

4800 Harbour Pointe Blvd. SW
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FOR IMMEDIATE RELEASE

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New 31 DVI and 33 DVI Gas Inserts Now In-stock

I am very pleased to introduce our new price-point gas inserts, the small gas insert, the 31 DVI and the large 33 DVI. These inserts represents a new direction in gas heating that allows you to offer a top-quality gas fireplace insert at a competitive price for your value-conscious customers. The 31 DVI and 33 DVI inserts are all about basics: a big, beautiful, brightly glowing fire and a simplified operating system, yet offering the same glass viewing area as the DVS GSR & DVL GSR. The DVI series of inserts features the Dancing-Fyre™ split-flow, steel pan burner that allows your customer to select a big fire display.

Both DVI Inserts feature huge turn-down-rates:

31 DVI: 31,000 Btu maximum rating down to 10,700 Btu NG on lowest setting (12,600 Btu LP).

33 DVI: 40,000 Btu maximum rating down to 11,900 Btu NG on lowest setting (7,400 Btu LP).

The log set is also unique to these models. We don't skimp on detail and this log set and flame rivals all competitors.

To keep this model uncomplicated, we eliminated the accent light capability. We do offer a number of useful, efficient options so your customers can choose to create the heating system they need to do the job. They will find the optional 180 CFM, variable speed blower with snap switch quite useful for heat distribution, and if convenience is on their list, our new On/Off/ Temperature remote thermostat provides push-button control.

The 31 DVI and 33 DVI share same dimensions and installation requirements as the DVS GSR and DVL GSR inserts.

The standard reversible brick fireback for the DVS GSR and DVL GSR is also compatible, a popular option even value conscious customers frequently opt for.

Imagine A FIREPLACE IN EVERY ROOM®

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All the DVS and DVL faces you already know are compatible, too. Faces you have in stock from the new DVS GSR and DVL GSR inserts all fit this model. Plus - we will soon introduce a new Universal design, price-point face in large and small "No-Panel" face sizes to give your budget-conscious customers a really nice way to complete their new insert! This gives you maximum interchangeability of accessories for your convenience and stocking efficiency, and your customer can add additional beauty now or later, as their budget allows.

You will want to order a 31 DVI and 33 DVI now to be able to show it yet this season. In an effort to show this model as a value comparison, I suggest you refrain from dressing it up to its maximum capability, contrasting the value of the DVI line-up with your top-of-the-line DVS GSR or DVL GSR.

New 31 DVI Gas Insert

SKU#	DESCRIPTION
98400092	Insert, 31 DVI
99000167	Fan, DVI, Insert
99300646	Thermostat, Remote Universal
96100100	Fireback, DVS, Insert Brick/Herringbone
95100050	Universal Face/Panel Small
95100051	Universal Face/Panel Large

New 33 DVI Gas Insert

SKU#	DESCRIPTION
98400096	Insert, 33 DVI
99000167	Fan, DVI, Insert
99300646	Thermostat, Remote Universal
96100150	Fireback, DVL, Insert Brick/Herringbone
95100055	Universal Face/Panel Small
95100056	Universal Face/Panel Large"

SUPPORT:

We have enclosed literature sample in this package. To order additional literature, refer to the SKU located on the last page of the brochure.

Adslicks are available for download on the Travisdealer back office under Ads/Marking/Adslicks

A dealer Sales and Installation Training DVD will soon be available to help inform your staff. This video will also be available for viewing on the Dealer back office under Training and under each 31 DVI and 33 DVI Product listing.

SKU#	DESCRIPTION
98800391	DVD, 31 DVI and 33 DVI Sales and Installation Training

To discuss how to effectively sell both the DVS GSR and DVL GSR and the new 31 DVI and 33 DVI inserts, contact your sales manager or outside Travis Sales Rep. Prices available on the Back Office!