

REACHING THE HEIGHTS OF DESIGN

Media release

EcoSmart Fire redefines open fires on all levels

New York style apartment living is being embraced around the globe – and ethanol fireplace leader EcoSmart Fire is catering to this growing trend with its versatile range of ethanol fires.

“Once primarily the domain of houses, open fires are now a viable solution for mid- and high-rise homes that can’t have traditional wood-burning fireplaces,” says Stephane Thomas, Director of MAD Design Group and creator of EcoSmart Fire.

“Ethanol is an eco-friendly, renewable, clean-burning fuel and the fireplaces are vent-free and don’t need chimneys, flues or any connections. They also don’t produce any soot, ash, smoke or other harmful by-products. Put simply, they provide the perfect solution for professionals and consumers alike to create effective, efficient and more affordable fireplaces solutions for even the most compact of spaces. And the dancing flame is an easy and beautiful way of enhancing the aesthetics of interiors and making them cosier more inviting.

“EcoSmart fires have been installed in thousands of apartments and condos around the world to create wall-mounted and bench-mounted fireplaces. We are always amazed by the creativity of design professionals, architects, builders and homeowners who use our fires to warm up and enhance their indoor and outdoor living spaces.”

Freestanding, portable fires

- [Igloo](#): the futuristic Igloo enhances any contemporary décor with its distinctive appearance and combination of toughened glass with stainless steel bench. The unique form allows the flame to dance in many directions off the reflective glass panels, and the sleek, minimalist lines make it ideal for a wide range of architectural environments – whether inside an apartment or condo, or out on a balcony.
- [Ghost](#): a strikingly elegant, almost invisible fireplace, the Ghost is fashioned in a similar style to the Igloo, with toughened glass and stainless steel. The see-through, reflective glass panels enhance the flame and the ambience of indoor and outdoor spaces. And being portable, Ghost can be easily placed in different settings.



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Built-in ethanol fires

EcoSmart Fire has a wide range of more compact, slender, zero-clearance fireplace inserts that are specifically designed to create customized built-in open fires. [Flex Fireplaces](#) provide endless design flexibility and installation freedom across indoor and outdoor settings – including those with a smaller footprint. They don't need a flue or chimney, which facilitates their installation into customized settings.

The smallest of the Flex Series of ventless fireplace inserts – Flex 18, Flex 32 and Flex 42 – come in a variety of configurations and flame-viewing options. These include Single-sided, Double-sided, Left Corner, Right Corner, Bay (view the flame from 3 sides), Peninsula (a see-through multi-view fireplace with 3 open sides, delivering a flame to multiple rooms),

"The Flex Series provides the ultimate in versatility," says Thomas. "There are all-flame fires that are perfect for single room use, models that are perfect for corner placement within specially created part-walls, or options to create a clever see-through room divider that also gives the illusion of a room being larger than it is. They all create a mesmerising flame and eye-catching focal point."

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About EcoSmart Fire – ecosmartfire.com

EcoSmart Fire was launched onto the global stage in 2004 and there have been thousands of installations in residential and commercial properties across 75+ countries. EcoSmart Fire has also played a pivotal role in spearheading the creation of global standards and testing platforms for this ground-breaking wave of ethanol-fuelled fireplaces. Safety is infused into every aspect of EcoSmart Fire's process, from the quality of research and development, to the operational system and built-in safety features. No other manufacturer has a collection so comprehensively tested and listed by third-party laboratories to safety standards.

Behind the stylish façade of EcoSmart Fires is a sophisticated heating system that uses the cleanest, most efficient fuel source on the market: bioethanol.

Further information or images:

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