

VISION 2 21

IT'S TIME TO RE-IMAGINE INSERTS



 **REGENCY**[®]
FIREPLACE PRODUCTS

Wood • Gas • Pellet • Electric

TO OUR VALUED BUSINESS PARTNERS . . .

First, on behalf of all of the employees at Regency, I would like to extend our gratitude for your continued support over the past year as we have made our way through the pandemic. As we look to the 2021 season, there are so many reasons to be optimistic with a return to normal on the horizon.

The pandemic has presented many challenges, as you are all so very aware; together we've witnessed global supply chains being stretched, business interruptions, and unprecedented demand for home improvement products. While this has resulted in some longer than normal wait times for products, Regency has been working extremely hard to ensure we are able to continue being a reliable supplier and business partner. Many of the changes we have made as a company, will continue to strengthen our ability to have the quality product you want, when you want it.

Regency's R&D teams have been working on bringing several new products to market over the past year and throughout 2021. Our new products for 2021 expand on some of our most popular product lines ensuring you have more options to meet your customers' needs. We look forward to bringing new insert options in wood, gas and electric that exceed both customer expectations and environmental regulations.

We are excited for our new Vision 2021 brochure providing a glimpse into the new products and programs Regency has to offer and with your continued support, 2021 promises to be an incredible year.

Kind Regards,



Glen Spinelli
PRESIDENT

REGENCY'S VISION FOR 2021 & BEYOND ...

In 2021 Regency is continuing its push for consumer choice, flexibility, and simplified installation. Our new products are all designed from the ground up to ensure customers can get the look they want while creating simplified and streamlined installation processes for dealers.

We are working hard to better serve homeowners and our dealers with our new products that are easy to install, easy to service, and durable. Our new products are made to the same exacting standards you have come to expect from Regency and are backed by the industry's best warranties.

Our team is working hard every day to make products that match what homeowners and dealers are asking for, and we are confident with our new and existing products you will make Regency your go-to brand of the future.





NEW PRODUCTS
COMING IN 2021 ...

Keep an eye out for the latest fireplaces from Regency coming in 2021 and experience the beauty, quality, and reliability of Regency.



▲ ATMOSPHERE COLLECTION

Gas inserts unlike anything you've ever seen before. Elevate realism, elevate design, elevate expectations with the Atmosphere Collection from Regency.



INFUSION BURNER

FEATURING OUR LATEST TECHNOLOGY

Inspired by nature and fueled by innovation, Regency's new infusion burner technology delivers an unparalleled realistic flame and log set. Customers can now truly enjoy the look and feel of a traditional wood fire at the touch of a button.

By re-imagining what's possible, Regency designers have replicated the beauty of a real wood fire by infusing the burners into the log set creating a natural burning log effect for the **most realistic gas insert available**. Unmatched by any traditional burner, the Infusion Burner will elevate the standard for Gas Inserts. Experience the unmatched beauty of Regency Infusion Burner in our new Gi29 gas insert.

The information and specifications in this brochure are subject to change.

AVAILABLE

FALL 2021

Gi29 GAS INSERT

REGENCY'S MOST ADVANCED GAS INSERT

The all-new Atmosphere Gi29, featuring our revolutionary Infusion Burner Technology, uses innovative engineering and manufacturing advances to allow the Gi29 to fit into more spaces while still delivering an industry-leading viewing area. Mix & match accessories with almost 450 different combinations of accessories and now our most requested features come standard - making the **Gi29 our most flexible, and stunning, gas insert ever!** Elevate realism & elevate your expectations of a gas insert with the all-new Atmosphere collection from Regency.

FEATURES

- NEW innovative infusion burner with multiple log set options
- 32,000 BTUs with 50% turn down
- Ember bed lighting for a realistic glow
- Multiple faceplate styles available in various finishes

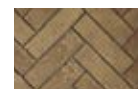
SPECIFICATIONS

Width	28-7/8"
Height	20-1/4"
Depth	16 5/8"

MULTIPLE INTERIOR OPTIONS



Standard - Rustic Brown



Herringbone - Rustic brown



Castlestone



Standard - Volcanic Black



Painted Black Steel Panels



Black Glass Reflective Panels

The information and specifications in this brochure are subject to change.



i3000 LARGE WOOD INSERT

NON-CATALYTIC CONTEMPORARY INSERT

The first of our brand-new line of non-catalytic contemporary wood inserts, the i3000 re-imagines performance, design, and usability. Combining everything you love about Regency wood inserts, **the i3000 offers an extra-large view of the fire**, the flushest faceplates available and a stunning contemporary design. All of this while still providing the same exceptional heat output, burn times, and efficiencies you have come to expect from Regency with a unit that is easy to use and maintain.

FEATURES

- Large clean front viewing area
- Contemporary rectangular or arched glass door
- 3.0 cu.ft. firebox
- Non-catalytic technology
- Multiple faceplate and finishing trim styles
- Optional blower

The information and specifications in this brochure are subject to change.

•••
AVAILABLE

FALL 2021
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FACEPLATE & DOOR OPTIONS



Contemporary faceplate shown with rectangular door



Classic faceplate shown with arched door



Arch faceplate shown with arched door



Contemporary 1" trim with rectangular door



Extruded trim shown with arched door



Hampton faceplate shown with arched door

The information and specifications in this brochure are subject to change.



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AVAILABLE
WINTER 2021
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Ei29 ELECTRIC INSERT

MEDIUM ELECTRIC INSERT

Re-imagining what an electric insert can be; the Ei29 electric insert is designed to fit into more spaces and offer a quick and stunning insert upgrade option. Using the same advanced Chromalight LED technology and 3-Dimensional depth as the Regency Skope lineup, the Regency Ei29 provides unmatched realism and flexibility so any home can enjoy the warmth, comfort, and ambiance of a fire. Pick from multiple faceplate styles and fuel bed options to create the perfect look.

FEATURES

- Over 5,000 BTU electric heater with blower
- Dynamic, sparkling fuel bed lighting
- 6 levels of adjustable brightness
- Thermostatic remote
- Multiple faceplate styles
- Fuel bed style options

SPECIFICATIONS	
Width	29-3/8"
Height	20"
Depth	11-5/8"
Flame Viewing Area	28-3/4" x 18-7/8"

The information and specifications in this brochure are subject to change.

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AVAILABLE

FALL 2021
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HAMPTON H310

LARGE CAST IRON WOOD STOVE

Introducing our first fully cast-iron 2020 EPA-certified wood stove, the Hampton H310. Enjoy the efficiency and long burn times of Regency's 2020-approved, non-catalytic stoves with the traditional look, feel, and heating ability of a true cast iron stove. Experience the new Hampton H310 available soon.

FEATURES

- 2020 EPA-certified
- Non-catalytic technology
- Top or rear vent with 6" flue
- Cast iron door with wood handle

OPTIONS

- Charcoal gray or timberline brown enamel finish
- Matching side shelves (set of two)
- Matching short cast legs
- 2 speed blower

SPECIFICATIONS

Maximum BTUs	45,500
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AVAILABLE

SUMMER 2021
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SEATTLE SEE-THROUGH 60

LARGE 2-SIDED SEE-THROUGH MODERN GAS FIREPLACE

Enjoy the beauty of the City Series in two rooms with the all-new Seattle see-through 60. Our first see-through City series model, the Seattle 60 brings all the beauty and flexibility of City Series to two spaces allowing for an open & transitional feel.

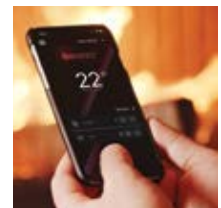
FEATURES

- 18" tall glass viewing area
- Unlimited finishing options right to the edge of the fire
- Patented frameless glass safety barrier
- Reflective enamel or glass panels to accentuate the flame picture
- Crystals and embers in various colors
- Driftwood, birch or split oak log set
- Optional power vent

SPECIFICATIONS

Heat output: BTUs	39,000
Width	60"
Height	18"

Coming Soon!



Wifi Enabled

The information and specifications in this brochure are subject to change.

AVAILABLE

WINTER 2021

SANTA MONICA PIER 60

LARGE 3-SIDED PIER MODERN GAS FIREPLACE

Enjoy the beauty of the City Series from three sides with the all-new Santa Monica Pier 60. Open up living spaces and create a warm and inviting atmosphere with the beauty of the new Santa Monica Pier 60.

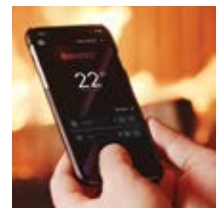
FEATURES

- 18" tall glass viewing area
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- Reflective enamel or glass panels to accentuate the flame picture
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AVAILABLE
SUMMER 2021
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REGENCY GRANDVIEW SERIES

NEW DRIFTWOOD LOGS

A new log set and even more to come! The Grandview series offer the ultimate flexibility in traditional gas fireplaces. **Mix and match over 17 accessories** (now including a beautifully crafted driftwood log set), choose the installation style (flush or faceplate surround finish), & use the Regency's patented Cool Wall System as an option to enable zero-clearances and unlimited choice in finishing materials, including wood or wallpaper! Offer customers more flexibility to create the look they desire with the Grandview series and keep an eye open for the new size: **G1200 – coming soon!**

FEATURES

- New driftwood log set (now 4 media options available)
- Largest viewing area in its class
- Standard top-down & ember bed lighting
- Cool Wall System ready

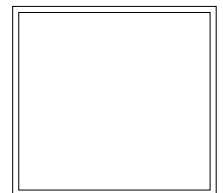
SIZES AVAILABLE



G600



G800



G1200

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PRODUCTS **RECAP**

2020 PRODUCT RELEASES ...

In 2020 we were busy. We launched a large number of new products, improved on some existing models, and brought more choice to customers than ever before. Explore our 2020 models as we plan for 2021 and beyond...



REGENCY CLASSIC & CASCADES SERIES

2020-CERTIFIED WOOD STOVES & INSERTS

The Regency 2020 wood lineup offers something for every type of wood burner. All Regency EPA-certified wood stoves and inserts offer exceptional efficiency and extremely long burn times. Our Cascades Hybrid-catalytic units are well suited to serious wood burners in cold climates, and our Classic Non-catalytic wood units are well-suited for more straightforward uses or as a supplemental heating unit.

FEATURES

- Long and stable burns
- Fully EPA-certified lineup
- Industry leading warranty



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REGENCY CASCADES SERIES

ELIGIBLE FOR US BIOMASS TAX REBATE

Our Regency Cascades Series of 2020 certified wood-burning stoves and inserts are eligible for the new US Biomass Tax Rebate. This means homeowners are eligible to receive up to 26% of the total cost of the unit & installation back as a tax rebate at the end of the year – potentially saving them hundreds!

FEATURES

- Eligible units purchased & installed in 2021 & 2022
- 26% Tax Credit available until Dec 31, 2022
- 22% Tax Credit available until Dec 31, 2023



ELIGIBLE UNITS:

F1500, i1500, F2500, i2500, F3500, F5200

Visit regency-fire.com/USBiomass for complete details

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REGENCY CITY SERIES

MORE SIZES, SAME FLEXIBILITY & BEAUTY

Our entire City Series lineup is now available in three sizes to best fit any space. Our Medium 40", Large 60", & Extra-Large 72" models available as a 1-sided linear, 2-sided corner, or 3-sided bay fireplace. Experience design freedom with our patented frameless dual glass safety barrier & Cool Wall System that enables any finishing material to be placed directly to the edge of the fireplace – even wood and wallpaper.

FEATURES

- Unlimited finishing options with patented Cool Wall System
- Patented frameless dual glass safety barrier
- No need for noisy internal fans

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MARKETING EFFORTS

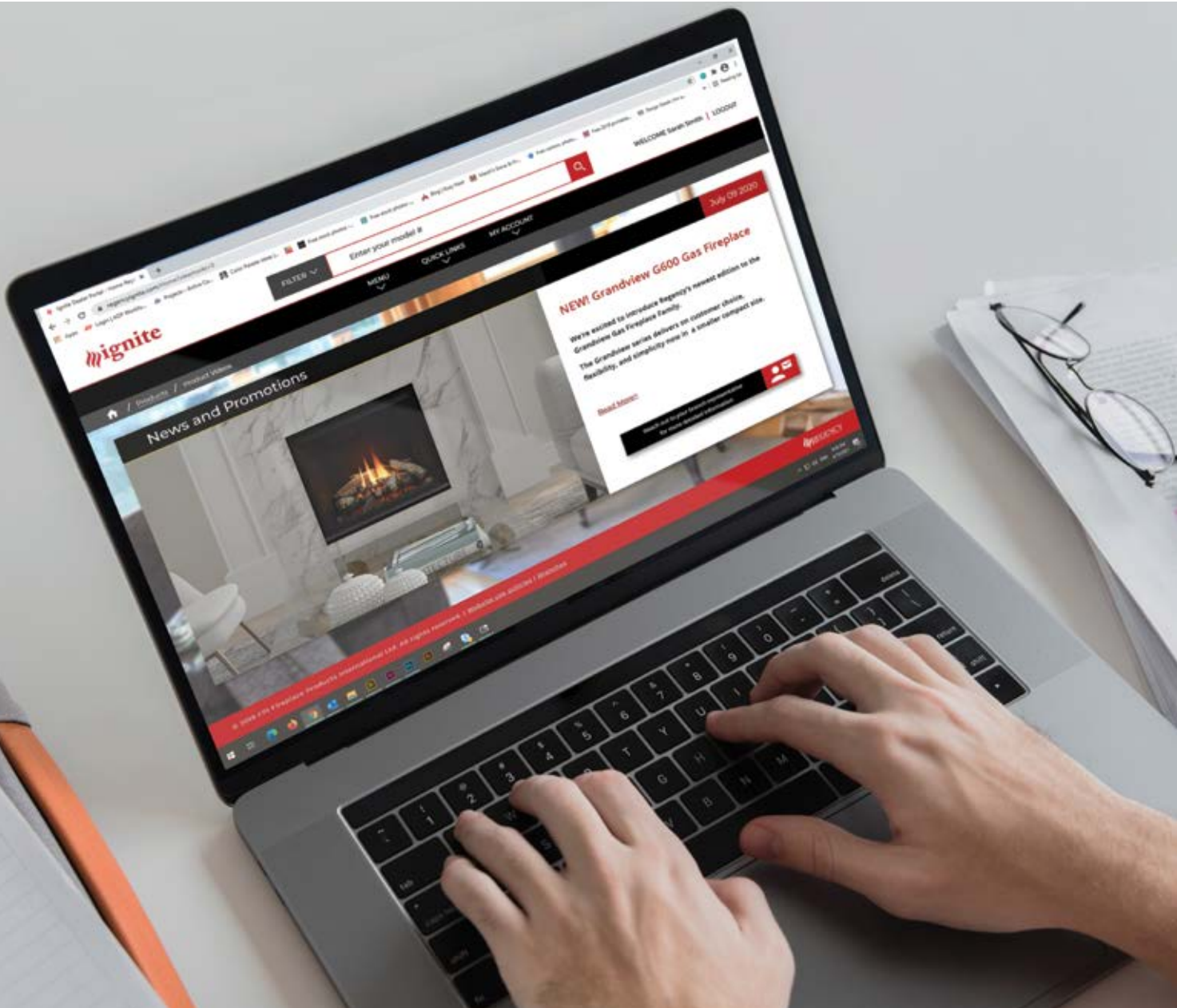
HELPING YOU GROW YOUR BUSINESS ...

Grow your business with Regency. From self-serve direct mail platforms to turnkey advertising solutions & advanced lead collection, scoring, & nurturing programs – Regency has the tools & expertise to help you grow your business.

IGNITE WEBSITE REDESIGN ...

We know you're busy and don't have time to wade through endless web pages looking for what you need - especially when you are in the field. This year, we prioritized making it easier for you to get what you need.

Introducing our redesigned Regency Ignite dealer portal to be more user-friendly, provide better access to the information you need, and fully mobile-friendly to make looking up resources in the field a breeze.



IGNITE WEBSITE REDESIGN ...



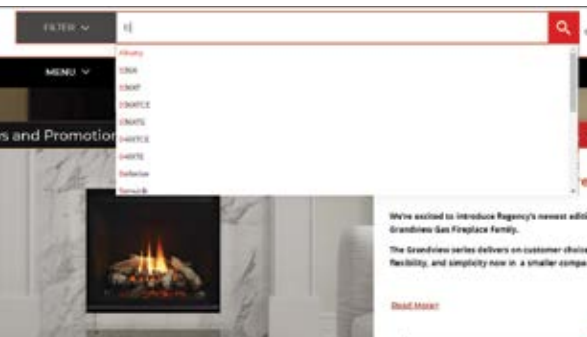
QUICK LINKS

Get what you need faster and get out. No more searching for the tools you use all the time.



MOBILE FRIENDLY

Find what you need easier and faster on your mobile device with our updated mobile-first design.



ENHANCED PRODUCT SEARCH

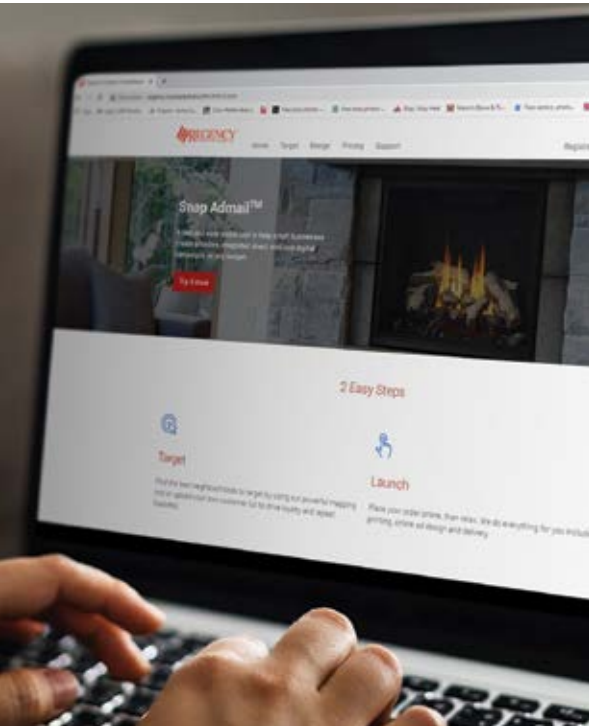
Find product resources faster and easier with Product lookup that directs you to unit specific resources in as few as 2 clicks.



DEALS PROGRAMS ...

As we enter our third year of managed, turnkey digital advertising services, we see tremendous feedback and year-over-year sales growth from participating dealers. These programs offer simplified sign-up and allow dealers to focus on what they do best while the marketing team promotes their business and drives leads to their showroom.

Questions about Regency DEALs? Contact your account executive for more details.



DIRECT MAIL PLATFORM ...

Our new self-serve direct mail platform allows dealers to send out postcards quickly and easily to their desired target markets. Figure out your budget, pick your neighborhoods, choose from one of our professionally designed templates & customize as needed with professional help. Once you're all set you pay direct and your postcards are mailed out as scheduled.

Direct mail has never been easier. Try it out today at regencyignite.com



ONLINE WARRANTY CLAIM ...

Our updated warranty claim process allows for faster submission and better visibility into the status of your customer's warranty claims. No more scanning paper forms and photos – enjoy a faster and easier warranty claim process.

Coming Soon!



ONLINE CO-OP CLAIM ...

Claim your co-op dollars online, see how much is accrued in your account, and claim anytime with the new updated online co-op form.

Simplified submission & better visibility into claims than ever before – try it out on **regencyignite.com**

Coming Soon!

7 FULL SERVICE DISTRIBUTION CENTERS ...

REGENCY'S LOCATIONS

1 CANADA-WEST

6988 Venture St.
Delta, BC V4G 1H4
Toll Free: (866) 946-5155

2 CANADA-EAST

425 Hanlon Creek Blvd.
Guelph, ON N1C 0A1
Toll Free: (800) 273-4362

3 NORTHWEST

20055 NE San Rafael St
Portland, OR 97230
Toll Free: (877) 503-2467

4 SOUTHWEST

1670 Bell Ave., Suite 100
Sacramento, CA 95838
Toll Free: (800) 600-6459

5 CENTRAL

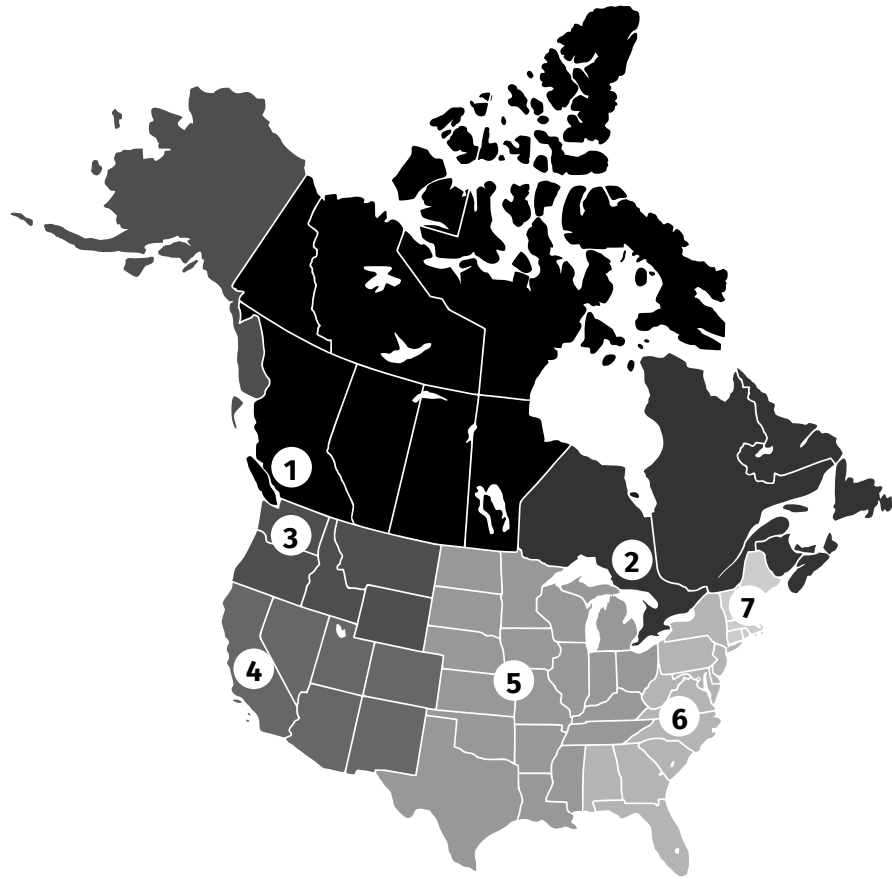
1710 Afton Road
Sycamore, IL 60178
Toll Free: (888) 355-2501

6 EAST

2201B Lakeside Blvd.
Edgewood, MD 21040
Toll Free: (800) 569-4635

7 NORTHEAST

40 Old Dover Road
Newington, NH 03801
Toll Free: (800) 569-4635



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