



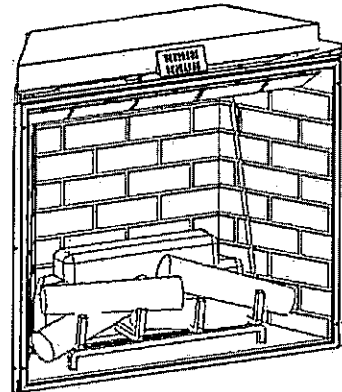
Owner's Manual

Installation and Operation
Electric Fireplace

Models: **SIMPLIFYRE** Series

TUV LISTED AS MODEL NO.SFE-35C BUILDER MODEL
INSTALLED IN WOOD CABINET IDENTIFIED AS

- | | |
|-----------------|----------------------------------|
| SFE-BWRC3530W | BRENTWOOD RED CHERRY |
| SFE-BWRC3530W-M | BRENTWOOD RED CHERRY WITH MARBLE |
| SFE-CDLB3530W | CORTLAND LIGHT BROWN |
| SFE-CDLB3530W-M | CORTLAND LIGHT BROWN WITH MARBLE |
| SFE-MKLB3530W | MACKINTOSH LIGHT BROWN |
| SFE-MKRC3530W | MACKINTOSH RED CHERRY |



TUV LISTED AS SFE-35C

Homeowner's Installation Instructions & Operating Manual

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



FOR YOUR SAFETY

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

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/UL2021. FIXED OR LOCATION DEDICATED ELECTRIC ROOM HEATER.

INSTALLER: DO NOT DISCARD THIS MANUAL-LEAVE FOR HOME OWNER.

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.
- Avoid the use of an extension cord because the extension cord may overheat and cause a risk of fire. However, if you have to use an extension cord, the cord shall be No. 16 AWG minimum size and rated not less than 1875 watts. Use minimum length and do not coil cord for at least 75°C(167F).
- The extension cord shall be a three-wire cord with grounding type plug and cord connector.
- 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.

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.

An optional ledger board may be used to attach the cabinet to the wall if permitted by local code.

ELECTRICAL SPECIFICATIONS

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

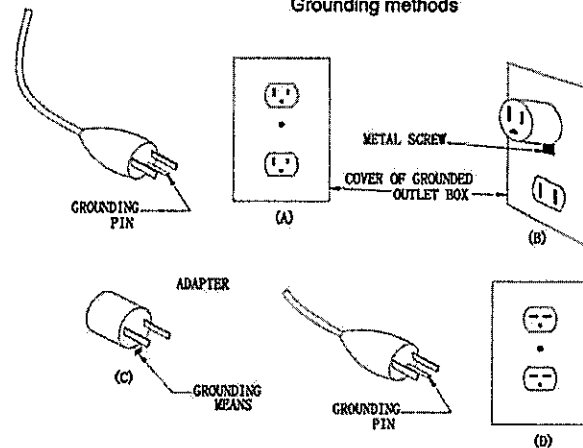
CORD ELECTRICAL CONNECTION

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

A 15 AMP, 120 Volt, 60 Hz circuit with a properly grounded outlet is required. Preferably the fireplace will be on a dedicated circuit. Other appliances on the same circuit may cause the circuit breaker to trip or the fuse to blow when the heater is in operation. The unit comes with a 6' long three wire 16 AWG IEC-320 power cord. Plug in the IEC connector to the rear upper corner of the appliance then connect the cord to the wall socket.

This fireplace is for use on 120V. The power cord has a plug (See Figure 1-A). An adapter is available for connecting three-blade grounded-type plugs to two-slot receptacles (See Figure 1-C). The green grounding lug extending from the adapter must be connected to a permanent ground such as a properly grounded outlet box. The adapter should not be used if a three-slot grounded receptacle is available.

Figure 61-1
Grounding methods



PHYSICAL SPECIFICATIONS

DIMENSIONS

MODEL	DESCRIPTION	H x W x D
SFE-BWRC3530W	BRENTWOOD RED CHERRY	49 x 62 x 17-1/2
SFE-BWRC3530W-M	BRENTWOOD RED CHERRY with MARBLE	52-1/4 x 67 x 17-1/2
SFE-CDLB3530W	CORTLAND LIGHT BROWN	40-1/2 x 49 x 21 5/8
SFE-CDLB3530W-M	CORTLAND LIGHT BROWN with MARBLE	43 3/4 x 54 x 21 5/8
SFE-MKLB3530W	MACKINTOSH LIGHT BROWN	51-1/4 x 63-5/8 x 20-5/16
SFE-MKRC3530W	MACKINTOSH RED CHERRY	51-1/4 x 63-5/8 x 20-5/16

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.

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. Pull up on the bulb and socket, swing over to access.
7. Unplug the bulb from the socket.
8. Replace the bulb.
9. Re-assemble in the reverse order.

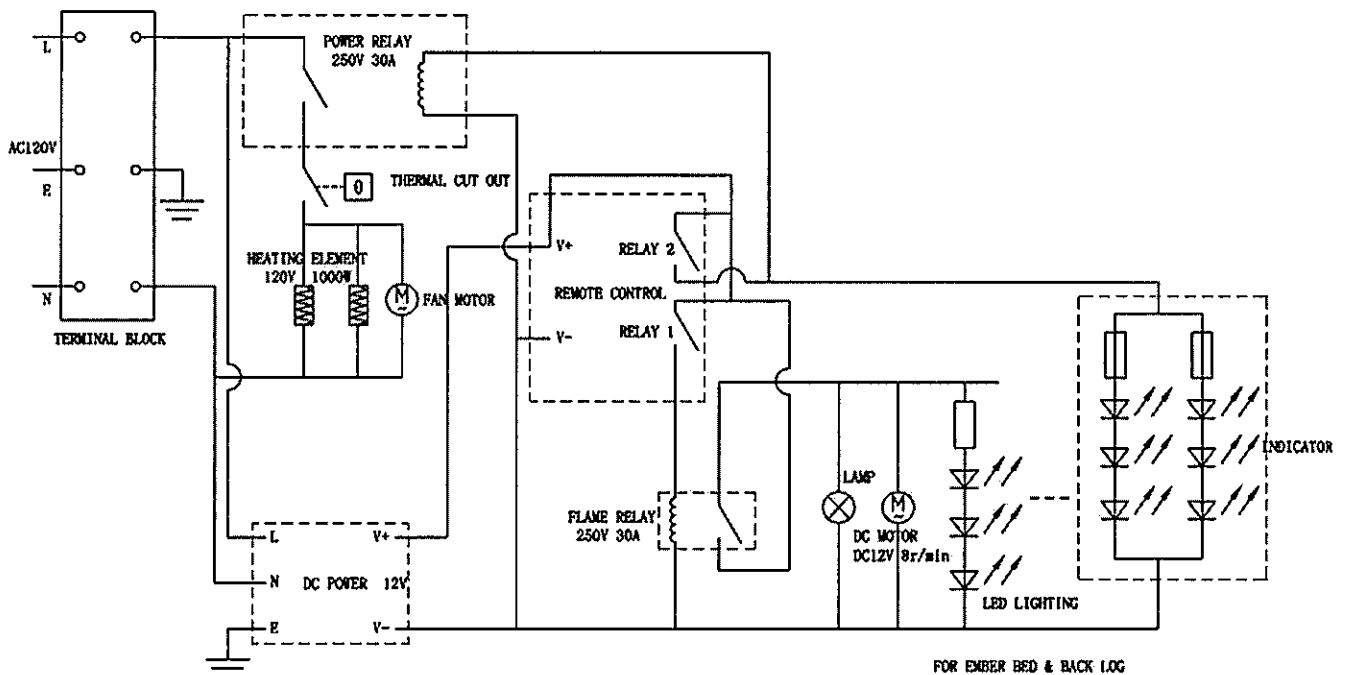
SCREEN CLEANING

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.

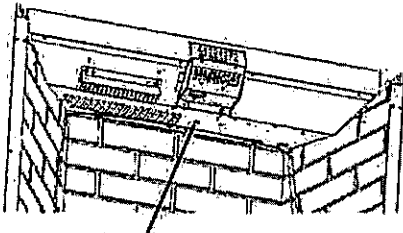
REMOTE CONTROL

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

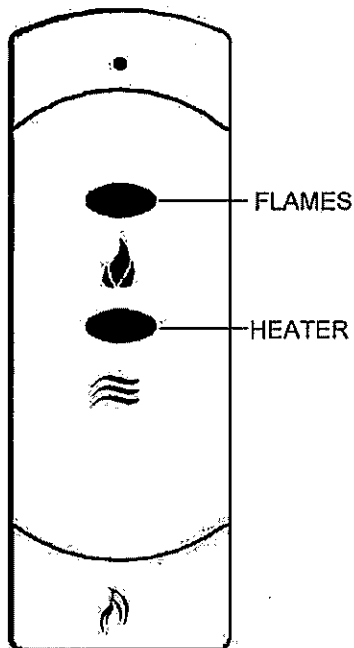
The fireplace is supplied with a radio frequency remote control. This remote control has a range of approximately 30 ft. (10m), it does not have to be pointed at the fireplace and can pass through most obstacles (including walls).

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:

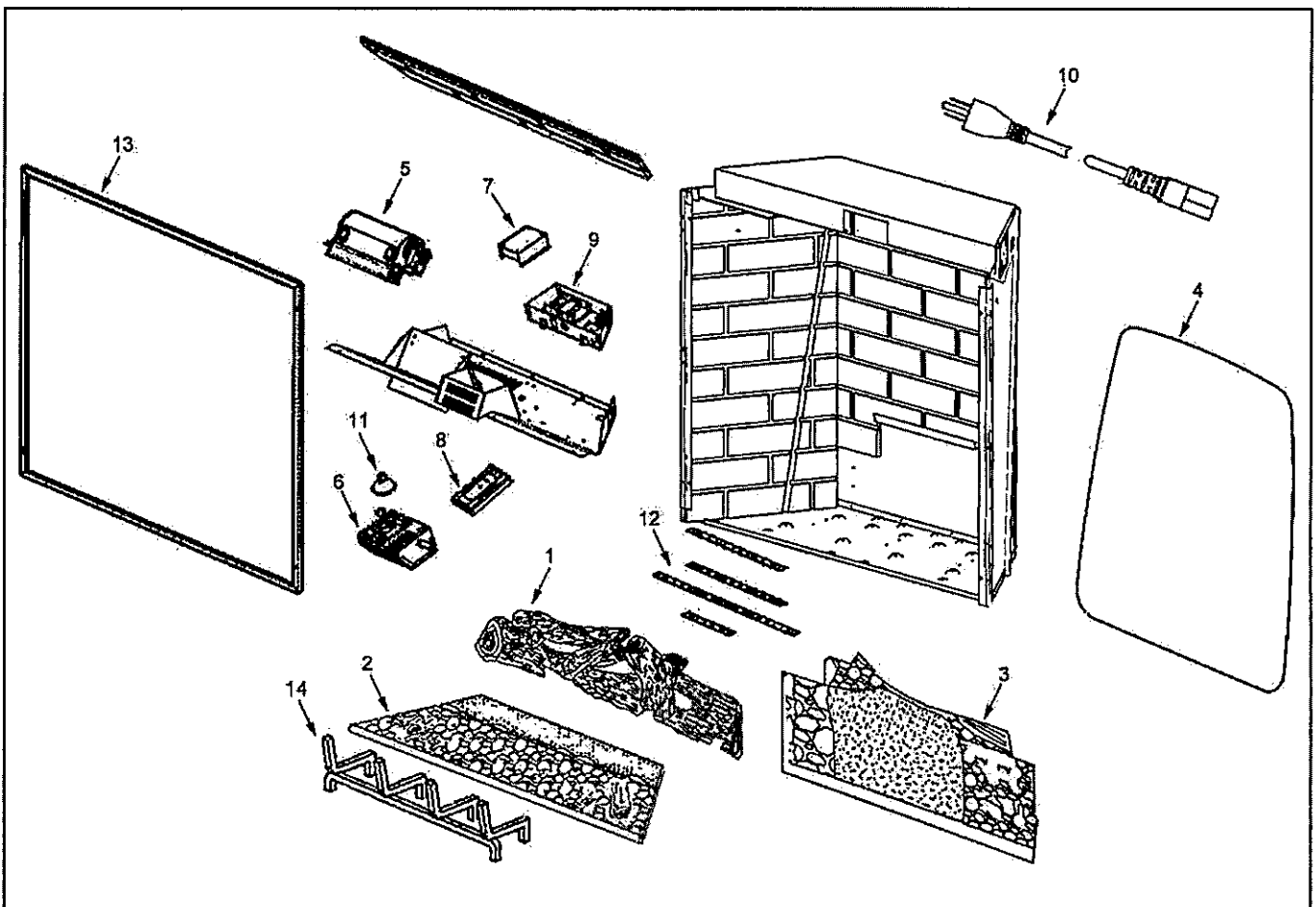
While the heater is ON the embers in front of the grate will glow. Ensure the heater is OFF when unattended.

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	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	Power Cord	4050-148
11	Bulb	4050-123
12	LED Assembly	4050-013
13	Front Screen Assembly	4050-008
14	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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