



myDRU Summer 2019

The newsletter for DRU Fires in the UK



SPECIAL HEARTH & HOME EDITION



Harrogate 9-11 June 2019
Come and see us on **stand C35**



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BACK TO THE FUTURE

DRU RETURNS TO HEARTH & HOME IN 2019 WITH AN EXCITING SELECTION OF NEW PRODUCTS.

It is now 265 years since DRU was founded in the Netherlands and 44 years since we arrived in the UK. To mark this occasion, we will unveil an exciting new selection of fires and stoves at the UK's premier fireplace trade show *Hearth & Home*, Harrogate, 9 - 11 June 2019, stand C35. We will be showcasing fires and stoves from our five brands, covering all fuel types, designs and price points. This year's campaign theme is 'Back to the Future', as DRU is

returning to Harrogate for the first time in 3 years with some exciting new products and innovations.

There are new models from our ranges of DRU designer and Global mid-priced gas fires, Dik Geurts and Spartherm wood stoves and Ebios bioethanol fires. There will also be the world premiere of a new product that redefines what it is possible to do with a fireplace.

Our brands:



designed to be different

Global
BY DRU

Dik Geurts
Creation of flames

SPARTHERM®
The Fire Company

ebios fire™
burning passion



designed to be different



THE FIRST FIRE FOR ALL SEASONS

Unique 'summerlighting' feature

Finally, the Maestro 60 is also a smart electric fire, with a unique 'summerlighting feature.' When put into electric-only mode, LEDs embedded in the logs are activated to create remarkably realistic flames and a comforting glow with minimal heat.

The Maestro 60 is a compact and versatile fire that is available in single-sided, two-sided and 3-sided versions depending on where you wish to locate it around the home.

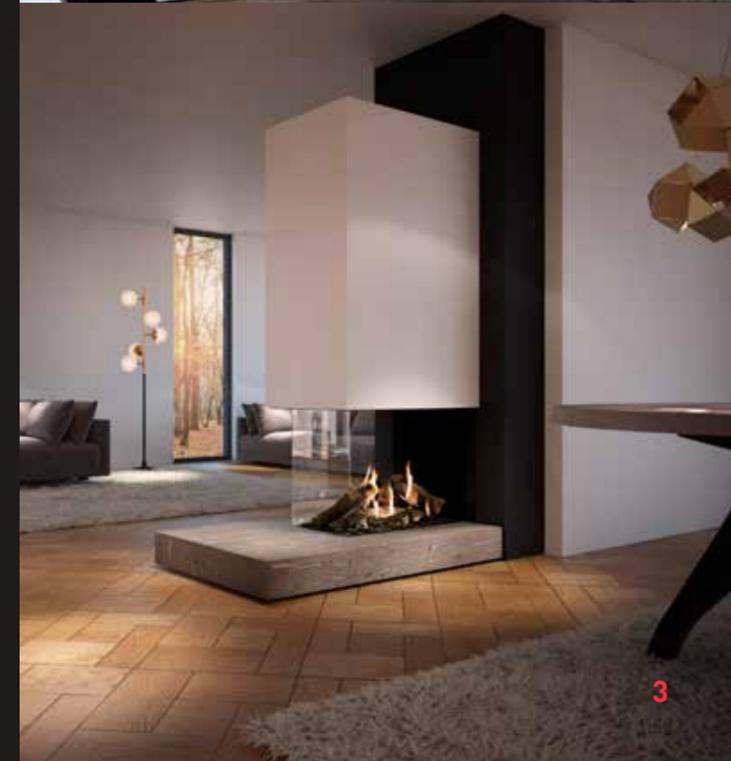
As it is a balanced flue fire, it requires no chimney and draws air from outside the building for combustion, resulting in safe and comfortable heating.

It comes with a choice of black or mirrored Ceraglass interiors, optional anti-reflective glass for a high definition view of the flames and has a clever tilting window for ease of cleaning and maintenance. In addition, it is Eco Design ready with an A energy label, essential for modern, well-insulated homes.

New DRU designer gas fires

As well as the Maestro 60, DRU will also show the new Passo Eco Wave freestanding contemporary gas stove, which has a beautifully curved viewing window and the dramatic Maestro 75 XTU 3-sided gas fire, which makes an impressive room dividing feature.

Both fires include the DRU Dynamic Flame Burner and can be controlled by the Eco Wave app.



The new DRU Maestro 60 hybrid fire

Described as 'the first fire for all seasons', Maestro 60 Eco Wave is an innovative new hybrid gas/electric fire with unique, compelling and energy-saving features.

Firstly, it is a contemporary, built-in gas fire with the exclusive DRU Dynamic Flame Burner®.

This provides high, dense flames at the coldest times of the year, underpinned by a comforting glow. Next, the innovative DRU Eco Wave app allows the user to control the height and pattern of the flames from a smartphone or tablet using a simple graphic display. So, during cool spring and autumn evenings, you can adjust the look and feel of the fire to suit your mood.

▼ Maestro 60 Dynamic Flame Burner in gas mode



▼ Maestro 60 with summerlighting in electric mode





Global
BY DRU



▲ DRU Global 55XT BF or CF

▲ DRU Global 70XT BF or CF

NEW GLOBAL BY DRU TRUFLAME® GAS FIRES

DRU will be introducing its new, mid-priced Global by DRU gas fires featuring the innovative TruFlame® burner. Rather than a simple line burner, the TruFlame® burner follows the contours of the logs, creating a flame pattern that is much more authentic, with higher, denser flames underpinned by realistic glowing embers. The TruFlame® range has three models in a choice of balanced and conventional flue versions:

DRU Global 55XT BF or CF

This is a compact and versatile balanced gas fire that is compatible with Class 1 chimneys. Its slimline design frames an impressive log effect fire bed with realistic flames, a choice of mirrored Ceraglass or classic brick interior finishes and the option of Clear View anti-reflective glass that replicates the appearance of an open fire.

▼ Global 55XT cavity wall gas fire with slimline fire surround



DRU Global 70XT BF or CF

This is an elegant and expansive gas fire that is designed to be the centrepiece of any living room. Whether or not your home has a chimney, this glass-fronted masterpiece is easy to install and will give many years of warmth and comfort. The addition of a contemporary or classic fire surround completes the picture.

DRU Global 55XT BF cavity wall gas fire

Recently shortlisted by the Build It Awards as Best Stove or Fire, this unique gas fire is designed to fit neatly into a brick wall cavity, as found in most homes that have been built since the 1960s. The compact nature of the design allows it to be combined with a slimline contemporary or classic fire surround, which creates an impressive fireplace that takes up very little floor space.

The clever 'snorkel-shaped' balanced flue assembly ends in an unobtrusive terminal on the outside wall. All the new Global TruFlame® gas fires have high efficiency ratings and are Eco Design ready in line with the latest European energy saving regulations.



▼ Cross section of cavity wall fire installation



Dik Geurts
Creation of flames



WOOD FIRES AND STOVES

DRU designs and produces the Dik Geurts range of wood stoves and fires from the Netherlands. From our Dik Geurts wood stove range, we will be displaying the spectacular Odin circular wood stove with its sweeping flame picture and the new Modivar freestanding wood stove.

The range includes contemporary models and popular functional models, such as the Ivar and Aste, which are compatible with UK chimneys. All Dik Geurts fires and stoves are Ecodesign ready with high energy efficiency ratings and A energy labels.



▲ Dik Geurts Odin circular wood stove



▲ Dik Geurts Modivar wood stove with log storage

DRU! OFFICIAL UK DISTRIBUTOR FOR SPARTHERM



DRU is the official UK distributor for the German-made Spartherm range of contemporary wood fires and stoves. The range has recently been streamlined into Premium Edition models with superior technical features, Linear models with integral door handles and Design models with separate handles for a more seamless finish.

Spartherm fires on display will include new built-in 2 and 3 sided models. They feature the S-Thermatik NEO app for smartphones and tablets, which enables the user to adjust the airflow in the fire chamber, provides alerts when the logs need to be replenished and operates the Sesam automatic glass door mechanism.

In addition, they also feature the S-Kamatik combustion system, which controls the airflow, increases the pressure and optimises the burning process. This ensures an economical and efficient combustion.

DRU will also be introducing a new Spartherm wood fires brochure, along with new videos and promotional material for dealer showrooms, in order to expand the potential for these superior quality fires.



▲ Spartherm Premium U-50 3-sided wood fire



▲ Spartherm Linear Corner 2R 2-sided wood fire

Bioethanol fires – the green solution

At Hearth & Home 2019 DRU is officially launching the Spartherm designed and produced ebios-fire® selection of bioethanol fires and stoves. Bioethanol fires require no chimney or flue, give off no harmful emissions and are 99% energy efficient. They are available in a large selection of table-top, built-in and freestanding designs for living rooms, kitchens, bedrooms, bathrooms and even gardens.

The Ebios Passo E freestanding bioethanol stove will represent the range on the stand at Hearth & Home.



▲ Ebios Chelsea bioethanol fire



▲ Ebios Passo E bioethanol stove



DRU the market leader in customer service

As well as its new models, DRU is keen to showcase its state-of-the-art manufacturing facilities, technical support, customer services and marketing initiatives, in order to establish its position as the complete fireplace company, with a presence in all corners of the UK.

DRU dealers enjoy the following benefits:

- Innovative new products and fireplace technologies
- My DRU online ordering and account management system: www.druservice.co.uk
- Gas fires made to order in 5 days and delivered in 15 days
- Prompt deliveries to all parts of the UK
- Generous display discounts
- Nationwide warranty and technical support
- Regular sales leads and incentives



DRU Maestro gas fire completes transformation of classic Camden town house

When architect Tamas Deilinger and his wife decided to renovate their attractive town house in Camden, North London, they chose a DRU Maestro 75 contemporary gas fire to be the main focal point and primary source of heat in their living room.

The fire was supplied and installed by London fireplace specialists Acquisitions. They skilfully adapted the existing Class 1 chimney in the property, creating a larger opening for this expansive fire and inserting the balanced flue all the way up the chimney, exiting on the roof.

The balanced flue system, which was originally developed by DRU in the 1930s, draws air from outside the building for combustion and expels waste gases outside using the same concentric flue. This means that no air is depleted inside the home, resulting in safe, comfortable and efficient performance.

The Maestro 75 has the exclusive DRU Dynamic Flame Burner®, which generates high, dense, realistic flames underpinned by a comforting glow. The flame picture can be controlled with a smartphone or tablet using the unique DRU Eco Wave app.

In addition, the fire is compatible with the European Eco Design directive, has an A energy rating and is 89% energy efficient, essential for modern, well insulated homes.



Tamas and his family are delighted with the difference that the Maestro 75 has made to their newly refurbished town house and have enjoyed a comfortable winter, while keeping their heating bills low.



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DRU SPONSORS TOP NORTH WEST JUNIOR FOOTBALL TEAM

Poulton Dynamos are a highly successful under 13s football team from Lancashire, coached by The Fireplace Superstore general manager Richard Bailey.

With the help of DRU shirt sponsorship and fund raising from school and parents' activities, the Dynamos have competed in the Juliana Malden Cup, a European juniors tournament held annually in Malden, near Nijmegen, Netherlands. A squad of 22 players along with parents and coaching staff travelled to Malden during the recent late May half term and can be seen displaying their new shirts on their way to the airport.



I am interested in becoming a DRU dealer.

- Please make me an appointment with an area sales manager
- I am an architect/builder interested in specifying DRU gas, wood or bioethanol fires

Please send me the following brochures:

- DRU designer gas fires
- DRU Global gas fires
- Dik Geurts wood and multi-fuel stoves
- Spartherm wood stoves
- ebios-fire® bioethanol fires

For further information contact exclusive distributors:

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Job Title _____

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