

FOR IMMEDIATE RELEASE

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## **BUILDING BRIDGES IN THE WOOD PELLET HEATING INDUSTRY** *Working to Make Pellet Fuel Easy*

Manchester, NH – PelletSales.com and Hearth & Home Technologies jointly announced this month that Steve Tate, formerly Brand Manager for Quadra-Fire, has now transitioned to join PelletSales.com as Director of Marketing and Bulk Business Development. Both firms are emphasizing the importance of strengthening ties between wood pellet appliance manufacturers and pellet fuel delivery services. “Though the pellet appliance industry is growing strong here in the US, uncertainty in fuel supply has prevented the levels of acceptance now seen in Europe” says Tate. “Families are switching to pellets due to high energy prices, and want the ease of ordering over the internet coupled with the convenience of having fuels delivered to their driveway.”

PelletSales.com, started by Jon Strimling in 2005, works with a network of over 30 different manufacturing sources in the US and Canada and is delivering fuel to the 48 contiguous states. “The typical method for getting pellet fuel is to pick it up from your local stove shop or large grocery, hardware, or other retail store”, says Strimling.

“Sometimes the same store wouldn’t be carrying fuel the following season leaving the homeowner trying to find their next source of supply. PelletSales.com allows consumers to order their fuel and have it delivered right to their home, pick it up at a consistent location, or soon be able to order in bulk. We don’t offer residential home delivery everywhere yet, but we’re building our distribution channel every day. At a minimum, consumers can get together with their friends and neighbors and order a truckload anywhere in the lower 48.”



*Jon Strimling, Founder of PelletSales.com*



*Pellet Delivery Truck*

Brad Determan, President of Hearth & Home Technologies agrees that appliance manufacturers and the pellet fuel industry need to be working closely together.

“Consistent appliance sales are dependent on dependable national fuel supply,” says Determan. “We’re looking forward to working with PelletSales.com to make obtaining fuel easier for consumers.” Hearth & Home Technologies of Lakeville, Minnesota manufactures the Quadra-Fire, and Harman pellet appliance brands. Hearth & Home

Technologies, as well as the rest of the pellet appliance producers have been reporting a significant increase in demand. “Pellet appliances are selling very well for this early in the

season” says Tate. “Production constraints are causing a sizable backlog in the industry, similar to what we saw in the fall of 2005. With the price of oil, gasoline, food, and many other expenses going up, families are looking for a less expensive way to heat their homes. If you’re looking for a pellet appliance and fuel as an alternative heat source, now is the time to get your order in. Even if you don’t get it right away, get on the list.”

Hearth & Home Technologies is the world’s leading hearth products manufacturer and is the world’s largest producer of pellet appliances, including the Quadra-Fire and Harman brands. PelletSales.com is the largest independent national distributor of pellet fuels, and provides home delivery of wood pellet heating fuels to consumers. They market a variety of brands, including the CleanFire brand.