

West End Brick N' Fire Inc.
5091 G Street
Chino, CA. 91710
(800) 843-3910 fax (909) 923-8371

OCTOBER 2026

DANG, OCTOBER ALREADY! The "season", it's like the icing on the cake of what feels like a long year. With our new building and all the improvements that we did (and didn't) see coming, well, it's definitely an experience that I wouldn't wish on anyone! But enough of my rant; we're looking toward a good "season" for all of us and of course, we'll be here when you need us. **HAPPY SELLING EVERYONE!**

HPBA Pacific EVENT "IGNITE 2026"...was a 3 day Hearth Training and Showcase held here at our offices and of course, it was hosted by our friends at **HPBA Pacific** and....it was a successful event! We want to thank all those dealers that participated and of course, the reps from various that took the time to come to Chino and present their products. And last but not least, we want to thank Pat Lopez, the president of **HPBA Pacific** and Kaity the executive director for putting the event together and thinking of **West End Brick N' Fire** as being the host for this event. These events take a lot of planning, preparation and involvement in organizing everything, including the food served. And I gotta say, Pat and Kaity went above and beyond the norm putting **"IGNITE 2026"** together. Thanks guys!

UGLY TOPIC...Fuel prices, especially diesel. Because of the conflict in Iran, we're told that we have to pay more for gas and fuel, even though there's no shortage of oil to produce it. Gasoline is horribly high, but diesel prices have gone into the stratosphere! We're hearing inklings of fuel surcharges on incoming freight, but as yet, that hasn't come to fruition. On outbound freight, we have seen some surcharges which unfortunately is passed on to the customer. We're gonna keep our ear to the ground as to any additional fuel surcharges that might be coming down the pike! With the above said, at this time, we don't have any plans to raise the cost of fuel; but unfortunately, that could change, and quickly I might add. We'll keep ya posted!

ON A SIMILAR TOPIC...We've got the tariff issue to contend with. I'm told that Canadian companies are being hit pretty hard with the tariffs and their prices have gone up substantially. That said, **Kozy Heat**, **Astria** and the **Empire** companies (including **Montigo**) are made here in the good ol' U.S.A. and aren't troubled by the tariff battles that are going on between the U.S. and Canada. If you have any questions on tariff charges, please ask.

SO IT'S OCTOBER....and it's time to mention the **HPBEXPO 2027**, which of course is going to take place in beautiful Nashville, Tennessee. Ok, so registration is now open and if you're planning on going and of course coming to the **West End / Formation Creation** booth (#1500), you can register yourself and or your people immediately. And I'm told hotel rooms can be booked right now as well. Hope to see you there!



October 2026 stuff from West End Br RH PETERSON

SO, AS WE HEAD...into "the season", just wanna get out a little reminder regarding our gas log lines, which of course, are the best in the industry. First and foremost, we feature the **R.H. Peterson Real Fyre** line for those dealers who are not direct Peterson dealers but still want their very nice line of gas logs for their customers. Next, is our **Grand Canyon Gas Log** line. If you happened to be at the "IGNITE 2026" event held at our offices in early September, you could've seen the nice display of **Grand Canyon** logs and talk to their rep who was on hand to answer questions. And last but certainly not least, the **Formation Creation Gas Log** and accessories line. The accessories being **skulls** and "**cannon balls**", in different sizes and colors. Also, the "stadium style" burner is an additional accessory available from **Formation Creation**. So, if you have any questions regarding either of the three lines mentioned, please give us a call and let talk.



Astria Fireplaces...are coming in on a regular basis. And the marketing for the line is still going "full steam ahead" and if you have any questions or need an **Astria** unit, well, you know who to call. We thank you, our dealer friends, for your loyal interest in the **Astria** line. And...we're even doing well with the old **Georgian** wood burner fireplaces, go figure. As the country and industry shift to gas and electric, there's always the ol' diehards that still love wood! Any questions...give us a call.

SPEAKING OF ELECTRICS...I gotta mention again, that we feature **Dimplex**, **Modern Flames** and now the new electric from **Kozy Heat**. Just to let y'all know, we have the new **Kozy Heat Electric** on display in our electric display room. So, if you're ever in the area, ask one of our terrific inside sales guys to show you our electric lines and of course, we're open to talking about displays. Electrics are easier, but when we get our gas displays installed, we'd love it if you could make time to come on by. We'll be starting those displays very soon.



SO I GOTTA MENTION STELLAR...again, cuz we've been getting a lot of calls regarding "custom" types of fireplaces. There are several brands available on the market now and we understand most clients work on a budget and so with that said, our phone lines are always open and we'd love to answer any questions you might have regarding a custom size or style of fireplaces. If you're thinking "custom" think **West End Brick N' Fire**; we're here to help!

WEST END BRICK N' FIRE WOULD LIKE TO WISH EVERYONE A VERY HAPPY HALLOWEEN! HALLOWEEN IS THE "KICKOFF" TO THE HEARTH & HOLIDAY SEASON!
IT'S THE SEASON OF FAMILY FRIENDS AND FOOD! HAVE A WONDERFUL "SEASON"!

October 2026 stuff from *West End Brick N' Fire*...

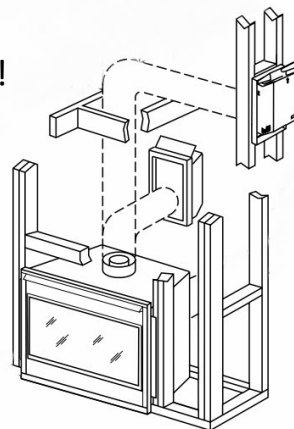


Our DV Gas Special moves into October!
Take advantage of a terrific unit at
Great pricing!

THE \$799.⁰⁰

"ARIES" DV CLEAN FACE

SPECIAL PRICE!



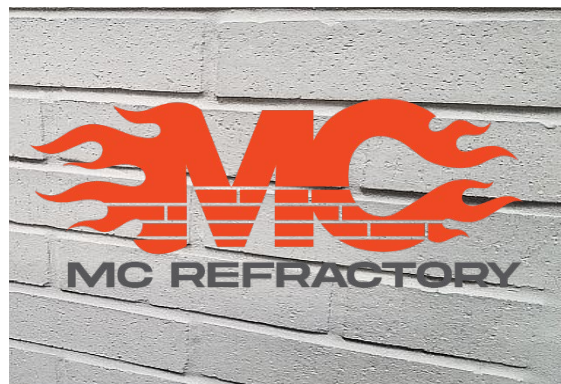
PRE-SEASON GAS LOG SPECIAL!

Both Grand Canyon and Formation
Creation gas log sets. 5% OFF on
Full Sets or 10% OFF on
3 or more complete sets!



MC REFRACTORY SALE!

Get an awesome
Mason-Lite fireplace kit
5%! For OCTOBER!



EMPIRE FIREPLACE KEYSTONE SERIES

The beautiful Keystone 34 deluxe
Cleanface 4" B-Vent
fireplace. **5% OFF!**
On 2 or more
FOR OCTOBER



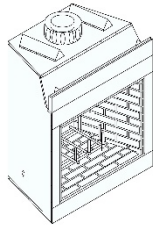
FIREBRICK TREATMENT SPECIAL!

FOR OCTOBER
(formerly Blackout)
Part #89H201PL

On full case quantities

**Buy 'em by
The dozen and take
an additional 5% OFF!**





WEST END BRICK N' FIRE

American Metal Products

Astria Fireplaces

Blackout Paint

Chimney Flex Liners

Chimney Saver Products

Cascade Coil Fire Screens

Cut-To-Fit Refractory Panels

by MC Refractory

Design Specialties/HearthCraft

Dimplex Electric Fireplaces

Dura-Vent Products

Empire Fireplace Products

Fireplace Parts & Accessories

Fire Rings & Log Lighters

Finishing Touch Fire Glass

Formation Creation

Grand Canyon Logs

HY-C Chimney Caps

I.H.P. Fireplace Products

Iron Strike

Jøtul Stoves

Kozy Heat

LCAK Masonry Adaptor Kits

Log Storage Racks

Masonlite

Metalbest

Metal-Fab Chimney

ModernFlames Electric Fireplaces

Montigo Fireplaces

R.H. Peterson

Rutland Products

Selkirk Metalbest

Skytech Remotes

Stellar Hearth Products

Stove Bright Paint

Sunrise Collection

West End Formation Burner

White Mountain Hearth