



ROBINSON WILLEY



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## **GLEN DIMPLEX GROUP GAS FIRE DIVISION INTEGRATES FABER BRAND**

The success of the new Gas Fire Division created earlier this year by the **Glen Dimplex Group** continues unabated with the integration of Faber; the leading European brand for premier gas fires. This latest brand will sit alongside the Division's other leading UK brands – Valor, Wonderfire and Robinson Willey.

Targeting both trade specifiers and retail sectors, the Faber brand will now form part of the largest and most powerful portfolio of gas fire names in the UK and will share the benefit of the Glen Dimplex Group's extensive resources.

The Gas Fire Division's Commercial Director, Richard Beaman comments: "We are delighted to welcome Faber to the Division's elite portfolio of fire brands. With a well-established pedigree and enviable reputation in the market, Faber is truly a natural fit within our existing business, and serves to provide a premier range of fires for the discerning and offers added choice for both retailers and specifiers."

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Richard adds: “With the valuable resources of the Glen Dimplex Group, the Faber brand will benefit from untold product development and innovation to create a spring board for future growth.”

Faber fires will continue to be available via a preferred network of retailers and a dedicated Faber sales team will help take sales and business development to the next level. In addition, under the guidance of Brand Manager, Matt Kisler, Faber will be unveiling several marketing initiatives to help stimulate sales during the forthcoming heating season.

With the emphasis on individual choice and style, the Faber range enables customers to select fires to meet their specific needs and most are individually assembled to order. Faber also offers a diverse range of types, sizes and models and these can be ordered with a selection of options including burner type, fuel effect, manual or remote control, and either LPG or Natural Gas.

For further information on the Gas Fire Division and Robinson Willey, Valor, Wonderfire or Faber brands, please contact 0844 879 35 87. Alternatively, visit [www.valor.co.uk](http://www.valor.co.uk) [www.robinsonwilley.co.uk](http://www.robinsonwilley.co.uk) [www.wonderfire.co.uk](http://www.wonderfire.co.uk) or [www.faberfireplaces.co.uk](http://www.faberfireplaces.co.uk)

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**PHOTO-CAPTION:**

Pictured here; Faber's Aspect RD XL - an imposing 3-sided see-through gas fire with a realistic flame picture. Featuring remote control with electronic ignition, timer and built-in thermostat, this model is also available with logs or pebbles.



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