



WHY NAPOLEON

Home Comfort Products for Over 40 Years.





When Wolfgang and Ingrid Schroeter launched a small steel fabrication business in 1976, no one could have imagined where it would be today. Based in Barrie, Ontario, Canada, Wolf Steel Ltd. is now North America's largest privately owned manufacturer of HVAC equipment, fireplaces and grills.

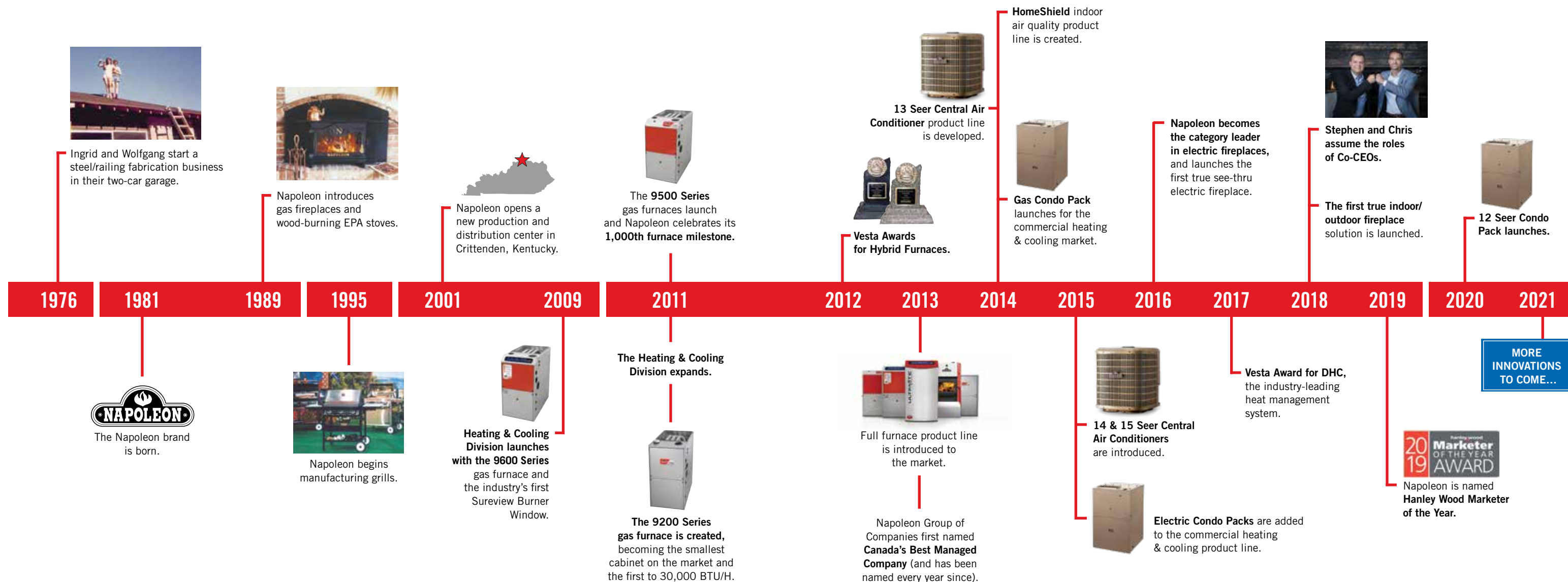
Today, the company's brand—Napoleon—has emerged as a global leader in home comfort products.

As an expert in all things home comfort and fire, Napoleon's expansion into the heating and cooling industry was natural. Inspired to approach the industry with fresh design concepts and a new level of quality,

the goal has been to offer consumers reliable, stylish products they will be proud to own.

Napoleon's rapid success comes from the passion to produce quality products with honest, reliable service. We value partnerships with dealers and contractors who share this same passion and vision.

THE FASTEST GROWING Home Comfort Brand in North America



PASSION AND INTEGRITY

Discover what inspired our mission to re-invent the HVAC industry and why working with our family-owned company will benefit your business.

Learn how artisanship blended with top-of-the-line technology leads to products that enhance life's most memorable moments.

RESEARCH AND DEVELOPMENT

OUR BRAND

Experience the customer support, resources and services only Napoleon offers.

Innovation fueled by PASSION

We've been asked many times, *what does it mean to be a Napoleon Dealer? Or, why should I become a Napoleon Dealer?* The answers to these questions are different for everyone, but for most dealers and contractors, it comes down to the people of Napoleon—starting with those who founded it.

Our founders knew the heating and cooling industry was stale and predictable. It was saturated with products that were plain and basic. Competitors were only focused on offering the cheapest price. The Schroeter family didn't see furnaces and air conditioners as appliances everyone eventually needs. They saw them as products that enhance the quality of the home, where we experience our most memorable moments. This passion to make HVAC equipment valuable and desirable to consumers has led to features, functions and benefits never seen before in the industry.

So, it's more than the people that set Napoleon apart. It's the company culture and products that come from a passion to make things better. Plain and simple, our products look different because they are different.





WHY NAPOLEON

While there are numerous brands and manufacturers in the market, we are the only independent, family-owned company in the industry. We pride ourselves with having a keen understanding of your needs as an independent contractor because we started as a small business, too. We strived for the “North American Dream” and achieved it with hard work, innovative products and outstanding customer service. Our humble, start-up beginnings are still integral to who we are today. We’re fortunate to partner with like-minded customers.

Many of you will get the chance to meet and know the owners—the family—as well as the key HVAC leaders in our company. Chris and Stephen Schroeter, second-generation brothers and co-CEOs, are intimate with day-to-day operations. Having a constant sounding board with our customers lets us collaborate in ways bigger corporations will not. We can operate quickly and nimbly to react to a constantly changing marketplace. We can take your ideas, questions and issues back to the lab and prototype solutions. That level of passion and partnership results in real changes to products that solve real problems and needs. That’s what makes us different.

OUR PRINCIPLES

Becoming the fastest-growing home comfort brand in North America doesn’t happen by accident. It takes integrity and principles. At Napoleon, we believe:

- A manufacturer is only as good as its last on-time and in-full delivery
- Contracts should be customized, not standardized
- Lifetime customer relationships are founded in trust and loyalty
- Doing the right thing is the only thing to do
- A brand should listen to the customer, not the shareholder
- The route to market includes a strong dealer and contractor network
- Customer support should be available anytime, anywhere
- Craftsmanship and integrity come before scale and profit



RE-INVENTING Heating & Cooling

Many believe the furnace and air conditioner are forgotten appliances hidden out of sight. In reality, they are the most important appliances in the home. That’s why our goal is to offer products consumers can be proud of—ones that are quiet, durable and appealing. We passionately aim to enhance the homes we live in to be more comfortable.



FURNACES

There's nothing colder than a Canadian winter. So it's only natural we design furnaces capable of withstanding and excelling in the harshest of climates. The result? New furnaces with industry-leading innovations and technologies no other manufacturers are offering.

It Looks Different Because
IT IS DIFFERENT.

HOMESHIELD CLEAN AIR

HomeShield uses a chemical-free, ultraviolet light inside the furnace cabinet to intercept airborne pathogens like allergens and dust mites. Included in select furnaces, this technology halts bacterial growth and helps maintain healthy air in the home. We also offer a line of UV lights.

WHISPER QUIET™

Napoleon is the only company in the industry that manufactures premium furnaces with a fully

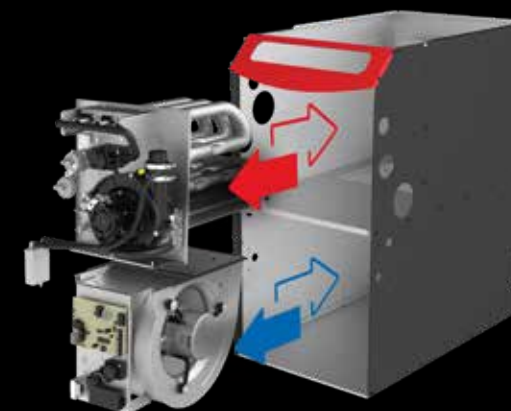
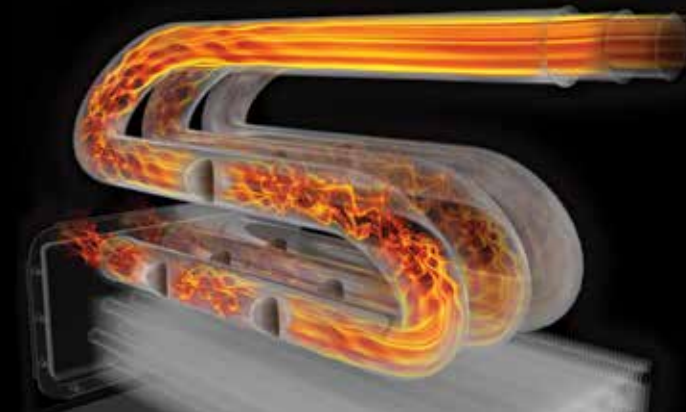
insulated cabinet. This, along with a "soft start" and "soft stop" motor to reduce the initial rush of air, ensures the furnace is no louder than a whisper.

SUREVIEW BURNER SYSTEM

The patented SureView Burner System window allows for a unique view of the flames in operation. Not only is this innovation a first in the industry, but it also makes Napoleon furnaces the most stylish.

VORTEX TURBULATOR

The patented Vortex Turbulator increases efficiency by disrupting natural airflow inside the heat exchanger. Made in-house, this extracts maximum heat from the flue gases and helps heat the home more quickly and evenly.



SLIDE OUT HEAT EXCHANGER

All Napoleon furnaces are designed and produced with modular components for easy servicing.

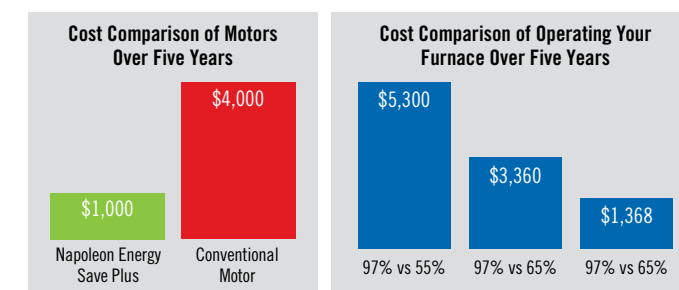
The Slide Out Heat Exchanger and blower can be removed in just 10 minutes, giving contractors the most accessible solution for quick cleaning, checks and repairs.

ENERGY STAR RATED

Select Napoleon products are Energy Star Rated, which means they have achieved the energy efficiency standard set by the government. These standards have been put into place to encourage the reduction of greenhouse emissions—the higher the energy rating, the less emissions produced.

ENERGY SAVINGS

Napoleon's gas furnaces use energy-efficient motors to ensure lower fuel bills for homeowners. We offer



different motor options based on the furnace selected—each of these options helps reduce electrical consumption and enhance quiet operation.

INDUSTRY-LEADING WARRANTIES

At Napoleon, we stand behind our products and deliver confidence for decades. We offer up to a 15-year warranty on full furnace replacements and up to a lifetime warranty on the heat exchanger.

15 YEAR | UNIT REPLACEMENT
HEAT EXCHANGER LIMITED WARRANTY

LIFE TIME | HEAT EXCHANGER
LIMITED WARRANTY

10 YEAR | PARTS
LIMITED WARRANTY



AIR CONDITIONERS AND HEAT PUMPS

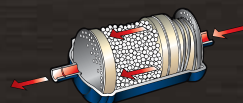
Ontario is known for its extremely cold winters. But, we also deal with extremely humid summers. Just like every season is different, we know every home is different. Not only that, different rooms have their own ideal temperature balance. That's why we offer multiple solutions to add versatility for air conditioner or heat pump installation. We want to make it easy for dealers and contractors to find the right system for each individual customer.

100% Canadian.
100% COOL.

ADVANCED COIL TECHNOLOGY

We manufacture our air conditioners with superior micro-channel condenser coils. These coils are compact, allowing for a smaller air conditioner size while using substantially less refrigerant. Napoleon micro-channel condenser coils are all aluminum, easy to maintain and will last longer than those made with copper.

QUALITY FILTER



Our filter driers are the highest quality in the industry. They come factory-installed, making installation easy and less costly for contractors. Working to remove unwanted acids, dirt, particle debris and other contaminants from the refrigerant, the filter drier extends the life of the air conditioning system. This means fewer service trips for you and cleaner air for your customers.



WHISPER QUIET™

Say hello to modern fan blade technology. Our swept-shaped blades keep our air conditioners quiet while efficiently increasing air flow. With quality and longevity in mind, the plated steel hub and aluminum blades are designed to ensure long-lasting durability and quiet operation.

GREEN EFFICIENCY

Our air conditioners use the environmentally conscious, chlorine-free refrigerant R-410A. This reduces power consumption and increases the durability of the compressor. Plus, it doesn't contribute to ozone depletion. Select air conditioners are also Energy Star Rated.



MULTI-ZONE DUCTLESS UNITS



Napoleon's Multi-Zone Ductless Units can run up to four indoor units, which can be mixed and matched with indoor heads and cassettes. Each indoor unit can offer individual comfort levels throughout the home, so everyone can enjoy custom temperature settings.

What We Offer Our CUSTOMERS

When you partner with Napoleon, you become a part of something bigger. Everything we do and make is guided by a single vision and mission. That includes doing everything we can to help our customers succeed. Napoleon dealers and contractors will find a wide range of products, services, resources and support available every step of the way.



VISION

To inspire and enhance the most memorable experiences people enjoy in their homes.

MISSION

We continuously challenge the status quo by delivering products with a high level of innovation, quality and performance that consumers aspire to own.



MY NAPOLEON DEALER PORTAL

The portal serves as a full B2B ordering system, enabling you to conveniently buy any Napoleon HVAC product online at any time. You can also access marketing materials, technical support documents, price books and more. Business owners and management receive full access to the portal with the ability to manage company information, orders and additional staff access levels.



PROFESSIONAL SUPPORT

Napoleon offers customers live support to help answer questions in the field. You can speak to our technical representatives over the phone or through a video call. Using the tool Mirror Me, our staff of technicians can remotely see what you are seeing in person on site. This helps us resolve issues quickly.

Dealers and contractors also have access to our online Professional Support Center. This digital hub hosts all the things you need to know for successful projects, including tips, tricks, guides, inspiration and more.



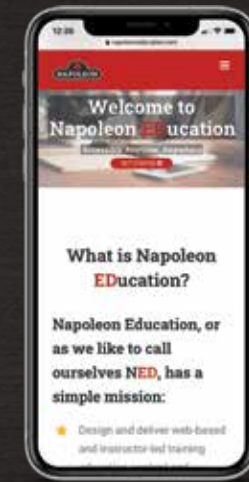
NATIONAL BRANDED ADVERTISING

Our customers can reap the benefits of our nationwide sales promotions. We launch TV, radio, billboard and print campaigns with extensive social media marketing. Everything is designed to boost exposure, lift brand awareness and increase your sales. As a dealer, you can use any of our creative pieces. You can also take part in our seasonal advertising or specials we run in your market. Dealers also have access to their dealership listing on our online dealer locator.



NAPOLEON EDUCATION

We know continuing education is important for you and your employees. That's why Napoleon offers NED (Napoleon Education) to our dealers and contractors. With NED, you can stay up to date on proper industry and service techniques. You can also receive training on all Napoleon products. Our bite-sized microlessons take less than 10 minutes and can be accessed anytime on any device.



MORE THAN HEATING AND COOLING

Our home comfort expertise extends beyond the HVAC industry. Napoleon offers a full lineup of innovative fireplaces and grills manufactured with the same passion that drives the company. Diversification has allowed us to provide our customers with products of leading-edge excellence for all areas of the home. Whatever your project needs, Napoleon has you covered.





JOIN OUR FAMILY

Our products, passion and vision differ from what anyone else offers in the industry. If you're a dealer or contractor who wants to differentiate yourself from competition through innovation, style and a passion to provide value to every consumer, we invite you to join us at the table.

Christian Romeroll
Managing Director, Napoleon HVAC

Napoleon is an ISO 9001:2015 registered company that operates with 1.4 million square feet of manufacturing space. Named one of Canada's Top 50 Best Managed Companies for five years running, the company employs more than 1,400 associates with manufacturing facilities, distribution centers and offices across the globe. Napoleon also has a major brand presence in big box retailers throughout Canada and the United States.



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