

Operation Safer Fire: One Industry Leader's Analysis of Components Results In Upgrades And Improved Confidence For Indoor-Outdoor Fire!

Following research into a safer experience for fire tables, manufacturer Seasonal Living addresses safety and environmental efficiency.

Knowing the FACTS about FIRE and the components of indoor-outdoor fire features can make the difference in product confidence and consumer enjoyment.

In recent years, fire features have experienced a tremendous growth in popularity. At the same time, the industry has recognized its need to step up measures for safer use through research and education. A focus on communicating all the relevant facts has been the driving force for one manufacturer. It has resulted in retailers, designers and hospitality entities being able to make informed decisions with regard to fire products.



of these efforts includes a redesign and in-depth user manual with detailed assembly visuals. Stronger safety language and the use of QR coding on product packaging along with etched warnings on the product further

illustrate this company's efforts to better inform consumers.

"We have invested in the

visual design of our products and recognize our commitment does

not end there," said Gary Pettitt, owner, Seasonal Living, Austin, Texas. "As a company, we are trying to provide a safer experience

while recognizing that fire must always be handled with care and according to manufacturer instructions and warnings."

A Fire Challenge

Changes in the Fall of 2011 served as a wake-up call to the fire feature industry as a whole. Seasonal Living took notice

of this and sought to design a safer product including a fuel with non-flashback properties and a fire glass that addresses thermal shock and possible explosive properties. The fuel was seen as the first challenge.

"We conducted research of all fuels compatible with our fire table design and located a fuel product that we found provided safer attributes as well as a sustainable message," said Pettitt. "The advantages of using this fuel in our products was immediately appreciated by our customers."

Know The "Super" Fire Fuel Facts

The product discovered was Super •Bio •Fuel™, a fuel designed specifically for ventless fireplaces; but also usable in fire pots and wicked devices. With a plant-based configuration, Super •Bio •Fuel™ was a reflection of the industry as a whole with greener and safer attributes. The fuel is non-flammable resulting in safer handling properties. It requires an ignition source at 200°F to burn. Pouring Super •Bio •Fuel™ into a burning flame only results in putting

Investment and Commitment To A Safer Product Experience

Seasonal Living, manufacturers of luxury outdoor living products, recently invested in research and product exploration that resulted in the creation of partnerships with product components offering higher safety standards in glass and fuel.

The company, which has two fire furnishings including the Zanzibar and Horizon Fire Tables, made a commitment to reducing retailer and consumer concerns. Evidence



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out the fire and does not create an opportunity for flash-back.

The Super •Bio •Fuel™ also does not generate harmful exhaust or odor as the only exhaust is CO2 + water vapor, similar to amounts in human exhalation. As a clean burning fuel, facilities utilizing Super •Bio •Fuel™ in fire features can realize cost savings as well as longer periods between refilling.

Seasonal Living does not stock Super •Bio •Fuel™. The fuel is sold separately by contacting www.Lumina.com.

Seeing Through The Properties of Fire Glass

With imported fire features, the safety properties of the glass are often lacking. When protective glass is used as a fire guard around a fire feature, the elimination of an explosive occurrence or thermal shock is vital. Again, through research, Seasonal Living's team sought to address this by partnering with a German manufacturer, SCHOTT, and their ROBAX® - Transparent Ceramic Fireplace Glass. This glass provides a safer experience through extremely heat-resistant fireplace glass. With a low thermal expansion, neither high temperatures (up to 760°C) nor drastic temperature changes can do harm to ROBAX® glass ceramic panels. "The safety and reliability of the ROBAX® glass was a determining factor in the decision to incorporate it into our fire features," said Pettitt. "Although at a greater expense, we sought to provide a safer experience than tempered glass, the industry norm. We located

Super •Bio •Fuel™ vs Traditional Ethanol?

Super •Bio •Fuel™

- **Plant-based and NON-FLAMMABLE.**
- Provides **safer handling** with a flash point of 200°F.
- **Naturally eliminates flash fires and flare ups occurrences with traditional Ethanol fuels.**
- Generates **no harmful exhaust or odor.** In fact, the only exhaust is CO2 + Water Vapor (in similar amounts to human exhalation).
- **Usable indoors or out.** With clean burning - No soot, No smoke, No smell, and No residue left behind.
- **Burns longer** than other fuels and is the consumers' most economical fuel choice.
- **NOT a fossil Fuel - renewable, sustainable and Planet-Friendly .**
- **Proudly made in the USA!**

Information provided by Lumina Products, LLC., www.luminaproducts.com



a European glass source that with proper use, lessens the occurrence of thermal shock that is common with lesser quality fire glass."

"HOT" Coordinating Furniture For Indoors or Out

Seasonal Living's Horizon and Perpetual Collections are modern furnishing complements to the fire units.

The Perpetual, constructed of light weight concrete and a natural sea-grass and sand mixture is made using a molding method. Each piece is bio degradable. A combination of lightweight concrete, solid surface materials and a mixture of acrylic and aluminum is used in the construction of items in the Horizon Collection. The chair frames are made from zinc galvanized steel that also received a weather resistant

powder coat finishing. The tough exterior is suited for extreme conditions in coastal environments.

Each collection includes easy clean and maintenance features. Scratches or

WARNING:

As with all products involving fire, you and your customer must be informed and understand the risks with operating any type of burner/fire. Read and understand all instructions that accompany the product and accessories before you assemble and or operate the SUPER•BIO•FUEL™ BURNER. If you do not understand any part of these instructions DO NOT ASSEMBLE OR OPERATE the SUPER•BIO•FUEL™ Burner.

burns can be removed with sanding.

For more information, visit the online site www.seasonalliving.com or call: 512.554.5738.

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Horizon Collection offers fire feature within furnishings that with a multi-accessory kit - easily swap out with an ice bucket or a lazy susan - Usable indoors or out!

