

**Model: SFE-35**

# SIMPLIFYRE

## Electric Fireplace

### INSTALLER/CONSUMER SAFETY INFORMATION

PLEASE READ THIS MANUAL  
BEFORE INSTALLING AND  
USING APPLIANCE.

**WARNING!**

IF THE INFORMATION IN THIS  
MANUAL IS NOT FOLLOWED  
EXACTLY, AN ELECTRICAL  
SHOCK OR FIRE MAY RESULT,  
CAUSING PROPERTY DAMAGE,  
PERSONAL INJURY OR LOSS  
OF LIFE.

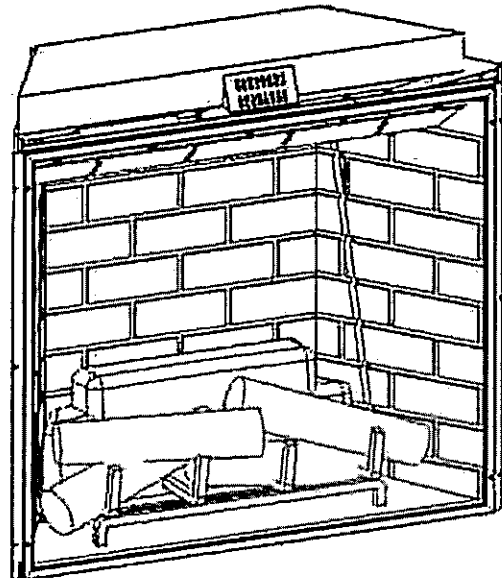
### FOR YOUR SAFETY

**SERVICE MUST BE  
PERFORMED BY A QUALIFIED  
SERVICE AGENCY.**

**DO NOT STORE OR USE  
GASOLINE OR OTHER  
FLAMMABLE VAPORS AND  
LIQUIDS IN THE VICINITY OF  
THIS OR ANY OTHER  
APPLIANCE.**



### BUILDER BOX



TUV LISTED AS SFE-35

## Homeowner's Installation & Operating Manual

NOTE: The device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions:

1. This device may not cause harmful interference, and
2. This device must accept any interference received, including interference that may cause undesired operation.

**ANSI/UL 2021 FIXED AND LOCATION DEDICATED ELECTRIC ROOM HEATER  
INSTALLER: DO NOT DISCARD THIS MANUAL - LEAVE FOR HOMEOWNER**

# Congratulations!

**Congratulations on selecting a Simplifyre electric fireplace. The unit you have selected is designed to provide the utmost in safety, reliability and efficiency.**

**As the owner of a new fireplace, you'll want to read and carefully follow all of the instructions contained in this owner's manual. Pay special attention to all cautions and warnings.**

**This owner's manual should be retained for future reference. We suggest you keep it with your other important documents and product manuals.**

**The information contained in this owner's manual unless noted otherwise, applies to all models.**

**Your new Simplifyre electric fireplace will give you years of durable use and trouble-free enjoyment.**

**Welcome to the Hearth & Home Technologies family of fireplace products!**

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BEFORE USING THIS APPLIANCE**

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**⚠ WARNING**



**Fire Risk**

- **Do not** install or operate damaged heater.
- **Do not** modify heater.
- Installation other than as instructed by Hearth & Home Technologies Inc. is strictly prohibited.
- **Do not** operate the heater without fully assembling all components.
- Installation and/or use of any component part not approved by Hearth & Home Technologies.

Hearth & Home Technologies disclaims any responsibility for, and the warranty and agency listing will be voided by the above actions.

**⚠ WARNING**

Improper installation, adjustment, alteration, service or maintenance can cause injury or property damage. Refer to the owner's information manual provided with this heater. For assistance or additional information consult a qualified installer, service agency or your dealer.

**Not intended for use as a primary heat source.**

It should not be factored as a primary heat source in residential heating calculations.

### Important Instructions

When using electrical heaters, basic precautions should always be followed to reduce the risk of fire, electric shock, and injury to persons, including the following:

- Read all instructions before using this heater.
- This heater is hot when in use. To avoid burns, do not let bare skin touch hot surfaces. If provided, use handles when moving this heater. Keep combustible materials, such as furniture, pillows, bedding, papers, clothes, and curtains away from sides and rear of heater, and at least 12 in. (305 mm) the front.
- Extreme caution is necessary when any heater is used by or near children or invalids and whenever the heater is left operating and unattended.
- Always unplug heater when not in use.
- Do not operate any heater with a damaged cord or plug or after the heater malfunctions, has been dropped or damaged in any manner. Return heater to authorized service facility for examination, electrical or mechanical adjustment, or repair.
- Do not use outdoors.
- This heater is not intended for use in bathrooms, laundry areas and similar indoor locations. Never locate heater where it may fall into a bathtub or other water container.
- Do not run cord under carpeting. Do not cover cord with throw rugs, runners, or the like. Arrange cord away from traffic area and where it will not be tripped over. Do not coil cord.
- To disconnect heater, turn controls to "OFF", then remove plug from outlet.
- Do not insert or allow foreign objects to enter any ventilation or exhaust opening as this may cause an electric shock or fire, or damage the heater.
- To prevent a possible fire, do not block air intakes or exhaust in any manner.
- A heater has hot and arcing or sparking parts inside. Do not use it in areas where gasoline, paint, or flammable liquids are used or stored.

- Use this heater only as described in this manual. Any other use not recommended by the manufacturer may cause fire, electric shock, or injury to persons.
- Always use properly grounded, fused and polarized outlets.
- Always use ground fault protection where required by electrical code.
- Always disconnect power before performing any cleaning, maintenance or relocation of the heater.
- To prevent a possible fire, do not burn wood or other materials in this heater.
- To prevent electric shock or fire, always use a certified electrician should new circuits or outlets be required.
- When transporting or storing the heater, keep in a dry place free from excessive vibration and store as to avoid damage.
- **SAVE THESE INSTRUCTIONS FOR FUTURE REFERENCE.**

## UNPACKING THE UNIT

**WARNING:** Do not use this fireplace if any part of it has been under water. Immediately call a qualified service technician to inspect and replace any parts of the electrical system if necessary.

Carefully remove packaging from the unit. The front screen is held in place with Clips. To remove the screen grasp it firmly and pull out.

The logs and grate are held with tie-wraps to shipping stops. The tie-wraps and shipping stops must be removed prior to using the appliance. Cut the tie-wraps remove the logs and grate. Unscrew the shipping stops. Replace the grate and position the logs on the grate. Replace the screen front.

## ELECTRICAL SPECIFICATIONS

Voltage:	120 V AC, 60Hz
Total Amps:	8.75 AMP
Total Watts:	1050 Watts
Heater Rating:	1000 Watts/ 3415 BTU

## LOCATING YOUR ELECTRIC FIREPLACE

Your new electric fireplace may be installed virtually anywhere in your home. However when choosing a location ensure that the general instructions are followed. For best results, install out of direct sunlight.

Power supply service must be either completed or placed within the heater prior to finishing to avoid reconstruction.

Protective cover may stay on during framing, but must be removed before final finishing. Once final finishing has been completed, the protective cover can be used to protect heater until final installation is complete.

## CLEARANCE TO COMBUSTIBLES

Sides.....	0 inches	0 mm
Floor.....	0 inches	0 mm
Top .....	0 inches	0 mm

## FRAMING

1. Choose fireplace location and framing as show in Fig.1.
2. Frame in the fireplace with a header across the top.
3. It is important to allow for finished face when setting the depth of the frame.
4. The fireplace can now be positioned in the opening.
5. Level it with shims if necessary, and attach the unit to the frame using the nailing flanges provided.

## HARDWIRE ELECTRICAL CONNECTIONS

### WARNING

A qualified electrician must perform any electrical wiring of this appliance. This wiring must be done in accordance with local codes, and/or in U.S.A. installation, National Electrical Code ANSI/NFPA No. 70; for Canada with the current CSA C22.1 Canadian Electrical code.

### NOTE:

**All wiring must be completed prior to finishing the unit.**

**WARNING:** Electrical wiring must comply with local building codes and all other applicable regulations to reduce the risk of fire, electrical shock, and injury.

For supply connections use No.14 AWG or larger wires. Use copper wire only.

Use only on 15 ampere branch circuit.

1. Loosen the screws securing the junction block cover.
2. The unit is factory wired for 120 Volt 60 Hz power.
3. Wire to a dedicated, properly grounded, 120 Volt 60 Hz, 15 Amp rated circuit.
4. Ensure all junction block connections are tight.
5. Replace the cover and retaining screws.
6. Plug in the IEC 320c-14 plug to the power supply socket located on the upper right side of the unit.

## FINISHING

Combustible or non-combustible materials may be used to finish up to the fireplace opening.

### NOTE:

Ensure that you leave adequate room to remove and replace the front screen.

When using paint or lacquer to finish the mantel, they must be heat-resistant to prevent discoloration.

Grilles and air openings cannot be covered in any circumstances.

## FIREPLACE DIMENSIONS

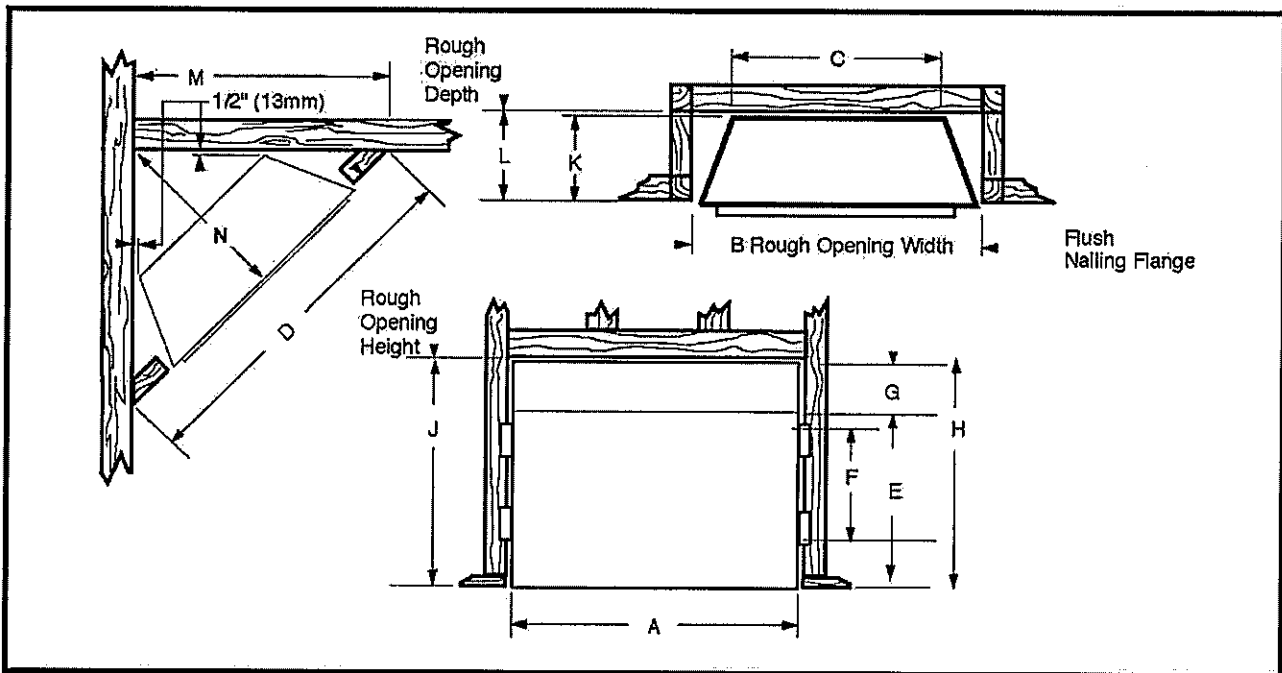


Fig. 1 Fireplace specifications and framing dimensions.

Ref.	inch	cm
A	35"	88.9
B	36 1/2"	92.71
C	22"	55.88
D	48"	121.92
E	30 1/2"	77.47
F	19 1/4"	48.90
G	3 1/8"	7.94
H	33 5/8"	85.41
<b>Framing Dimensions</b>		
J	34"	86.36
K	12 1/2"	31.75
L	12 3/4"	32.39
M	33 3/4"	85.73
N	34"	86.36

## SERVICE INSTRUCTIONS

### WARNING:

Disconnect power at circuit breaker before attempting any maintenance or cleaning to reduce the risk of fire, electrical shock or personal injury.

### REPLACING THE LIGHT BULB

This fireplace uses a single 12 Volt, 35 Watt, MR-16 bulb. The bulb is located behind the smoke shield.

A spare is provided with unit. Replacement bulbs (Part No.4050-123) are available through your Simplifyre dealer.

1. Turn off power to the unit at the main service panel.
2. Let the fireplace cool if it has been operating.
3. Release the spring pins and remove the upper shield.
4. Remove the two screws on the projector bracket.
5. Rotate the housing down to access the bulb.
6. Remove the screws holding the bulb and socket.
7. Unplug the bulb from the socket.
8. Replace the bulb.
9. Re-assemble in the reverse order.

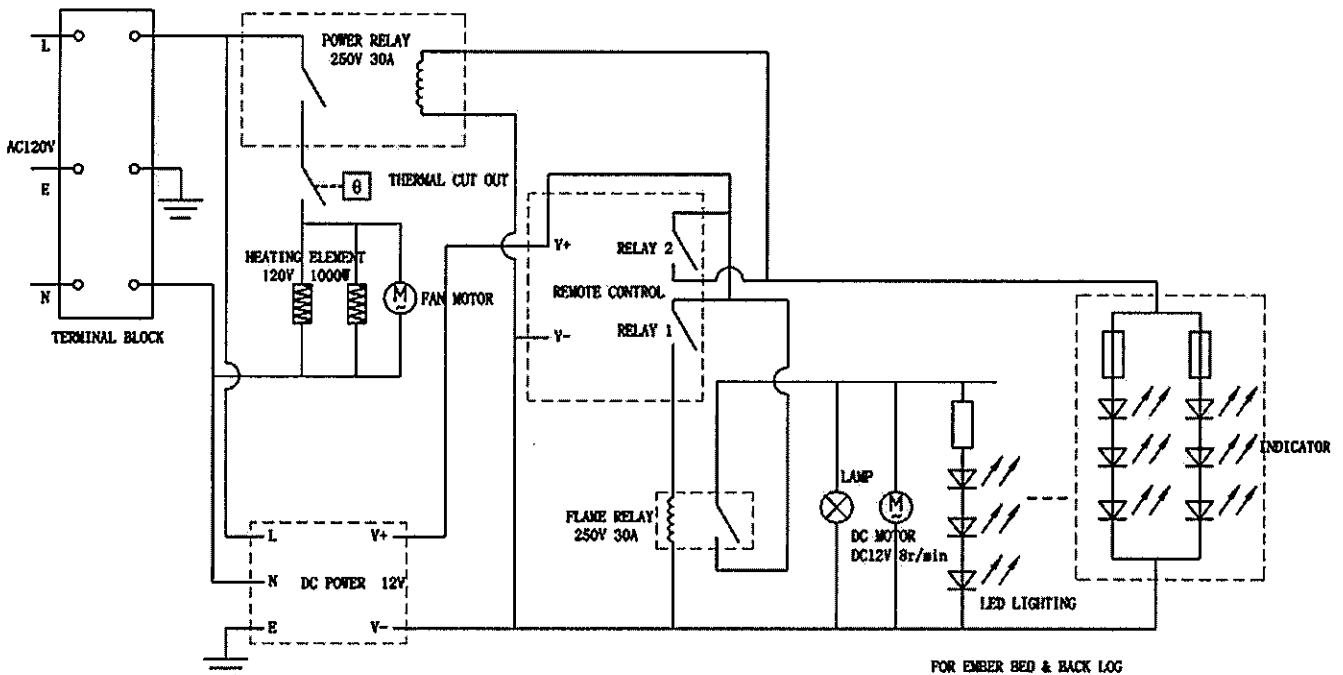
### SCREEN CLEANING

During shipment, installation, handling, etc., the screen surface may collect dust particles; these can be removed by lightly wiping with a clean, dry cloth.

### MAINTENANCE OF MOTORS

The motors used on the fan and flame projector assembly are prelubricated for extended bearing life and require no further lubrication. However, periodic cleaning/vacuuming of the fan/heater unit is recommended.

## ELECTRICAL WIRING DIAGRAM



## OPERATING INSTRUCTIONS

Ensure the appliance is connected to a properly grounded electrical outlet on a minimum 15 Amp circuit. If a new outlet is required it should be installed by a qualified electrician according to applicable building codes.

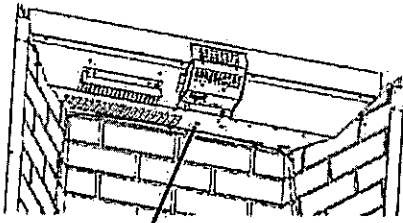
### REMOTE CONTROL

**NOTE:** If the fireplace does not respond to the hand held control, see section A below

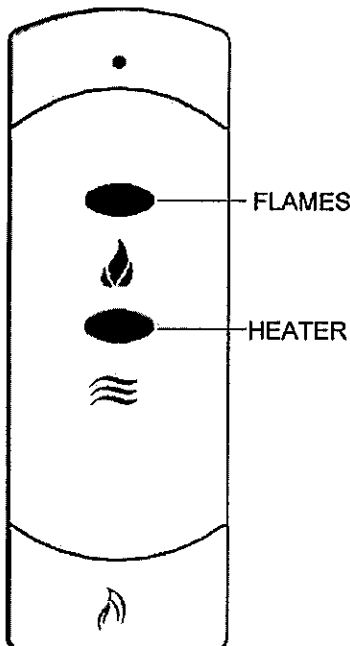
The fireplace is supplied with a radio frequency remote control. This remote control has a range of approximately 30 ft. (10m), it does not have to be pointed at the fireplace and can pass through most obstacles (including walls).

**NOTE:** This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses, and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.



Learn Button



#### A. Remote Control Initialization

This procedure is required only when the unit is installed or the transmitter is replaced and is not effected by loss of power.

1. Ensure that power is supplied through main service panel.
2. Place fresh batteries in the transmitter.
3. Access the learn button by removing the front screen.
4. Press and hold down the learn button. You will hear the beep.
5. Press a button on the hand held transmitter.
6. Release the learn button when you hear the long beep.
7. This completes the remote control receiver / transmitter initialization.

#### B. Remote Control Usage

The remote control operates the fireplace modes. The Flame Effect and Backlog/Embers are turned ON/OFF by alternate action of the FLAME button on the remote transmitter. The Heater/Blower and front Embers are turned ON/OFF by alternate action of the HEATER button on the remote transmitter.

**NOTE:**

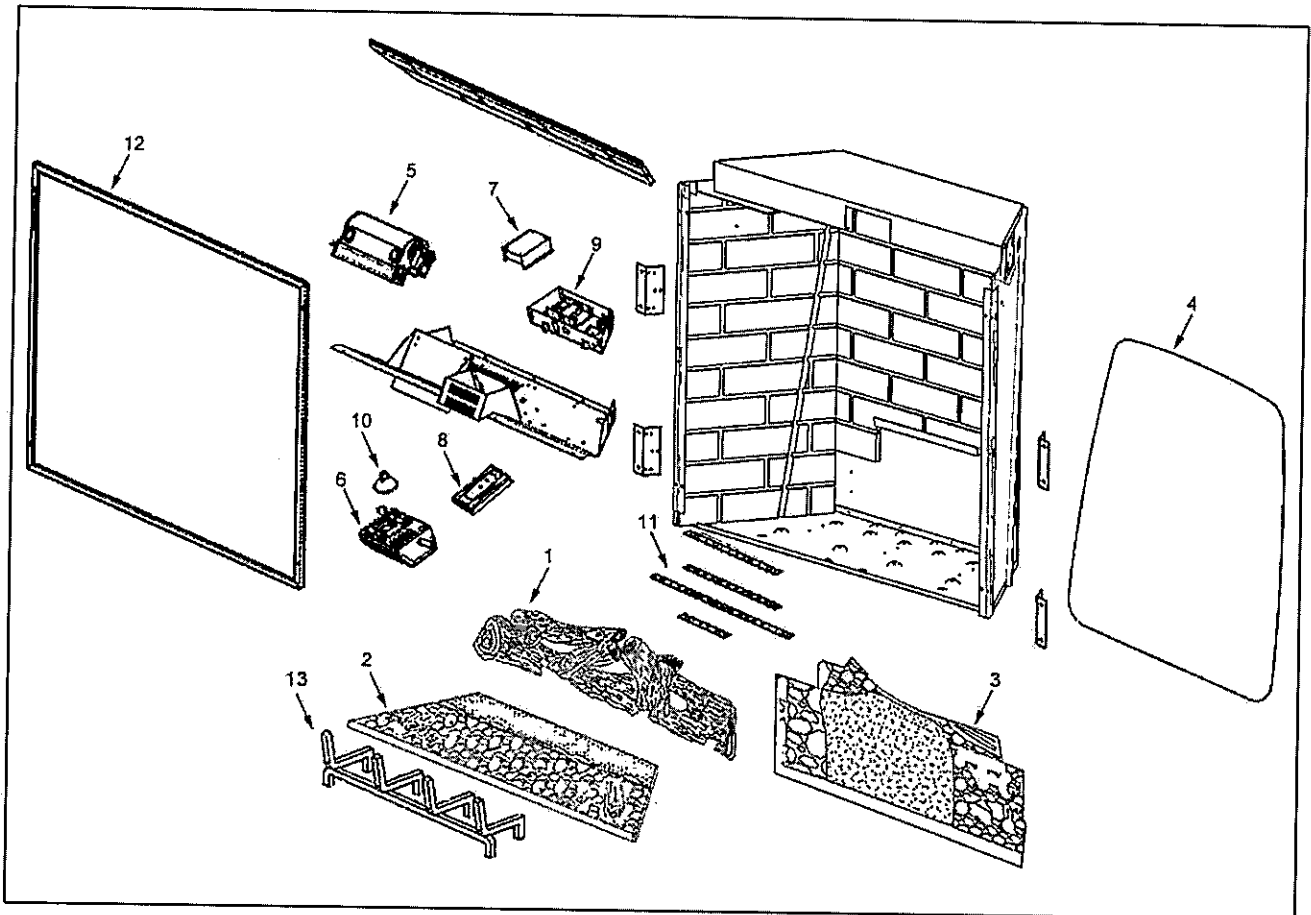
While the heater is ON the embers in front of the grate will glow. Ensure the heater is OFF when unattended.

#### Resetting the Temperature Cutout Switch

The heater on this fireplace is protected with a safety device to prevent overheating. Should the heater overheat, an automatic cutout will turn OFF the Heater/Blower. The switch is reset by turning the unit OFF, waiting 10 -15 minutes and switching the unit back ON.

## Replacement Parts List

1	Front Log Set	4050-178
2	Ember Bed	4050-113
3	Back Log	4050-177
4	Viewing Screen	4050-144
5	120V Heater Assembly	4050-104
6	Projector Assembly	4050-002
7	Remote Receiver	4050-108
8	Remote Transmitter	4050-105
9	Power Assembly	4050-001
10	Bulb	4050-123
11	LED Assembly	4050-013
12	Front Screen Assembly	4050-008
13	Grate	4050-141







## WARRANTY

Hearth & Home Technologies Inc. (HHT) Electric Fireplaces are tested and inspected prior to shipment and are guaranteed from defect to the purchaser of each new product. Any part which proves to be defective in material or workmanship under normal use within one year will be repaired or replaced without charge.\* The Company will not be responsible for any expense incurred for installation, removal from service, or transportation costs. Any such defect should be brought to the attention of the Dealer where the product was purchased and is authorized to repair or replace within the terms of this warranty.

The Company's only obligation under this warranty will be at its sole option to repair or replace any part proving defective or to refund the purchase price thereof.

The owner/user assumes all other risks, if any, including the risk of any direct, indirect or consequential loss or damage arising out of the use of or inability to use the product.

The warranty will not apply if, in the sole judgement of the Company, damage or failure has resulted from accident, alteration, misuse, abuse, incorrect installation, or operation on an incorrect power source.

The foregoing is in lieu of all other warranties expressed, implied, or statutory, and the Company neither assumes, nor authorizes any person to assume for it any other obligation, or liability in connection with said product.

\*Light bulbs are not covered in the warranty.

### How to Obtain Service

To obtain service under this warranty you must:

1. Send written notice of the claimed condition to Heatilator Technical Service Department, Hearth & Home Technologies Inc., 1915 W. Saunders St., Mt. Pleasant, Iowa 52641.
2. Provide proof of purchase, model number, serial number, and manufacturing date code to HHT.
3. Provide HHT reasonable opportunity to investigate the claim, including reasonable opportunity to inspect the Appliance prior to any repair or replacement work and before the Appliance or any component of the Appliance has been removed from the place of original installation.
4. Obtain HHT's consent to any warranty work before the work is done.

**ADDITIONAL INFORMATION:** If you would like information on current HHT products or want to locate a dealer in your area, call 1-800-927-6841.

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