The Next Evolution of Electric Fireplaces

Introducing the Allusion Edge

Homebuyers Want Fireplaces

- 7 out of 10 homebuyers want a fireplace
- You can provide the high desirability of a fire without the cost of traditional installation
- Stand out from peers with design versatility and advanced technology



Allusion Edge 78" with Timber logs

Allusion Edge

Cozy Fire Feel, with a Modern Electric Edge

- Dynamic digital flame technology for stunning, lifelike flames homeowners will love
- Glowing timber logs and adjustable ember bed lighting
- Four flame styles with sparks and smoke, three sound effects

Designed with the Homeowner in Mind

- Provides the convenience of control from anywhere with SmartLife app
- Up to 5,000 BTUs of supplemental heat, or ambiance year-round without heat
- Minimal profile and subtle heat vents keep the focus on the fire

Builder-friendly from Start to Finish

- Four lengths to fit all your floor plans (50", 60", 78", 100")
- Installs easily with standard 120V plug
- Slides into a finished wall ideal for materials like drywall and tile
- Optional Boyd Build-out Kit for fast installs post-paint

SimpliFire®

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Allusion Edge

Features

Flames



Signature Flame
Tall, flames featuring sparks and smoke



Classic Flame
Active, vibrant flames with sparks



Dancing Flame
Mesmerizing, slow-moving
contemporary flames



Chromatic Flame
Elegant flames offered in a variety of colors

Accessories



Black Glass Embers and Clear Crystals
Included



Glowing Timber Logs
Included



Glowing Birch Logs
Optional



Decorative Spheres
Optional

Technologies



Touch Controls, Remote or Wi-Fi App



3 Sound Effects
Mature Fire , Rainy Day, Summer Night

Experience the Edge

Optional Boyd Build-Out Kit

- 50" Allusion Edge dimensions are the same as the Allusion Platinum, making it easy to spec into a project.



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Allusion Edge

Product Offering

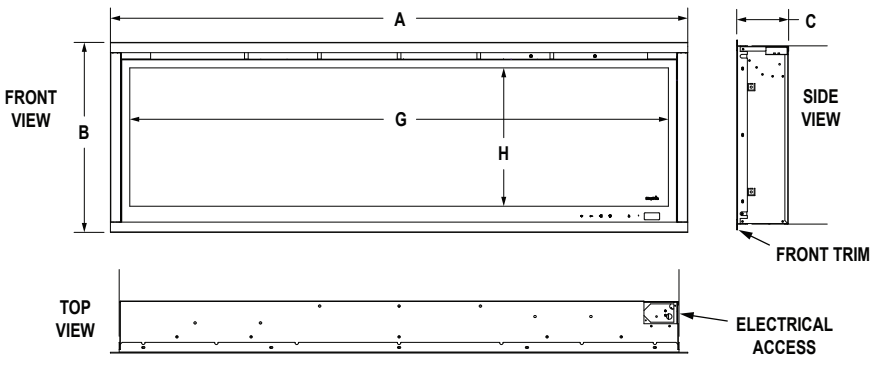
Fireplaces	Fireplace SKUs
Allusion Edge 50" Linear Electric Fireplace	SF-ALLE50
Allusion Edge 60" Linear Electric Fireplace	SF-ALLE60
Allusion Edge 78" Linear Electric Fireplace	SF-ALLE78
Allusion Edge 100" Linear Electric Fireplace	SF-ALLE100
Optional Accessories	**Accessory SKUs**
Glowing Birch Logs (optional upgrade)	SF-ALLE-BIRCH
Decorative Spheres (optional upgrade)	SF-SPHERES
Boyd Build-Out Kit (Modern Farmhouse Style)	BOK-MF-ALLP50
Boyd Build-Out Kit (Ready-to-Finish Style)	BOK-RTF-ALLP50

Installation Configurations

Allusion Edge installs into a finished wall after framing and drywall/finishing is complete. Designed to accommodate a range of finishing materials, the Allusion Edge is best suited for smooth finishes such as drywall, tile, marble, porcelain and granite up to a total of 1.5" thick. Hardwire to electrical service or plug into a standard 120V outlet with the included power cord.

Model	Width		Height		Depth		Viewing Area (G x H)
	Actual (A)	Framing (D)	Actual (B)	Framing (E)	Actual (C)	Framing (F)	
SF-ALLE50	52-5/16" [1329]	51" [1295]	20-3/8" [518]	19-5/8" [499]	5-5/8" [143]	5-1/2" [140]	48" x 15" [1219 x 381]
SF-ALLE60	62-5/16" [1583]	61" [1549]	20-3/8" [518]	19-5/8" [499]	5-5/8" [143]	5-1/2" [140]	58" x 15" [1474 x 381]
SF-ALLE78	79-5/8" [2022]	78-1/4" [1988]	20-3/8" [518]	19-5/8" [499]	5-5/8" [143]	5-1/2" [140]	75-1/2" x 15" [1918 x 381]
SF-ALLE100	101-5/8" [2582]	100-3/8" [2550]	20-3/8" [518]	19-5/8" [499]	5-5/8" [143]	5-1/2" [140]	95-1/2" x 15" [2426 x 381]

Numbers in brackets represent millimeter dimensions.





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Allusion Edge


Allusion Edge 100" with Timber logs

The Power of Electric

Electric fireplaces offer the coziness of a fireplace with the convenience of electric. These fireplaces have nearly 100% efficient heat generation, low emissions and offer the ability to operate with or without heat, allowing homeowners to provide ambiance to their spaces any time of the year.

Why Hearth & Home Technologies®

Get fewer call backs, thanks to local service and products you can count on. We've built our business around making yours easier. With local partners in every market and a world class supply chain, you can depend on timelines that match your construction schedule and products that minimize callback visits.

Our Sustainability Story

Our history of leadership in the hearth industry compels us to now lead the way in developing manufacturing practices that ensure our planet remains as durable, beautiful and long-lasting as our products. Find out how we are leading the industry in sustainable practices by scanning the code at right.

SimpliFire®