an aluminum extrusion with various inserts to further customize the Zen Builders Box™. Choose from brushed aluminum, wood, black or ribbed.

Marrying a modern concept and creative design with vibrant color that creates a soothing ambiance, **ClassicFlame's** Zen Builders Box™ is a prime example of raw innovation. By doing away with all incandescent light bulbs and replacing them with eco-friendly LED technology Zen Builders Box™ is a technological innovation for **ClassicFlame**.

**For more information please visit us at:**  
[www.classicflame.com](http://www.classicflame.com)

Zen  
Builders Box™



ART FOR THE  
21ST CENTURY

## A DAY IN THE LIFE

### MEET EKIBA JOSEPH.

*Ekiba has worked for Twin-Star International for 3 years as an Order Processor. Here's a little bit about her and the important role she plays in our company:*

#### What is your primary job function?

I handle Logistics for North American shipments inbound to or outbound from our Tennessee warehouse and our Delray Beach office. I work the Logistics of all trade show freight and I handle freight bill discrepancies. I Process customer returns to the warehouse and resolve any other shipping problems that may come up.

#### What is your favorite part about working at Twin-Star?

It has been an incredible learning experience for me. This job is challenging, but also very rewarding. I've learned more about business than I have working anywhere else because I'm able to see all aspects of the business, and how it all comes together. So much so that I'm going to further my education with a business degree.

#### What is the best part of your job?

The best days are when shipments go off without a hitch, when I know that I saved some money on freight, and when I have happy customers.

#### Which ClassicFlame Electric Fireplace design do you like the most?

I love the San Marco – the finish on it is beautiful, it's the perfect size for me, and I love the detailed leaf design around the top of the mantel.

#### What do you think is the best reason for someone to own an electric fireplace over gel fuel or gas?

They give off no emissions, there's no maintenance aside from changing a light bulb, and they're much safer for the home than having open flames and burning wood, gas or chemicals.



#### PROBLEM SOLVING

*Problem solving or as we like to call it "putting out fires" certainly comes with the territory. There are many things that are out of my control, and recently I had an incident where I had a shipment going to one of our major customers that was extremely time sensitive. Imagine my horror when I tracked it the next day, and realized it was headed to a terminal on the other side of the country. The carrier had mistakenly loaded it onto the wrong truck! At that point I needed it to be expedited in order to meet the delivery date. I went from arguing with the carrier to begging them to expedite it, and once the resolution was reached the item arrived to the customer on time and unscathed.*

## NEW INTRODUCTIONS



- Carved Acanthus corbels on corners
- Center panel featuring ribbon and acanthus swag
- Carved pillars
- Decorative acanthus and running swag on base
- Floral rosette above electric insert
- Spacious hidden drawer

### SOUTH BEACH

28WM335ROS-0240  
Rose Cherry Finish  
54" w x 43" h x 17" d



- Rectangular rosette
- Center panel featuring fluting with bellows and beaded moldings
- Decorative fluted pilasters
- Beaded moldings
- Beveled base

### WINDSOR

28WM393GBK-0462  
Golden Black Finish  
56" w x 42" h x 17" d

## 10 YEAR WARRANTY

Twin-Star International is offering an unprecedented, 10 year limited warranty on their full line of **ClassicFlame** Plug & Play Electric Fireplace inserts.

We are taking this bold initiative to further solidify our brand leadership position, customer confidence, and loyalty overall.

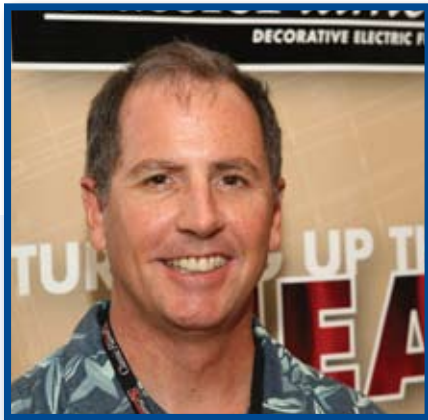
This new program warrants **ClassicFlame** Plug & Play Electric Fireplace inserts to be free from manufacturing defects in materials and workmanship for a period of 10 years from the date of original purchase. In addition to the 10 year warranty on electric fireplaces, Twin-Star International has also extended our current warranty coverage on Petite Foyers, Stoves and Builder's Boxes.

The dealer response has been overwhelmingly positive as this is unquestionably the best warranty offered in the Electric Fireplace Industry. **ClassicFlame** stands behind all of their electric fireplaces, and for this reason, has ensured that all models be covered by this exceptional warranty.

"We have one standard of excellence, the highest, for all of our electric fireplaces, across the board," says Bill Caples, Vice President of Sales & Marketing for Twin-Star International, "and for that reason we are offering one warranty, the best."

[www.classicflame.com](http://www.classicflame.com)

## FROM THE FIELD



### How do you get in the door?

I enjoy calling a targeted retailer, unfamiliar with the category and asking for the appointment by saying "I represent a company that is the world's leading manufacturer of a very unique product category providing you with quick turns, high margins and requiring very little floor space". "What day and time works best for you"

### What are some key points that you like to bring to dealers' attention when you're trying to get their business?

In addition to amazing support, Twin-star manufactures an amazing product that provides any size retailer their much needed GMROI. ClassicFlame Electric Fireplaces take up a small footprint within a store, turn frequently, and most of all they produce some of the highest margins per square foot within the furniture industry.

## TRAILER TALK

Check out these anecdotes from Harrington sales reps, Tom Harrington, Steve Mitchell, and Ivan Fairfield about the impact their trailer has on the street. Consider it mobile marketing for your stores!

- One afternoon while pumping gas with the trailer, a gentleman approached Ivan and inquired about the beautiful fireplaces he saw on the trailer. They got to talking, and low and behold, the gentleman owned a furniture store right down the street, and asked Ivan if he wouldn't mind following him back so he could learn more... AND become a customer. Great job Ivan!
- The Harrington guys were leaving a hotel one afternoon and a woman came running out to them. She told them all about how

she had ordered one of those "Amish Fireplaces" from the USA Today ad. Apparently when the thing arrived it looked like it had been opened and returned by a few different people before it had even found its way to her.

She was very disappointed in the quality, the flame effect, and the false promises that the ad had implied, and she promptly sent the defunct Amish Fireplace back. After spending some time talking to the guys and seeing what a real electric fireplace could do, she asked where the nearest ClassicFlame retailer was so she could go buy the best!

*Ask us how a rep with a mobile showroom in your area can help boost your sales!*

Twin-Star stops at nothing to provide its sales reps with the products, pricing, delivery and corporate support to close any deal with any size dealer. And if you like to win and provide "wow" moments

when opening new accounts, then not only is Twin-star ClassicFlame the perfect line to represent, but Salesman of the year Jeff Colletto, is the perfect man to pass along some wisdom of the trade.

## JEFF COLLETTO

2007 Salesman of the year

### What size retailer do you tend to go after?

This is a product for any size retailer from either the furniture, hearth, mass, leisure living, Rent To Own or builders retail channels.

### Which line do you see as having the most momentum last year, and that will carry into 2008?

During the past year, I've had a lot of success placing the new ClassicFlame line of Home Theaters featuring electric fireplaces. Our Home Theaters sell throughout the year eliminating the seasonality of our product. It's a fireplace for anytime of the year. Everybody would love to have a fashionable home theater featuring an electric fireplace to support their new big screen HDTV.

### How important is the Rent-to-Own Category for us?

Our new line of home theater electric fireplaces has taken the rent to own industry by storm. The rental of a big screen TV along with a unique TV console/home theater featuring an electric fireplace has become one of the fastest growing segments of the RTO industry.

### Do you have anything you'd like to add in conclusion?

After 23 years within the industry, representing major furniture manufacturers, Twin-star ClassicFlame has proven to be one of the most honest, fair, aggressive and dominating manufacturers I've represented.

*If you like to dominate and win, Twin-Star ClassicFlame makes it fun.*

# CONTEST WINNERS

**Twin-Star Intl.** held a contest for consumers who purchased one of our fireplaces. We asked them to send in their favorite pictures and stories to be judged by an office vote. The winners would receive \$100 VISA Gift Cards. We are pleased to present our 3 grand prize winners



## BEST OVERALL

We live in a house in Ottawa, Ontario Canada that was built around 1920, so I have always been reluctant to add features that were too modern looking so as not to distract from our house design, furnishings, and decor. On the other hand my wife has always wanted an electric fireplace in our front living room to add as a focal point and add warmth to the room.

We were shopping in November 2007 and my wife pointed to your company's fireplace insert on display and how realistic the flames look, also how compact the design was. I was sold on the spot!

We purchased the insert and then designed our own fireplace mantel to house the insert. This is all that my wife wanted for Christmas so I constructed a design that would go with our house decor and moldings (See attached pictures). The insert was so easy to install and the depth

design was perfect, so it did not make the fireplace stick out into the room too far.

We have had 5 functions in our house since completing the installation and have had many complements about the insert and how real the fire looks. Two of our guests thought it was a real fire! We also use the fireplace insert to warm the room, it has worked out to be a very successful and functional installation.



## BEST STORY

*All* of our married lives we have wanted a fireplace in our bedroom.

There is nothing more romantic and nothing cozier. Just staring at a beautiful fire makes one feel safe and peaceful. So we finally gave ourselves a special anniversary gift, even though we waited for our 50th we finally did it!!!!

We lie in our bed and stare at our beautiful Twin-Star Fireplace and we feel young and romantic and even though it is our 50th it feels like our 1st.

*Thanks Twin-Star  
Elaine & Howard Jaffe*

## BEST PICTURE



# IN THE NEWS



## JIM GAFFEY Joins Twin-Star Intl. as Sr. VP of Business Development



Twin Star International is pleased to announce that Jim Gaffey has joined our organization as Sr. VP of Business Development. Jim comes to us from Fortunoff, the legendary New York retailer, where he was the Merchandise VP for Furniture and Accents. Prior to Jim's 19 years with Fortunoff, he spent 8 years with Bloomingdale's, also in the furniture division. Jim will be responsible for the development of new business opportunities, starting with the introduction of a new line of media consoles under the Tresanti brand name, later this year. Jim will also be responsible for certain existing and new accounts. He will be traveling to China for product development, and will be attending all major markets. "We are excited to have an experienced merchant like Jim join our growing team as we continue to expand our business in existing product categories as well as launch new product categories," says Mark Asofsky, Sr. Vice President and Founder of Twin-Star.



### Twin-Star/Classic Flame honors three sales reps



Ivan Fairfield, left, Tom Harrington, Bill Caples, Stephen Mitchell and Jeffrey P. Colletto all work for electric fireplace source Twin-Star International/Classic Flame. Colletto, Harrington and fellow rep Len Goldberg were presented with awards this market for outstanding sales achievement. Colletto, whose territory is the Western United States including Alaska and Hawaii, won first prize of \$3,000; Goldberg, who reps in New York and New Jersey, won second and \$3,000; and Harrington took third place and \$1,000 for superior sales in the Midwest.



# BACKBURNER

**\$250.00 VISA GIFT CARD**

complete this page and fax it to: 561.330.3205  
to be entered for a chance to win

## MANTEL MODEL MADNESS

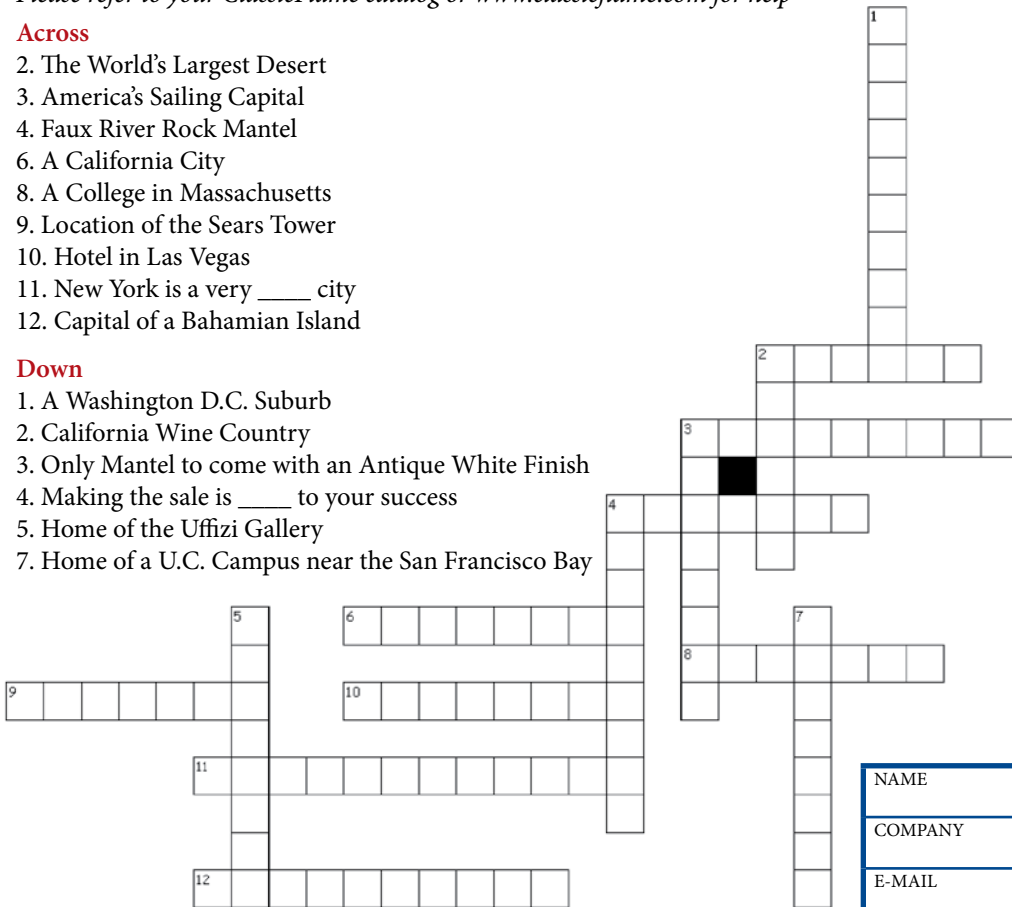
Please refer to your ClassicFlame catalog or www.classicflame.com for help

**Across**

- 2. The World's Largest Desert
- 3. America's Sailing Capital
- 4. Faux River Rock Mantel
- 6. A California City
- 8. A College in Massachusetts
- 9. Location of the Sears Tower
- 10. Hotel in Las Vegas
- 11. New York is a very \_\_\_\_ city
- 12. Capital of a Bahamian Island

**Down**

- 1. A Washington D.C. Suburb
- 2. California Wine Country
- 3. Only Mantel to come with an Antique White Finish
- 4. Making the sale is \_\_\_\_ to your success
- 5. Home of the Uffizi Gallery
- 7. Home of a U.C. Campus near the San Francisco Bay



## UPCOMING EVENTS & TRADESHOWS

- Hearth & Home  
June 8-11, Harrogate, UK
- Billiard & Home Recreation Expo  
June 12-14, Charlotte, NC
- Missouri Rental Dealers Association  
June 16-18, Lake of the Ozarks, MO
- Colortyme  
June 18-21, Lake George, NY
- PCBC  
June 18-20, San Francisco, CA
- Las Vegas World Furniture Market  
July 28-August 1, Las Vegas, NV
- Karel Furniture Show  
August 3-5, Edison, NJ
- APRO  
August 11-14, St. Louis, MO
- BrandSource / TRIB  
August 24-28, Las Vegas, NV
- Home Hardware  
September, Elmira, ON
- Cantrex  
September 13-14, Montreal, Canada
- Casual Show  
September 15-18, Chicago, IL
- Multi-Housing World  
September 17-19, Denver, CO

NAME
COMPANY
E-MAIL
PHONE

## POLL QUESTION

Does Twin-Star Intl. Inc. effectively meet the needs of your business?

How?

If not, how can we improve?



Please send your news, pictures, and stories, for *The Star* to:  
Alexia Rouquette • [ARouquette@twinstarhome.com](mailto:ARouquette@twinstarhome.com)

