

HELLO!

We had another great year in 2017 and would like to thank all for your continued business. We just completed our 26th year! A lot has changed from the beginning. We have evolved into a full function Hearth store with pellet, wood and gas stoves and fireplaces. When we began in 1992, Marth was our only pellet fuel available, priced at \$135, now comparable to Easy Heat brand at \$189, a 50% increase in price over a 25 year period. Today we have many more choices for pellet fuel, some are delivered from as far away as Western Canada! These imported pellets are known for their quality which along with freight fees is ultimately reflected in pricing. Over the years the prices have gone up, but pellet users also realize the value in a higher quality pellet fuel, natural inflation, and that the demand for those high quality pellets has increased in the past 25 years. With that said, although fossil fuel pricing may be low today, that has been known to change in a moment's notice.

In this letter you will find everything you need to know about this year's Early Buy Discount Sale and our Rewards Program.

We would like to thank the many of you who participated in our Pellet Club Membership Program this February during our annual sign-up period. If you have questions about Pellet Club or any of our other products, services or events contact us at (608) 783-6400 or at info@warmingtrendsstoves.com.

Don't forget to follow us online, on Facebook and Pinterest! No matter how we connect, we appreciate your continued business and look forward to serving you again for the 2018 and 2019 heating season!

Thank you for being a Warming Trends customer!

Warmest Regards,
Warming Trends Team

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PELLET FEST 2018

SATURDAY, May 5th 11AM - 3PM

Pellet Fest is your opportunity to sample Pellet BBQ grilling at its best. We will be serving brats, pulled pork sandwiches, baked beans, and other specialty food samples all cooked on PELLET GRILLS! Store opens at 10, party starts at 11!

IMPORTANT DATES

MARK YOUR CALENDAR

March 15th	2018-2019 Early Buy Sale Begins 2017-2018 Pellet Club Membership Ends 2018-2019 Membership is Active
May 1st	Early Buy Sale Ends
May 5th	2018 Pellet Fest
June 1st	Summer Hours Begin
September 1st	Winter Hours Begin
March 15, 2019	2018-2019 Pellet Club Membership Ends

MANUFACTURER WARRANTY

If you bought your stove, insert, or fireplace from us whether it's pellet, gas or wood, we register your warranty for you, should you have any issues with your unit at any point during the warranty period. Whether your unit is in or out of warranty, we can provide service and maintenance. Please see your owner's manual for full warranty information.

PERIODIC MAINTENANCE

Periodic maintenance on your pellet stove or insert is a requirement to maintain the health of your parts and good overall functionality of your unit. This includes emptying the ash pan; scraping the burn pot; and removing ash from the heat exchangers, air wash system, and venting. These tasks are done by you as needed throughout the heating season. Failure to perform these tasks decreases efficiency and stresses the parts and other components on your stove making them more prone to early failure. By keeping up with regular maintenance on your stove, you save time and money later.

ANNUAL MAINTENANCE

All pellet units require a thorough cleaning each year or after every two tons of pellets are burned in your unit. Many of our customers have their Annual Maintenance done in the off season when they're not using their stove and when we have the most flexibility in our schedule. If you burn low grade pellets not bought at Warming Trends, you may need to clean your stove more often.

During the maintenance process our techs will:

- Verify all parts are in good working order and notify you if anything needs to be replaced either immediately or soon
- Clean stove thoroughly including the fines box, probes, fans and other components
- Clean and suction out all of the ashes in your pipe

THINKING OF CONVERTING TO GAS?

Over the years as families grow and lifestyles change, our heating needs change. We are excited to offer high quality brand name gas stoves, fireplaces and inserts. Gas may be a low cost, energy efficient, low maintenance and affordable solution to warmth and style.

We can replace your current pellet unit with a new gas stove, fireplace, or insert. Gas is energy efficient, low maintenance and an affordable solution to warmth and style.

Many units have the option for modulating flames and thermostatic remotes providing a similar comfort that you have grown to love with your pellet stove.

CUSTOMIZE YOUR GAS FIREPLACE TO FIT YOUR STYLE

Surrounds, Mantles & Frames | Glass, Rock, & Log Beds
Decorative Brick, Stone & Enamel Liners



EARLY BUY PELLET PICK UP

Pellets purchased through the Early Buy Discount Sale may be picked-up throughout the year. Although we strive to stock each pellet brand continuously throughout the season, at times when mills have temporary shortages or during unpredicted cold snaps, we may need to substitute your pellet brand with another brand of equal or greater value.

PELLET DELIVERY

PELLET DELIVERY AND STORAGE FAQ

Q: How do you get pellets from the truck onto my property?

A: Our delivery truck is equipped with a forklift to help place your pellets right where you need them! Our equipment allows us to deliver up to 12 tons of pellets in a single trip and the Donkey portable forklift can usually get pellets right where they need to be – in garages, sheds, patios, etc.

Q: Do I have to be home when my pellets are delivered?

A: As long as we can access and have clear instructions to the location of your pellet drop, we do not need anyone to be home when your pellets are delivered.

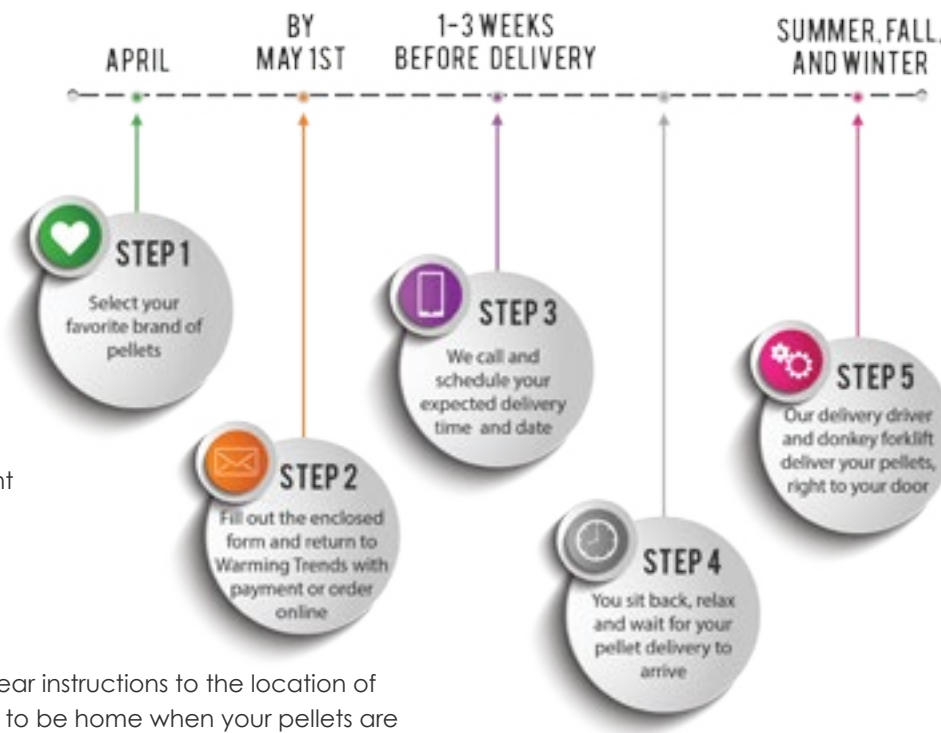
Q: Can pellets be stored outside?

A: Yes. Pellets MUST be kept dry at all times. As long as they are on a pallet off the ground and they are covered, using a plastic tarp or something similar to protect from snow and rain so they are covered extremely well.

Q: How do I schedule my delivery?

A: We will contact you at least a week prior to delivering to schedule.

Please see the order form insert for full delivery rules and requirements.



BENEFITS OF PREORDER DELIVERY

- First priority for pellet delivery
- Pellets are delivered Monday through Saturday, year-round
- Have your pellets delivered in the summer so you're ready right when the cold weather hits
- Eliminate: extra trips to pick up, loading into your truck or trailer and unloading once you get home

2018 - 2019 PELLETS

	PELLET NAME	WOOD TYPE	PERFORMANCE	BAGS PER SKID	PRICE/TON	PRICE/BAG
Best	UNCLE JED'S DOUGLAS FIR (BEAR MOUNTAIN) • Bagged in Wisconsin • Less fines	Douglas Fir	Ash Content: .25% BTU: 8,700	50- 40lb Bags	\$349	\$6.98
Best	NORTH IDAHO • High density, low moisture	Douglas Fir	Ash Content: 0.25% BTU: 8,600	50- 40lb Bags	\$319	\$6.38
Best	PINNACLE FIR • High BTU, low ash	Douglas Fir	Ash Content: 0.25% BTU: 8,700	50- 40lb Bags	\$346	\$6.92
Better	UNCLE JED'S • Bagged locally in WI	Softwood Canadian Pine	Ash Content: 0.35%	50- 40lb Bags	\$279	\$5.58
Better	BLACK HILLS GOLD • Hot and clean burning	Ponderosa Pine Softwood	Ash Content: 0.33% BTU: 8,600	60- 40lb Bags (1.2 tons)	\$289	\$4.82
Better	HEARTLAND • Very good softwood • Compare to \$1.25/gal LP or \$1.60/gal Fuel Oil	Ponderosa Pine Softwood	Ash Content: 0.33% BTU: 8,500	60- 40lb Bags (1.2 tons)	\$284	\$4.73
Better	DEJNO'S SOFTWOOD • Very clean and hot softwood in convenient 20lb bags • Kiln dried	Softwood Pine Blend	Ash Content: less than 1.0% BTU: 8,350	100- 20lb Bags (1 ton)	\$249	\$2.49
Better	DEJNO'S SOFTWOOD • Very clean and hot softwood • Kiln dried	Softwood Pine Blend	Ash Content: less than 1.0% BTU: 8,350	50- 40lb Bags (1 ton)	\$239	\$4.78
Better	DEJNO'S HARDWOOD • Very clean and hot hardwood blend • Kiln dried	Hardwood Maple and Oak Blend	Ash Content: less than 1.0% BTU: 8,200	50- 40lb Bags (1 ton)	\$199	\$3.98
Good	EASY HEAT • Premium hardwood • Compares to \$1.09/gal LP or \$1.35/gal Fuel Oil	Hardwood	Ash Content: 0.5% BTU: 8,000	50- 40lb Bags	\$189	\$3.78

PLEASE NOTE:

- Deadline to order fir pellets- April 25, 2018. **Fir pellets are not available for purchase after Early Buy promotion ends.** We have a finite number of fir pellets available each season from our mills. Because of this, fir pellets may not be purchased/ordered after April 25, 2018.
- Although we strive to stock each pellet brand continuously throughout the season, at times when mills have temporary shortages or during unpredicted cold snaps, we may need to substitute your pellet brand with another brand of equal or greater value.

DEJNO'S PELLET SPECIAL OFFER

Introducing our Dejno's Flex Savings Plan, designed to help budget pellet fuel expenses by allowing you to make three payments towards your Early Buy Pellet purchase. Payments can be made monthly. Once your pellets are paid for in full, you can pick up or schedule delivery.

- No need to apply for line of credit
- Payments are due March 20, April 20, and May 20, 2018
 - Monthly automatic charges to your credit or debit card
 - Mailing a check to our store each month by the 20th
- Valid only on Dejno's pellets

Pick Up 3 Skids	Dejno's Pellets	Deliver 3 Skids	
\$747	Softwood 20lb Bags	\$819	
\$717	Softwood 40lb Bags	\$789	\$249 Credit
\$597	Hardwood 40lb Bags	\$669	

MARCH 20TH
PAYMENT
(\$249)

APRIL 20TH
PAYMENT
(\$249)

MAY 20TH
PAYMENT
(\$249)

REWARDS PROGRAM

EARN REWARDS DOLLARS WITH EACH SKID OF EARLY BUY PELLETS YOU PURCHASE

Earn credit back while you shop! For each skid of pellets purchased right now during Early Buy, you earn \$10 back in rebate coupons! Coupons can be used beginning September 1, 2018 and are good through March 1, 2019 and can be used towards additional pellets, parts, products including fireplaces, stoves, and grills.

For each skid of pellets you purchase during the Early Buy Pellet Sale, you'll earn \$10 in Rewards Cash!

1 Skid	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
\$10	\$20	\$30	\$40	\$50	\$60	\$70	\$80	\$90	\$100

Valid on **in-store use only** from 9/1/2018 to 3/1/2019. No cash back, no balance carryover, not applicable on labor/trip charge, not for use on annual maintenance.

AND EARN REWARDS DOLLARS WITH NEW REFERRALS



- Rewards Dollars are issued after your friend makes a purchase in our store
- Rewards Dollars apply to future purchases only
- Rewards Dollars may not be redeemed for cash
- Your friend must be a new customer
- Pro Tip: share our Rewards Program on social media to get even more Rewards Dollars.
- The more friends you refer, the more you Rewards you get!

No Limit To The Amount Of Reward Dollars You Can Earn