



S T O V E S

Briefing Document

NEW PRODUCTS

NEW AGA ELLESMERE STOVES

Introducing:
GAS
&
ELECTRIC



July 2019

Background

AGA: A progressively modern iconic brand with traditional values.

The AGA Stove collection has traditionally been offered in Solid Fuel and Wood/MSF variants with both contemporary and classic designs offered.

New government legislation around the clean air directive has meant that new regulations will come into effect in January 2022 which will control the emissions from stoves in order to contribute to improved air quality and ensure maximum efficiencies. These regulations apply to all stoves and will include wood burning and solid fuel burning models. AGA are fully committed to this and have introduced the NEW Ellesmere EC appliances as the first of the models to have been certified as satisfying the requirements of this new legislation.

There is now more demand for cleaner fuels and wider choice in the stove market including Gas and Electric models which offer a simpler installation into modern homes.

We are delighted to announce the introduction of **Gas** and **Electric** models into the AGA Ellesmere Stove collection to enable us to offer multiple fuel offering with the same designs. The products will offer the same aesthetic design and appearance across all fuel types. **In summary, these new additions will mean:**

- Core designs in line with demands in the market
- Consistent design across the fuel types offered, simplifying the choice and offering to consumers
- Simplified and easier range for display with retailers
- Differentiated offering with landscape designs
- A true multiple fuel range offering

Range of products to be introduced

GAS

Balanced Flue gas variant in portrait style
Balanced Flue gas variant in wide landscape style

ELECTRIC

Electric Variant in portrait style
Electric Variant in landscape style

This gives customers greater flexibility and choice and provides a compelling product proposition.

Key Features & Aesthetics

Features of all Gas Variants

- Balanced Flue System with Flue Kits available direct from Trade. Approved kits are available from Poujoulat stockists (Information attached).
- A Rated for efficiency
- LPG versions available to order specified at order date
- Excellent Flame Pattern
- ECO Design compliant
- Top or Rear Flue Options
- Quality ceramic log set and vermiculite included
- Up to 82% efficient
- Battery pack to the rear of the stove for easy access or optional mains adaptor
- Black or stainless steel flue system
- Easy and quick to install
- Two layered glass door for safety
- Cast iron door and top which allows for excellent radiant and convective heat retention
- British manufactured and tested



Complete with a remote control offering:

- Programmable thermostatic remote control allowing you to control the room temperature but also to programme the stove to switch itself on and off twice a day.

- Use both and you can even come home to a glowing fire that has heated the room to the temperature you selected.
- Adjust your flame height to create your own flame pattern

Features of all Electric Variants

- Radiant and convectional heating with option for flame effect only
- Supplied with a standard lead and 13amp plug for connection to UK supply – alternatively can be hardwired by a qualified electrician
- ECO Design compliant
- Various flame patterns and colours to choose from with red, blue and yellow colour options
- Ambient top lighting on the logs for the ultimate mood effect
- Media Kit included with realistic log set, glass and vermiculite illuminated with LED lighting
- Low energy usage for low running costs
- Top flue collar imitation supplied so a false flue can be fitted for aesthetics if required
- Easy and quick to install – just place and plug in
- Cast iron top and Cast iron door with real glass
- 2 heat settings – 950watts to 1.9kw
- Levelling screws in feet for rustic stone hearths
- Supplied with a rear mounting bracket for stove stability and safety
- British Manufactured and tested





Remote control features

- 7 day timer
- Thermostatic control for temperature control
- Control the ambient light from the top of the stove
- Create your own flame picture with a mix of red, yellow and blue flames
- Control the temperature setting

Marketing Support

Literature

For the launch, all new models will be launched with a dedicated 4 Page AGA Ellesmere Brochure and later will be incorporated into the next reprint of the main AGA Stove brochure.

POS

POS will be available shortly along with images for you to use locally.

Online support and PR

In addition to the literature, the AGA Ellesmere Gas and Electric Stoves will be promoted on www.agastoves.com.

- Social media campaigns – Facebook, Twitter, Pinterest, Instagram
- Google PPC and other digital advertising,
- E-Newsletter campaigns including AGA & AGA Cookshop database

Product Availability

The new AGA Ellesmere Gas and Electric Stoves are available to order NOW.

The order lead times for delivery are:

8 weeks from order for the Electric Models

4 weeks from order for the Gas Models

Imagery

Photography of the stoves will be available in the image library from week commencing **19th August**.

Specifications

Model	Height (mm)	Width (mm)	Depth (mm)	Weight (kg)
Ellesmere EC5 Gas	535mm	438	378	92
Ellesmere EC5W Gas	605mm	576	357	101
Ellesmere EC5 Electric	535mm	438	378	91
Ellesmere EC5W Electric	605mm	576	357	100

- **Gas Models Achieve an A/A+ Rating for Energy Efficiency**
- **Electric Model does not require Rating**

Design Registration and Patents

European Union Registered Design Application No 005832797-0001/005832797-0003
AGA Ellesmere EC4, AGA Ellesmere EC5, AGA Ellesmere EC5W

Codes and Pricing

Model	Codes	Retail Price £ (inc VAT)
Ellesmere EC5 Gas	ELL/BFG/A5S	£1615
Ellesmere EC5W Gas	ELL/BFG/A5W	£1775
Ellesmere EC5 Electric	ELL/ELEC/A5S	£1415
Ellesmere EC5W Electric	ELL/ELECA5W	£1575

Warranty and Spares

Warranty: 5 years parts and 1 year labour

Enquiries to warranty@agastoves.org.uk

Spares

Enquiries to spares@agastoves.org.uk