

# ICONIC

ELECTRIC FIRES OF DISTINCTION



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ICONIC  
ELECTRIC FIRES OF DISTINCTION

# Electric fires of distinction.

## Introducing the Iconic range of electric fires from Heat Design.

Featuring the latest technology and available in a range of sizes, the options are boundless.

Our Iconic range has journeyed through concentrated research and development which has resulted in an exceptional range of electric fires delivering superb features to transform your home interior. Our commitment to the highest standard of quality and comfort is at the forefront of this range.

With 100% efficiency at source, our electric fires provide instant heat at the touch of a button and create a truly focal point in your room. We pride ourselves in our after-sales service and provide a dedicated technical backup service for your peace of mind.

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# All about choice.

**Designed to satisfy the most discerning homeowner.**

Create your own exciting blueprint with the Iconic electric fire. Designing your space with an Iconic fire couldn't be easier. Choose from a range of sizes and aspects to fit your room setting.

- Realistic flame effect with a choice of four flame colours
- Glowing ember fuel bed, with 5 brightness settings
- Realistic crackling log fire sound effects
- All fires supplied with ultra-realistic hand painted logs and coal crystals as standard
- Choice of 13 different fuel bed colours
- Choice of 7 downlighter colours\*
- Each fire comes with built in attachments for easy set up in a feature wall
- LED technology means low running costs
- All fires are fully CE certified
- Remote control operated, with 7 day timer
- Thermostat control option
- Heat output range: 750 – 1500W
- Sizes: 400, 450, 530, 750, 1000, 1250, 1600 & 2000
- 400, 450, 530 and 750 come with semi mirrored side panels
- Each Iconic fire can be installed front facing, panoramic or corner (left and right). Vitae 400 and 530 Iconic, and Iconic 450 Lombard are front facing only.

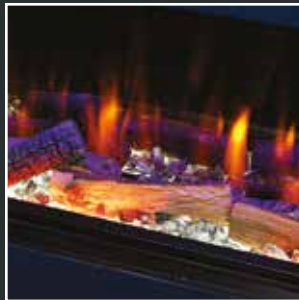
\*excludes Iconic 450 Lombard

# Stand out from the crowd.

**Satisfying the desires of the ever-evolving customer is at the center of our ethos.**

Iconic electric fires bring beauty, comfort and smart technology together to create appliances that stand out from the crowd, creating a truly focal point in your room, adding a heart to your home. Make this fire your own by adjusting the unique features to suit your individual style. Choose your flame effect, adjust the brightness of the glowing ember fuel bed or listen to the realistic crackling log fire sound effects.

All fires are supplied with ultra-realistic hand painted logs and coal crystals. You decide what combination best suits your mood. With this level of versatility combined with LED technology, you can make your Iconic fire truly bespoke.



# Touch of a button.

**Simplicity and ease of use are paramount when it comes to controlling your Iconic fire.**

All Iconic electric fires come with a sleek remote control handset allowing you to:

- Turn your fire on and off
- Adjust the heat setting
- Adjust the flame setting and fuel bed brightness
- Choose from the fuel bed and downlighter colour options
- Turn the crackling fire sound effects on / off or simply adjust the volume

To enhance the experience, you can choose the precise time and day you want the fire to operate by using the 7 day programmer function. The thermostat control function allows you to set the room temperature and let the fire take care of the rest.

Each fire also comes with a concealed yet easy to access button panel to change the settings manually.





# VITAE 400 ICONIC

Designed to fit into an existing fireplace opening, this fire is easy to install and will lift the ambience of any room setting. Our Vitae black glass frame, deep fuel bed and mirrored side glass give this fire its truly enriched appeal.



## Frame Choices

Vitae black glass



Vitae white glass



Brushed stainless steel



Matt black steel



## ICONIC LOMBARD 450

Ideal for those wishing to preserve a traditional style, the Iconic 450 Lombard fits well with a variety of cast iron inserts. This fire carries many great features making it an ideal substitute for an open fire.





## Frame Choices

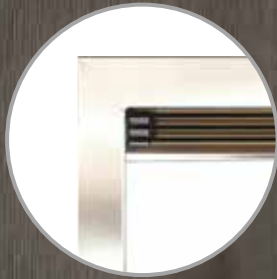
Vitae black glass



Vitae white glass



Brushed stainless steel



Matt black steel



# VITAE 530 ICONIC

The 530 brings beauty, comfort and smart technology together to create a sleek appliance that stands out from the crowd, creating a focal point in your interior.



## ICONIC 750

This fire is large enough to make a statement in a wall-mounted position or within an existing fireplace setting. It is smart and stylish offering both a contemporary and traditional feel.





## ICONIC 1000

At one metre long, the Iconic 1000 can change the aesthetics of a room. The sizeable glass panel allows you to enjoy all the beautiful features without compromising too much on space.



## ICONIC 1250

Pictured as a front facing arrangement here, the Iconic 1250 is bold in stature and works very well in a feature wall environment.







## ICONIC 1600

Create the fire you desire with this impressive 1.6 metre wide fire. Enjoy the expanse of the Iconic 1600 - a real statement piece to transform your room setting.





## ICONIC 2000

A vast fire stretching 2 metres, the Iconic 2000 is the largest in the range. It demands attention in any room and is perfect for media wall settings.





# Accessories.

**Frames, trims and back panels - accessorise your iconic electric fire.**

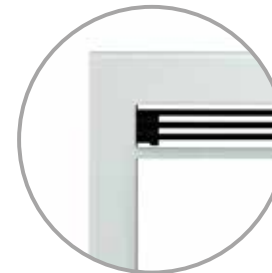
Complete the look and choose a frame that best suits your interiors style. There are a number of decorative frame options that can be paired with the Iconic range to add that finishing touch.



Vitae black glass frame  
Available for Vitae 400 & 530 Iconic



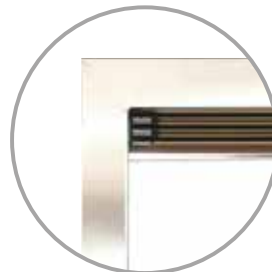
Vitae white glass frame  
Available for Vitae 400 & 530 Iconic



Matt black steel frame  
Available for Vitae 400 & 530 Iconic



Brushed stainless steel frame  
Available for Vitae 400 & 530 Iconic



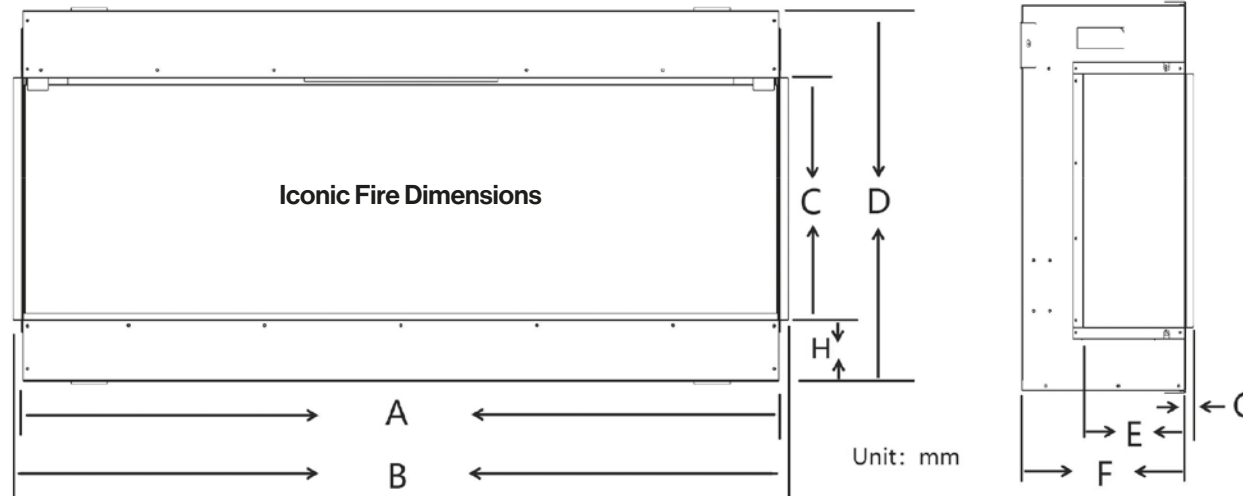
Powder Coated Black Flat Trim  
Available for Iconic 1000, 1250, 1600



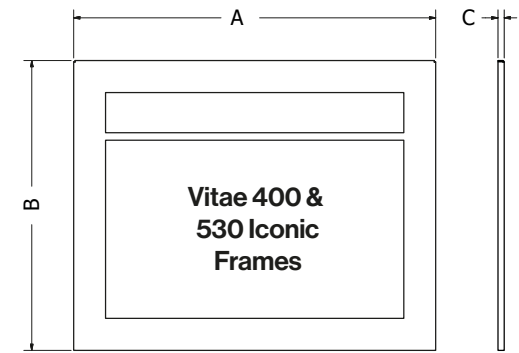
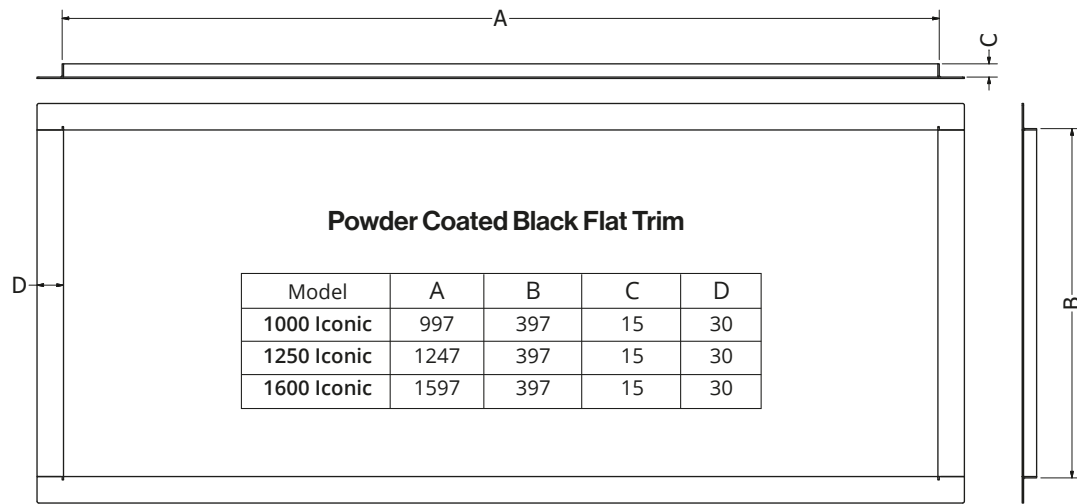
Grey Tile Effect Trim  
Available for Iconic 1000



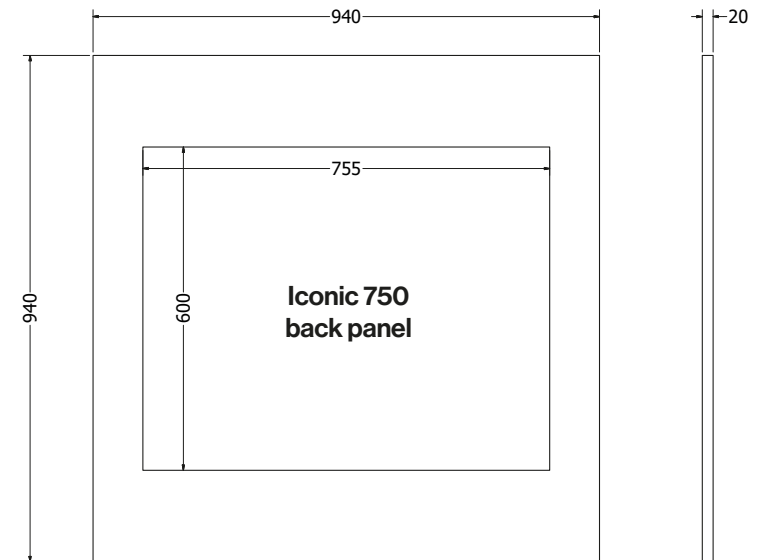
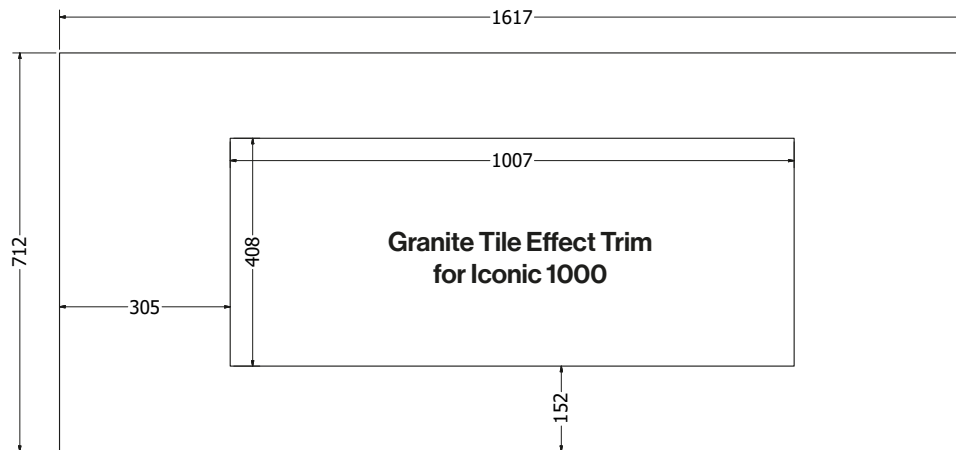
# Dimensions.



Model	A	B	C	D	E	F	G	H
<b>400</b>	400	532	410	613	/	315	/	51
<b>450</b>	410	430	285	580	/	268	/	180
<b>530</b>	520	632	285	460	/	315	/	51
<b>750</b>	750	782	595	804	187	301	14	99
<b>1000</b>	1000	1032	402	611	187	301	14	99
<b>1250</b>	1250	1282	402	611	187	301	14	99
<b>1600</b>	1600	1632	402	611	187	301	14	99
<b>2000</b>	2000	2032	402	611	187	301	14	99



Model	A	B	C
400	532	613	10
530	623	462	10





Scan to View the  
Iconic Electric Fire  
on Youtube



# Warranty.

Your Iconic electric fire comes with a two-year parts and labour warranty as standard. The warranty starts from the date of purchase. If you wish to extend the warranty for an extra 12 months you must register the appliance on [www.iconicfires.com](http://www.iconicfires.com)

To avail of your warranty, you must upload proof of purchase (Receipt) from your local approved Iconic retailer. The warranty is not transferable.

Please refer to the full warranty terms and conditions online or in your manual.







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[www.iconicfires.com](http://www.iconicfires.com)

