

2014

Customer walks into the store....

We don't pounce on them but give them a chance to make a full visual of the store and its contents and they usually migrate to a point of interest.

We give them a moment and wait for them to look up from the product that they are eyeballing then we hit them up with the question. ***“Do you folks have any answers?”***

This makes some think, but it's a real question!

As we follow up with some of our own questions the customer will have to come up with some “Answers”. As you see we don't have a clue what they are looking for in a heater, but the customer already has some parameters and visions within their minds and we have to get that information from them. We call these “Answers”.

It's our job to get as many “Answers” from the customer so we can start thinking about some recommendations.

We usually start by asking...

- 1.) How many square feet do you want to heat?
- 2.) What type of fuel do you want to burn? Wood, Gas?
- 3.) Do you have a loft?
- 4.) Do you have a lot of windows?
- 5.) Do you have a log cabin?
- 6.) What do you currently have as a heating source?
- 7.) Looking for a primary or secondary heating source?
- 8.) Do you want a fireplace that is built in or a free standing wood stove?
- 9.) How thick are your walls?

The information is sifted through regular conversation so the customer does not know they are actually providing all the information that is needed to make a knowledgeable appliance choice.

The discussion of the heating appliance then divides off to their “wants” or “needs”. “Wants” is usually the stronger factor. But we do provide information if the customer is open to it.

We never want to undersell nor oversell heat. Both will get you into trouble.

Things that we have learned over the years: Be nice to the wife, 38 years and counting!

A SECRET THAT IF FORGOTTEN that would get you tarred and feathered in the 13th Century Chimney Building industry.

The Secret:

Placing a heating source (appliance) in the “South End” of the house or cabin will give much more heating coverage than one placed in the middle of the room or one that is placed to the “North End”.

Once we tell the customer that we’ve given them this valuable Mason’s DEEP SECRET and that they are NOW barred from telling anyone else otherwise they will have to be sacrificed!!!.

This statement is usually followed by giggles and the question “Why is that?” The answer is “Because of the power of the sun and the rotation of the earth.”

We have trusted kids with tremendous College engineering degrees with rulers and pencils and modern technology to override common sense.

BACK TO WOOD BURNING STOVES

There are 2 kinds of burning technologies.
Catalytic and Non-Catalytic.

All stoves have to be tested to meet EPA Government Regulations for emissions. The most common testing laboratories are Omni, Warnock-Hershey, UL, Radco and some others whom provide certification.

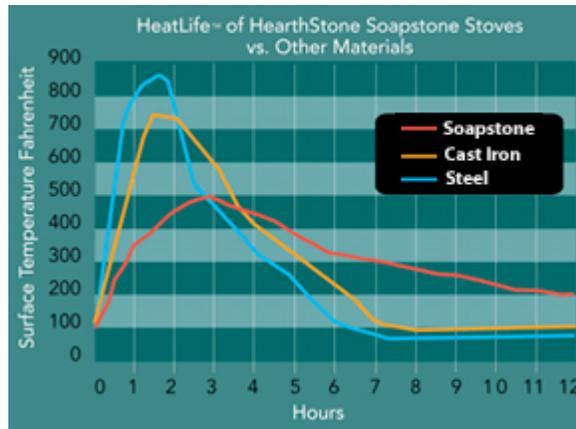
Most folks think that efficiency is measured by how long a wood stove can burn and provide a low heat over a long period of time. Old stoves used to have a damper/dial that would allow for a “full open” to a “full close” position. This gave the operator 100% non-restrictive choices in the stove’s operation. This ideology is no longer a valid choice. Somewhere in this thought scheme “efficiency” came to play because the stove could be controlled.

That’s the OLDE thinking of efficiency.

The older stoves configured to burn in this manner would produce a tremendous amount of smoke and creosote buildup.

Today, the definition for efficiency is measured by the amount of unburned carbon going up the chimney. Folks can all agree that burning ALL the carbon emissions or unburned fuel that would normally go up the chimney is a great idea!

Folks are shopping for efficiency, but it seems they do not realize how the stove is designed to meet that goal and how it affects their comfort level in the home. Below is a chart that a great reference to NON-Catalytic wood Stove performance



Notice that this chart does not go over the 12 hour burn time. The largest non-cat advertised burn time available is up to 12 hours.

The chart above is used by a wood stove company called HearthStone. It depicts the value of having a thick heat sink (soapstone) in order to avoid such a tremendous heat delivery from today's wood burning technology.

Non-Catalytic technology utilizes a primary and secondary air inlet to provide oxygen to the combustion chamber of the stove to burn the wood hot enough to meet efficiency standards as set by the EPA.

This means that almost all stoves have to burn very hot to burn wood efficiently with minimal particulate emission.

Stoves are designed in a manner to burn wood efficiently by design. This means that if you put wood into a stove it is expected that you will burn that wood efficiently.

In order to do this the manufacturer has designed the stove to accept air into the firebox chamber at a designed and engineered rate to burn a variety of common wood species that are abundant in the USA.

The controls on the appliance have to be manufactured in a way that neither the Dealer nor the Consumer can easily manipulate airflow design in order to slow down the fire or increase the fire. This means that in the past one could have

100% control, today the consumer is given about 17% +/- control of air into the stove. Soon that will change to even a lesser percentage number by 2017.

In all Non-Catalytic stoves the burn time depends on how large a burn chamber you have. More wood in a stove burns longer than less wood in a smaller stove. Almost makes sense...

My son has a stove that is rated for 3500 square feet in his 1400 square foot cabin in Willow. WHY? Because he knows that heat is determined by the amount of wood that is placed into the stove. More fuel more heat less fuel less heat.

He selected a soapstone stove for a slower heat dispersion into the cabin. Soapstone may not be a good choice for a weekender as it is very slow in getting heat into the cabin before bedtime. We recommend a steel or cast iron stove for weekend cabin folks for faster rise in temperatures.

Besides he doesn't have to cut his wood as short.

So by default purchasing a larger stove and putting less wood into it will do the same as a smaller stove given the same wood/fuel amount. The benefit of the larger stove is obviously more heat.

Wood Stove choices are Steel, Cast Iron and Soapstone.

Steel only comes in a painted black color whereas Cast Iron Stoves come in several enamel colors besides black.

Steel stoves look very much the same and not very much can be added to them for "bling bling". With steel one can have choices of pedestal, or legs. Legs and doors also come in black, gold or silver finishes for a more pleasing look.

Cast Iron stoves are much more decorative and come in many colors and can vary in looks quite a bit from manufacturer to manufacturer.

Soapstone Stoves only come in one stone color (Gray) but the castings that hold the stone together come in many enamel colors.

Steel stoves and Cast iron stoves are the choice to make when selecting a cabin stove because they can get really hot quickly and give heat to a cabin when most needed.

The soapstone models are a nice choice for the home wood burner as they release the heat much more slowly and have a high comfort heating quality.

In Alaska heat is a nice thing to have!

Catalytic Wood Stoves

The catalyst is a combustor that once activated by heat from a fire will burn the carbon particulates to a very high efficiency level. Much higher than Non-Cat stoves.

Consequently the catalytic stoves burn rate can be lowered about 4 to 5 times than that of a Non-Cat. This means an all day burn on a low setting while meeting or exceeding the EPA standards on an ongoing basis throughout the day.

Many wood stove companies market their efficiencies on a 1 to 2 minute run during testing and does not represent the true efficiencies that are assumed by the consumer. It is IMPOSSIBLE to maintain the marketed level of efficiency that is advertised on a brochure for sales purposes in the real world.

We sell a stove called “Blaze King” that can act like a steel stove to get a cabin/house warmed up very quickly and can also get more than a 40 hour burn on a low setting and MEET the EPA’s efficiency standards while doing so!!! Look into the Blaze King “KING” model. Also take a look at their burn chart.

Wood burning fireplaces are different than a woodstove as these are build into the wall. Please research our site for the many manufacturers and styles at www.alaskafireplace.com .

An alternative to burning wood is Propane Gas or Natural Gas.

Now that you have all this wonderful insight to wood burning devices the truth is that for this dude a gas stove or gas fireplace will beat the pants out of wood burning 1000 to 1. It will cost dollars and cents, but in comfort and reliability the extra expense is justified.

Gas, weather Propane or Natural can operate off of a thermostat and provide beautiful comfortable predictable heat. It will also provide heat WITHOUT THE USE OF ELECTRICITY!

A freestanding gas stove with at least 30,000 BTU’s can be used to cook upon.

Almost all gas stoves will give off much needed light into the room it is installed into.

All gas appliances require less protective area than a woodstove would require.

If you have been blessed to live long enough to have gray hair then you have gained wisdom. You probably have gained some insight that wood is not free as many claim it to be.

A survivalist would have a wood stove to provide the main heating and a backup of several gas appliances all on their own thermostats (zone heating) to provide and balance a comfortable living atmosphere.

We carry nothing but the finest manufacturing stove lines available and are very blessed to have wonderful relationships with all of our vendors. This relationship makes it very easy to provide the end customer with excellent service with minimal time and monies lost.

We are not union and we do not do commissions.

Anybody that wants to argue with me can do so by calling 1-907-892-7131

Dan 892-7131