Point of Purchase In-Store Displays

ASSEMBLY INSTRUCTIONS

Revision: 19 June 2025

Wall Display

Suggested layout for an in-store HearthStone display where wall space is available.

The wall display includes:

1. Acrylic logo sign pg. 3
2. Rigid posters pg. 4
3. Stove pedestals pg. 5
4. Literature stand pg. 6
5. Finish sample display pg. 10
6. Product cards/stands pg. 10

Space Requirement: 3 ft x 10½ ft

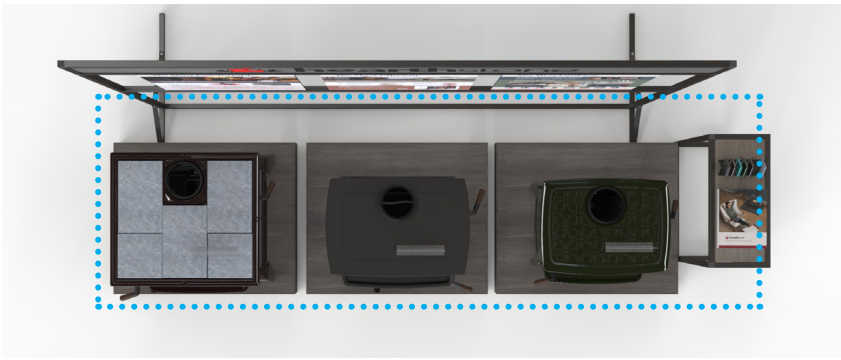
Freestanding Display

Suggested layout for an in-store HearthStone display where floorspace is available without a wall.

The freestanding display includes:

1. Frame structure pg. 8
2. Rigid logo sign pg. 8
3. Rigid posters pg. 8
4. Stove pedestals pg. 5
5. Literature stand pg. 6
6. Finish sample display pg. 10
7. Product cards/stands pg. 10

Space Requirement: 3½ ft x 10½ ft



Note that the feet of the frame display extend 18 in. behind the display.

Wall Display

Acrylic Logo Sign

Install the acrylic logo sign.

Size: 60 in. x 12 in.

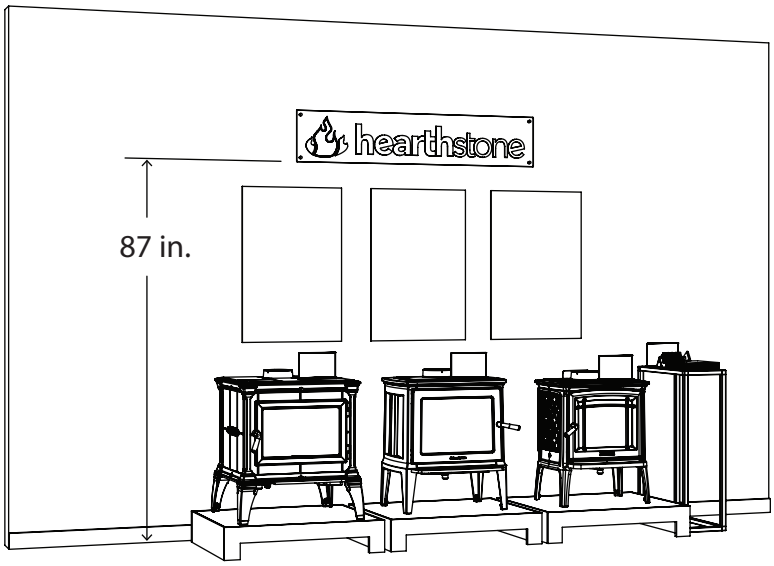
Location: Centered above the HearthStone display. We suggest 87 in. from the ground. Adjust as needed to accommodate ceiling height.

The acrylic logo sign includes standoffs and hardware for mounting the sign on drywall.

1. Hold the sign in place on the wall and mark the position of the 4 standoffs - the 4 holes in the corners of the sign.
2. Drill and insert drywall anchors. Or, pre-drill for other wall types / fasteners, not included.
3. Attach the base of the standoffs.
4. Place the sign on the standoffs and screw on the standoff caps.

Metal standoffs for mounting the sign.

Screws and drywall anchors included.



Wall Display

Posters

Install the rigid posters.

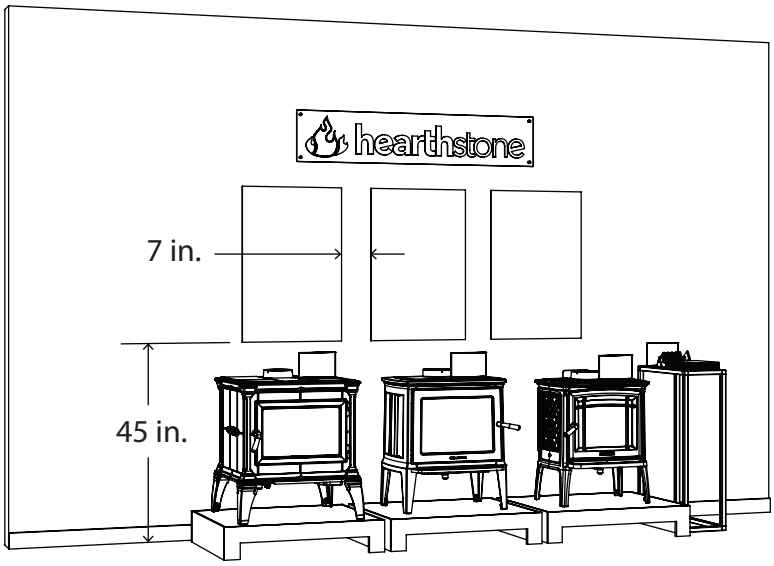
Size: 24 in. x 36 in.

Location: Centered above the HearthStone display. We suggest 45 in. from the ground with 7 in. spaces between the posters. Adjust as needed to accommodate ceiling height.

- Mounting hardware not included.
- Attach the posters to the wall with conventional methods, such as command strips.

Order the posters from left to right:

The Most Comfortable / The Most Efficient / The Best Looking



Wall Display & Freestanding Display

Pedestals

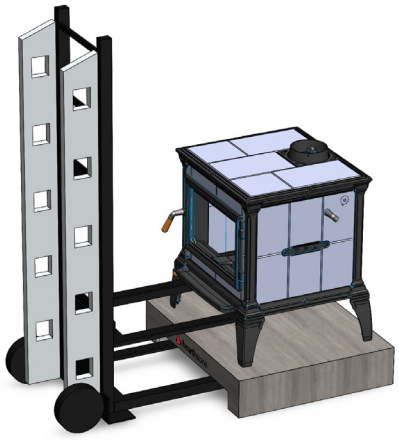
Place the pedestals and stoves.

Size: 36 in. x 30 in. x 7 in.

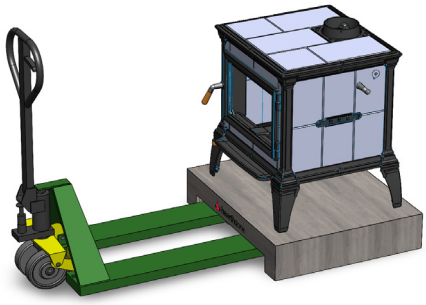
The pedestals are constructed from 3/4 in. furniture grade plywood and will support any of HearthStone's products.

The front and back sides are arched to facilitate the use of an escalera lift and pallet jack.

- Place stoves on the pedestals with an escalera lift. Lower the stove onto the pedestal to avoid scratching the top surface.
- Use a pallet jack to move the pedestal and stove.



Place stoves with an escalera lift.



Move pedestals with a pallet jack.

Wall Display & Freestanding Display

Literature Stand

Assemble the literature stand.

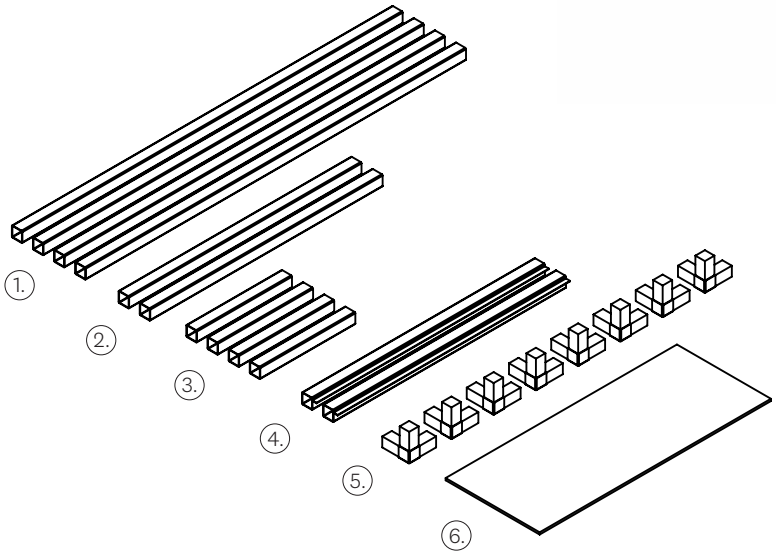
Size: 11 in. x 24 in. x 38 in.

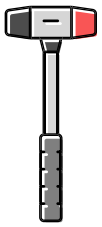
HearthStone suggests placing the stand to the side of the stoves for holding:

- HearthStone catalogs
- Finish sample display
- Sale signage

Construction method:
Using a soft-faced hammer, simply tap the connectors into the tubes.

Literature stand components:
If you are also assembling a frame display, separate the following components from the package.





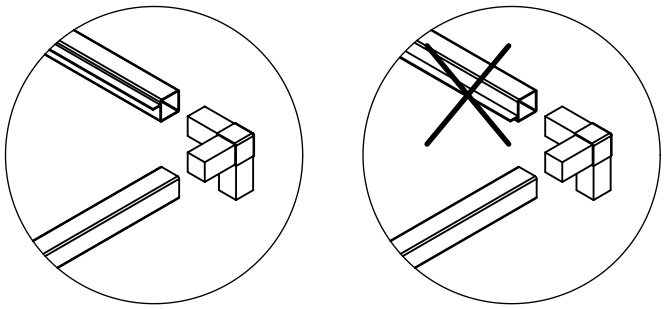
1.	Square tube	36 in.	x4
2.	Square tube	22 in.	x2
3.	Square tube	9 in.	x4
4.	Square tube w/ single flange	22 in.	x2
5.	3-way connectors		x8
6.	Shelf: printed gatorboard		x1

Tool: Soft-faced hammer or mallet (Not included)

Wall Display & Freestanding Display

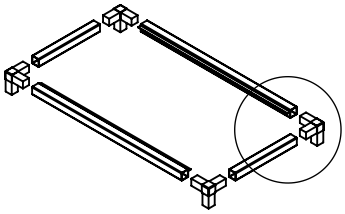
Literature Stand

Assembly:

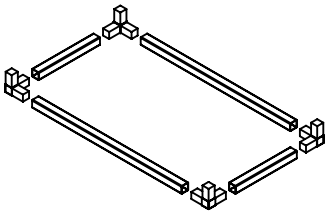


Step 1: Assemble the top frame.

Make sure to orient the flange toward the top surface.



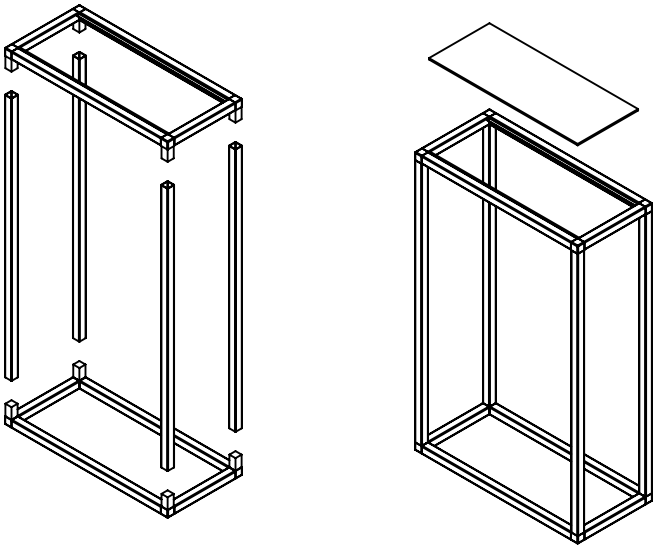
Step 2: Assemble the bottom frame.



Step 3: Connect the top and bottom frames with the 36 inch tubes.

Step 4: Place the gatorboard shelf, printed side up.

The shelf should be nearly flush with the top of the frame.



Wall Display & Freestanding Display

Frame Display

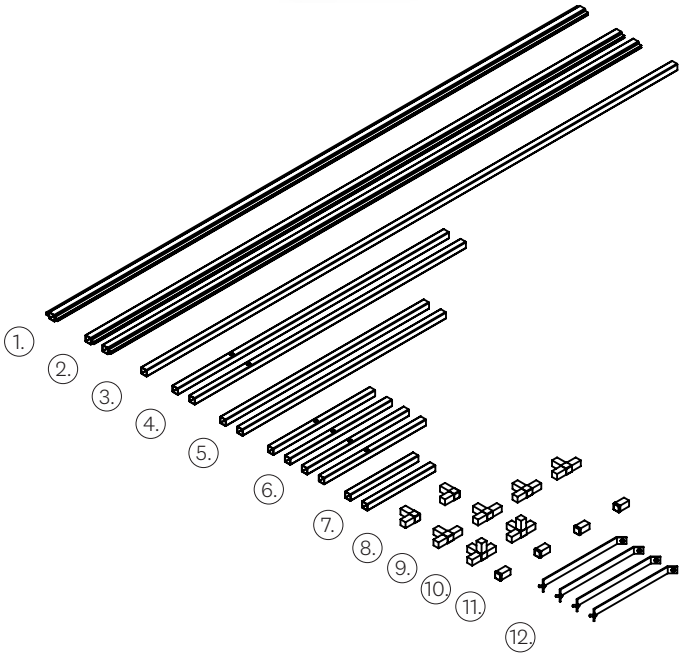
Assemble the frame structure with the rigid logo sign and posters.

Size: 96 in. x 1 in. x 100 in.
+ 18 in. feet on the front and back sides

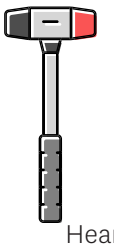
Center the frame display behind the 3 stove pedestals. The feet of the display will tuck under the pedestals. There will be about a 7 in. gap between the frame and the pedestals due to the support brackets.

Construction method:
Using a soft-faced hammer, simply tap the connectors into the tubes.

Frame structure components:
Separate the following components from the package. (The package includes components for the literature rack as well)



1.	Square tube w/ 2 channels	94 in.	x1
2.	Square tube w/ 1 channel	94 in.	x2
3.	Square tube	94 in.	x1
4.	Square tube + riv nuts	48 in.	x2
5.	Square tube	36 in.	x2
6.	Square tube + riv nut	18 in.	x4
7.	Square tube	12 in.	x2
8.	2-way connectors		x2
9.	3-way flat connectors		x4
10.	4-way connectors		x2
11.	End caps		x4
12.	Support brace + screws		x4
13.	Logo sign: gatorboard, 2-sided		x1
14.	Posters: gatorboard, 2-sided		x3



Tool: Soft-faced hammer or mallet
(Not included)

13.

14.

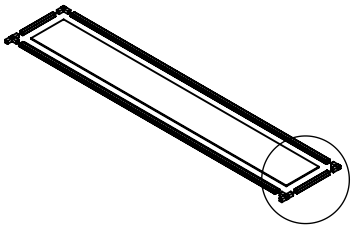
Wall Display & Freestanding Display

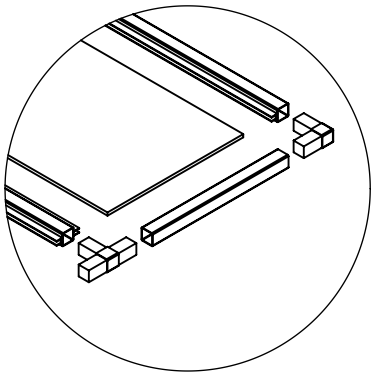
Frame Display

Assembly:

Step 1: Assemble the top frame around the logo sign.

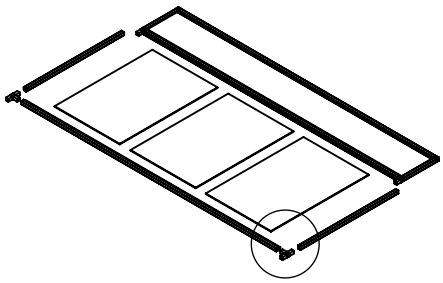
- The top bar should have 1 channel.
- The bottom bar should have 2 channels.

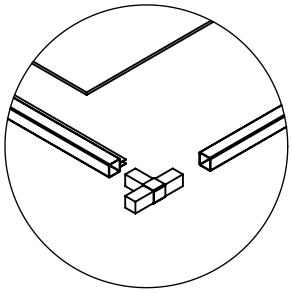




Step 2: Assemble the frame around the posters, below the top frame.

- Use the 36 in. tubes for the sides.
- The bottom bar should have 1 channel.
- The posters will be free to move left and right.



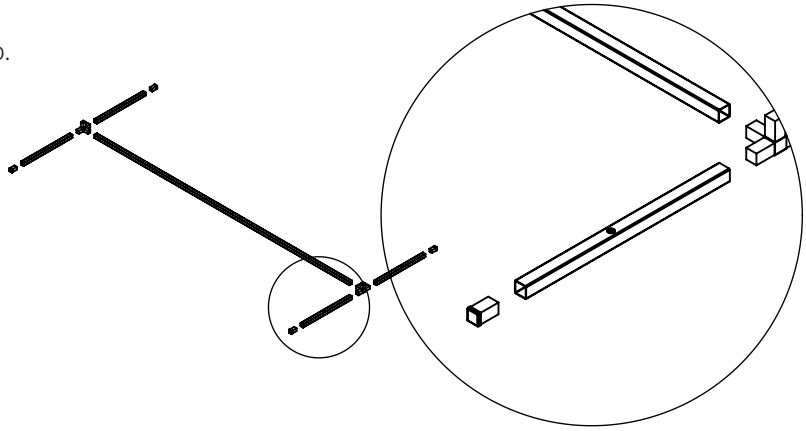


Step 3: Assemble the base.

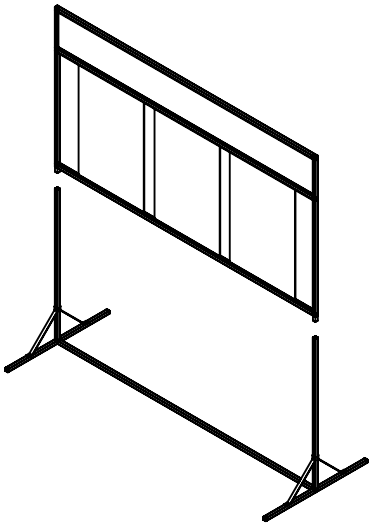
- The riv nut on each foot should face up.
- Cap the end of each foot.

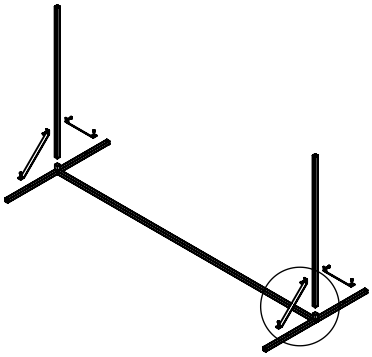
Step 4: Assemble the vertical tubes and support braces.

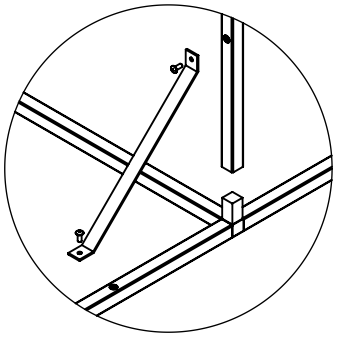
- The riv nuts in the 48 in. vertical tubes should face the front and back.



Step 5: Attach the framed signage to the prepared base.





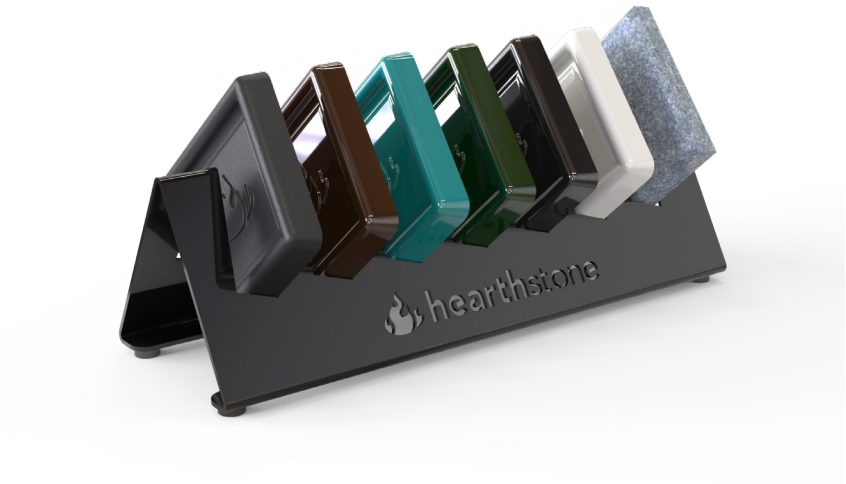


Wall Display & Freestanding Display

Finish Sample Display

Size: 8¼ in. x 3 in.

Metal stand with samples of the 7 most popular HearthStone finishes.



Includes six 2.5 inch cast iron samples:

- Matte black paint
- Brown enamel
- Seafoam enamel
- Basil enamel
- Black enamel
- Oyster enamel

Includes one 2.5 in. soapstone sample.

Acrylic Stands for Product Cards

Print and assemble the product cards

3 acrylic stands are included.

Size: 8.5 in. x 5.5 in.

Place the product card to match on each stove displayed.

- Print files for all HearthStone products are available in the Dealer area on www.hearthstonetech.com
- Log in with your dealer number and go to Dealer / Marketing / Point of Purchase to download the files.
- Print individual product cards in color on standard letter size paper at 100% scale.
- Fold the printed card in half and place it in the acrylic stand.