

# Valer electric



2006/7

## Valor's 100 year success story continues with its new electric fire collection.



Valor, the UK's leading manufacturer of fires, has been warming the nation for over 100 years. Since 1890, they have been at the forefront of product design and have led the way in technological development. For many years, Valor has been the market leader in manufacturing and supplying gas fires and since entering the electric fires market only 5 years ago, they have quickly become the second largest manufacturer of electric fire products.

Valor recognises that the electric fire market is growing in popularity and has met this trend head on, producing an extensive collection of electric fire designs to suit all tastes and budgets. Offering a full range of both traditional and contemporary styles, including wall mounted fires, inset fires, electric stoves, suites and surrounds for the complete package.

Working in conjunction with international product designers, Valor continues to win countless accolades and awards within both the trade and consumer arenas.



# which fire is right for you?

We want you to enjoy your new Valor fire right from the very start.

That's why we've made it so easy for you to select the fire that's perfect for you and your home.

## Installation

The wide range of styles includes the utmost in stylish contemporary design, as well as more classic, traditional models. There are a number of installation choices including wall mounting, inset (hearth mounted), and freestanding models to suit every home.

Spacer kits aid installation and create a professional finish where there is insufficient depth for the fire's back workings in the fireplace opening and are available for most models.


Every Valor electric model can be operated independently of heat, allowing you to enjoy the glowing effect of the fire anytime of year. Each model also provides an efficient 2.0kW heat output for that all-important winter warmth.

Enjoy the wonderful ambience of a real fire combined with great efficiency, easy installation and quick purchase, with the new Valor electric range.

Valor offer a full guarantee on all electric products for additional peace of mind, we have an after sales service operation, Heateam, who are available 363 days of the year. Please see the back cover for contact details.



## WEEE Legislation


The Waste Electrical and Electronic Equipment Directive (WEEE Directive) aims to minimise the impact of electrical and electronic goods on the environment by increasing recycling and re-use, and reducing the amount of WEEE going into landfill sites. All electric fires require special recycling and products that require this due to WEEE legislation can be recognised by the following symbol. 

This legislation comes into effect fully in July 2007, when full details of when and where products can be recycled will be made available.

## Choose Your Fire From Valor's Extensive New Range

### Wall Mounted Fires

We have an exciting range of wall mounted electric products with both portrait and landscape flame pictures/effects.

For our complete range of wall mounted electric fires, see pages 4-7 

### Inset Fires

With both classic styles and clean, contemporary designs, this range will suit all interiors, tastes and budgets.

For our complete range of inset electric fires, see pages 8-15 


### Stoves

Our stove range is ideal for those wanting the look and feel of a traditional wood burner combined with the ease and convenience of an electric fire.

For our complete range of electric stoves, see page 16 


### Suites

We offer a range of traditional and contemporary suites to create a complete package to make your purchase easier. Each fire includes the fire surround, back panel, hearth and electric fire making it great value and smart in design too.

For our complete range of suites, see pages 17-18 

### Surrounds

Our range of stylish surrounds fully compliments our range of fires.

For our complete range of surrounds, see page 19 

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Fashionable as well as functional, the new Distinction fire is the stylish heating option for your home and brings electric fire design into the 21st Century.

Its contemporary gloss-black landscape design oozes desirability, plus it is easy to hang the fire on any wall, allowing you to enjoy the new and realistic wide flame-effect wherever you desire.

Available in black with contemporary chrome inlays.

#### Fuel Bed

Coals

#### Heat Output

Low Heat: 1.0 kW  
High Heat: 2.0 kW

#### Control Position

Switch upper left side

#### Appliance Dimensions

Fascia Height: 675mm  
Fascia Width: 800mm  
Engine Depth Inside Wall: N/A

#### Spacer Kit

N/A



The Glamour fire is a minimalist design proving that 'cool' does not have to mean cold.

Sleek and elegant, the Glamour will fit effortlessly into a modern designed room. Slimline wall mounted landscape fires are increasingly popular and the Glamour features a chic, white pebble fuel bed, backed by a polished chrome rear reflector to really bring the warm glow to life when the fire is alight. The fascia consists of two elements, a contemporary white 'floating' glass panel surrounded by a brushed chrome aluminium trim, that really adds the finishing touch.

#### Fuel Bed

Pebbles

#### Heat Output

Low Heat: 1.0 kW  
High Heat: 2.0 kW

#### Control Position

Switch upper right side

#### Appliance Dimensions

Fascia Height: 560 mm  
Fascia Width: 935 mm  
Engine Depth Inside Wall: N/A

#### Spacer Kit

N/A



The stylish design of the Twilight Electric fire is the ideal finishing touch for modern minimalist interiors.

Its stunning black gloss front provides a dramatic contrast to the pure white of the pebble bed. The enhancing new and improved flame effect from this fire is a feature in itself.

**Fuel Bed**

Pebbles

**Heat Output**

Low Heat: 1.0 kW  
High Heat: 2.0 kW

**Control Position**

Switch upper left side

**Appliance Dimensions**

Fascia Height: 707 mm  
Fascia Width: 567 mm  
Engine Depth Inside Wall: N/A

**Spacer Kit**

N/A



### Electrifying designs.

Give your home the 'wow' factor with the truly stunning Fantasy. The dramatic black frame and glass panel provides a striking contrast to the shallow white pebble bed, offering designer looks with all the convenience and affordability of an electric fire.

#### Fuel Bed

Pebbles

#### Heat Output

Low Heat: 1.0 kW  
High Heat: 2.0 kW

#### Control Position

Switch upper right side

#### Appliance Dimensions

Fascia Height: 560 mm  
Fascia Width: 930 mm  
Engine Depth Inside Wall: N/A

#### Spacer Kit

N/A



### The Envy is a fire with attitude.

With its polished chrome surround and cool white pebble bed, it has been designed for consumers who want the epitome of urban sophistication.

The Envy is a proven design and is now available with the latest new and improved flame picture.

#### Fuel Bed

Pebbles

#### Heat Output

Low Heat: 1.0 kW  
High Heat: 2.0 kW

#### Control Position

Switch below canopy

#### Appliance Dimensions

Fascia Height: 606 mm  
Fascia Width: 478 mm  
Engine Depth Inside Wall: 75 mm

#### Spacer Kit

Yes





The Obsession fire from Valor is a design classic that will create a stunning centrepiece to your home.

Neutral styling and classic interiors showcase this fire to its full potential, while the pebble bed adds a contemporary twist. The textured chrome weave front is a distinctive feature of the fire and entirely unique to Valor.

#### Fuel Bed

Pebbles

#### Heat Output

Low Heat: 1.0 kW  
High Heat: 2.0 kW

#### Control Position

Switch below canopy

#### Appliance Dimensions

Fascia Height: 610 mm  
Fascia Width: 528 mm  
Engine Depth Inside Wall: 75 mm

#### Spacer Kit

Yes



With its delightful dancing flame effect, the Dream offers all the benefits of a gas fire without any of the time-consuming maintenance.

Our No.1 selling fire, Dream is available in a choice of gold, black or chrome finishes. The Dream guarantees to be a stunning focal point in any room.



#### Fuel Bed

Coals

#### Heat Output

Low Heat: 1.0 kW  
High Heat: 2.0 kW

#### Control Position

Switch below canopy

#### Appliance Dimensions

Fascia Height: 635 mm  
Fascia Width: 518 mm  
Engine Depth Inside Wall: 75 mm

#### Spacer Kit

Yes



The Carma with its solid styling suits any room style.

With its traditional solid brass cast fascia and fret and detailed corner trim, the Carma electric fire is reminiscent of Art Deco style, yet leads the way in terms of technology.

The Carma can be operated independently of heat, which means you can indulge in the effect of the glowing coal bed any time of year.

#### Fuel Bed

Coals

#### Heat Output

Low Heat: 1.0 kW

High Heat: 2.0 kW

#### Control Position

Switch below canopy

#### Appliance Dimensions

Fascia Height: 623 mm

Fascia Width: 524 mm

Engine Depth Inside Wall: 75 mm

#### Spacer Kit

Yes



With its beautiful chrome curves and glowing coal bed the Adage offers simple style with great value for money.

This modern electric fire has been designed with a clean, contemporary brushed steel finish and is the perfect choice for any design-savvy consumer.

#### Fuel Bed

Coals

#### Heat Output

Low Heat: 1.0 kW  
High Heat: 2.0 kW

#### Control Position

Switch below canopy

#### Appliance Dimensions

Fascia Height: 614 mm  
Fascia Width: 505 mm  
Engine Depth Inside Wall: 75 mm

#### Spacer Kit

Yes



## Elegant and inviting.

The new Capri electric fire offers a clean and simple take on a classic style. With a gentle curved solid brass fret detail and traditional frame-style fascia the Capri provides a timeless, classic feel to any living room.

### Fuel Bed

Coals

### Heat Output

Low Heat: 1.0 kW  
High Heat: 2.0 kW

### Control Position

Switch below canopy

### Appliance Dimensions

Fascia Height: 606 mm  
Fascia Width: 492 mm  
Engine Depth Inside Wall: 75 mm

### Spacer Kit

Yes



The Blenheim electric, based on simple traditional styling, is a great value fire that looks truly regal.

The Blenheim will add a touch of warmth to any room. Blenheim electric is available in brass, black and chrome variants.



#### Fuel Bed

Coals

#### Heat Output

Low Heat: 1.0 kW  
High Heat: 2.0 kW

#### Control Position

Switch below canopy

#### Appliance Dimensions

Fascia Height: 606 mm  
Fascia Width: 492 mm  
Engine Depth Inside Wall: 75 mm

#### Spacer Kit

Optional

## Seattle



Sleek sophisticated Seattle.

The Seattle has a brushed steel curved front and beautiful pebble bed, making it the ideal choice for any contemporary interior.

#### Fuel Bed

Pebbles

#### Heat Output

Low Heat: 1.0 kW  
High Heat: 2.0 kW

#### Control Position

Switch below canopy

#### Appliance Dimensions

Fascia Height: 606 mm  
Fascia Width: 492 mm  
Engine Depth Inside Wall: 75 mm

#### Spacer Kit

Optional



### Electric Stove sophistication.

For those wanting the look and feel of a traditional wood burner combined with the ease and convenience of an electric fire opt for the Henley or Lichfield electric stoves.

The freestanding stoves require minimal installation; simply plug in, adjust the dimmer switch for an enhanced glow, sit back and enjoy an unobstructed view of the dancing flames within.

The Lichfield comes complete with a remote control for added convenience.



Remote Control



*Above: Henley Stove*

*Right: Lichfield Stove*

#### Fuel Bed

Coals

#### Heat Output

Low Heat: 1.0 kW

High Heat: 2.0 kW

#### Control Position

Lichfield:

Remote & Top concealed control

Henley: Bottom control

#### Appliance Dimensions

Lichfield Fascia Height: 580 mm

Lichfield Fascia Width: 520 mm

Henley Fascia Height: 535 mm

Henley Fascia Width: 390 mm

#### Spacer Kit

N/A





The Panache takes contemporary suite design to the next level.

A dramatic black fascia with chrome inlays and realistic coal bed is framed by a white surround, a stunning landscape flame effect is a centre point for the room and is simple to install.

Regal in appearance, the Ryton Suite incorporates a classic mahogany veneered surround with horizontal and vertical etched detailing, plus a cream coloured hearth and back panel.

The compact suite is ideally suited to the smaller room and is easy-to-install. It includes the Blenheim brass electric fire, a classic design with a realistic coal bed.



#### Fuel Bed

##### Panache

Coals

#### Heat Output

Low Heat: 1.0 kW  
High Heat: 2.0 kW

#### Control Position

Upper left side

#### Suite Dimensions

Height: 1030 mm  
Width: 1200 mm  
Mantel depth: 200 mm  
Hearth depth: 280 mm

#### Spacer Kit

N/A

##### Ryton

Coals

Low Heat: 1.0 kW  
High Heat: 2.0 kW

Switch below canopy

Height: 880 mm  
Width: 890 mm  
Mantel depth: 252 mm  
Hearth depth: 380 mm

N/A



The Pacha Suite has striking clean lines that will compliment any contemporary room setting.

The brushed steel fascia and white pebble bed of the Seattle fire sit comfortably within the clean lines of the Maple finish surround and black panel.

Epitomising warmth and comfort.

The Camborne Suite comprises a smart mahogany finish surround with a classic cream hearth and back panel. The perfect alternative to a real coal fire, the Blenheim brass electric fire is included in this suite.



#### Fuel Bed

**Pacha**  
Pebble

#### Heat Output

Low Heat: 1.0 kW  
High Heat: 2.0 kW

#### Control Position

Switch below canopy

#### Suite Dimensions

Height: 1082 mm  
Width: 1197 mm  
Mantel depth: 166 mm  
Hearth depth: 380 mm

#### Spacer Kit

N/A

**Camborne**  
Coals

Low Heat: 1.0 kW  
High Heat: 2.0 kW

Switch below canopy

Height: 1082 mm  
Width: 1197 mm  
Mantel depth: 166 mm  
Hearth depth: 380 mm

N/A

# Mix and Match Surround Options

## Coral Surround

The Coral surround features a white stone effect surround, panel and hearth.



### Dimensions

Height: 1020 mm      Width: 1220 mm      Depth: 380 mm

## Turin Surround

The Turin surround has an oak finished veneered surround. The laminated reversible panel offers a black or cream finish. ■ ■



### Dimensions

Height: 1075 mm      Width: 1220 mm      Depth: 380 mm

## Miami Surround

The Miami surround is available unfinished and offers the flexibility to apply a finish of your choice to suite your decor. It also comes with the laminated reversible back panel, offering a black or cream option. ■ ■



### Dimensions

Height: 1010 mm      Width: 1176 mm      Depth: 380 mm

**For details and to view the electrics collection at your local dealer phone:  
0845 601 0836  
or visit our website [www.valor.co.uk](http://www.valor.co.uk)**

Telephone carelines  
Sales: 0870 6061 067  
Technical Advice: 0870 6061 065  
Switchboard: 0870 6061 064  
Spares: 0870 6000 454  
Fax: 0121 373 8181

As with all products from Valor you can be assured of the following:

### Quality

Unlike most other manufacturers, every single fire manufactured at our purpose built factory in Erdington is tested for your peace of mind. Our products are manufactured in accordance with the internationally recognised Quality Management Standard ISO 9000:2001.



### Assured safety

All of our electric fires are fitted with an automatic electrical cut out safety device.

### After sales service

We are so sure of the quality of our fires that in the unlikely event of any mechanical problems during the warranty period we will send out one of our expert Heateam engineers to rectify the problem free of charge\*.

The service division

**heateam**  
the heat experts

heateam is a Baxi Heating UK operation dedicated to providing state-of-the-art customer service. Its role is to support our products long after they leave our factory.  
Tel: 08706 090081. Email: [service@heateam.co.uk](mailto:service@heateam.co.uk)

#### GENERAL NOTES

Our policy is one of continual improvement and development. The right to change specification without prior notice is reserved.

Reproduction of colours is as accurate as photographic and printing processes will allow.

The statutory rights of the consumer are not affected.

\*No liability is accepted for problems caused by poor installation or misuse of the product.

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