

Faber is a global leader in the transition to sustainable fireplaces



The Faber fireplace brand has been associated with Friesland for 175 years. After a start with wood and coal fireplaces, the brand increased after the discovery of Groningen gas and has grown into a household name in ambient fires on natural gas. And an owner of many patents, used worldwide. Since the brand became part of the warm Irish family concern, Glen Dimplex, in 2004, Faber has been building its built-in fireplaces for Europe and (very) far beyond in Heerenveen, while continuing to develop its future unabated.

Because, anyone who might think that a fireplace has had its day, under the influence of the energy transition, has not yet become acquainted with the very latest solutions from Faber. Fireplaces that push all common boundaries in terms of durability and beauty and offer new solutions in a surprising way, so that enthusiasts can continue to enjoy a beautiful burning fire to the fullest in the future. Fireplace builders and designers have already embraced the latest generation of fireplaces. How does Faber do that? In the words of the new CEO René IJdema: "Market-oriented innovation, daring to believe in your own strength and in new ways. Because the ambiance of a beautiful fireplace is what most people still have the warmest memories of, and is what we know about for over 100 years". According to Faber, the fireplace "as a focal point" fits more than ever with a sustainable future. Thanks to a good dose of craftsmanship, passion, a little bit of electricity

and ... water from the tap.

The road to zero emissions and less heat

CEO Rene IJdema gives NoordZ a tour of the renovated showroom in Heerenveen, along a variety of models that are built in to inspire visitors. At least, as soon as the current Corona situation allows it again. IJdema explains: "Modern homes are now well insulated, have excellent central heating, and less and less often have a chimney or gas connection. We also increasingly live in places and in homes where a gas or wood fireplace is technically unfeasible, or even undesirable for certain reasons. Nevertheless, we value the qualities of a beautiful fireplace. Modern gas fires are already highly energy efficient and do not produce particulate matter, whereas wood fireplaces do. In the light of the sustainability debate, it became clear for us already a few years ago: it is time for the next step". Special: this urge to innovate does not appear to be in the same phase everywhere. IJdema: "Some countries around us are only now starting to discover gas fires as an alternative to wood, coal or oil, and the switch to gas is even being encouraged financially. The Netherlands are already a step further in this respect and is encouraging the transition from gas to electric".

Rich flames, yet half natural gas

Faber's latest innovations fit seamlessly with the changing market needs and attitude. They were introduced to dealers in the middle of 2020 and are on sale from this month. The first innovation is a hybrid 'MatriX' gas fire, in which



CEO René IJdema at the emission-free water mist fireplace

the gas flames that curl over the logs have been partly replaced by dynamic LED lighting, which also makes the ash bed glow a warm red. This unique "interplay" between gas and light, called "Hybrid Pro Lighting", creates a rich fire image that exceeds any normal gas fireplace in terms of intensity and experience. Thanks to LED optics, a reduction in gas consumption, CO2 emissions and heat of up to 50% can be achieved. Faber is way ahead of the competition! Just like the other gas fires in their collection, this new hybrid version will also be made suitable for (bio) propane, from tanks or bottles. IJdema: "In Germany and Belgium propane is used quite commonly. In the Netherlands propane is currently on the rise as an alternative to natural gas". Operation is, as you would expect, comfortable via a remote control and also via a handy app on your smartphone.

Fire from water

Faber's second development is even more startling, if possible. The freely swirling "flames" in the generous Faber "e-" MatriX appear to consist of ... cold water vapor, also illuminated by smart and efficient LEDs. The simplicity is deceiving, but more importantly, the flames convince your senses as "real and atmospheric". And because water mist is harmless and "pure nature", a chimney is no longer necessary. The power consumption is comparable to normal room lighting and all you need is half a cup of tap water per hour to 'flare up' the 'flames'. A normal socket and tap water tank or pipe are sufficient for the e-MatriX fire, heat insulation such as with the gas fire is not necessary. The latter also explains the growing interest from the world of interior architecture. Incidentally, for those who still want to experience the warmth of flames: the built-in, economical additional heating provides a warm glow from the fireplace glass. If desired, the heating can be turned on at the touch of a button. Even the crackling of a fire can be heard softly. The fire is operated via the remote control or an app on your smartphone. The technology was developed a few years ago from a patent of the

Irish parent company and 2020 was ready for a

"We were and are still far ahead with this. It is the only electric fire that has real three-dimensional flames and is therefore almost indistinguishable from the real thing," says IJdema. The aforementioned advantages have meanwhile also reached the professional customer: top hotels, urban apartment complexes and luxury holiday parks equip their suites and bungalows with this Northern Netherlands development.

A future for fireplaces

Faber's new CEO does not regard these new hybrid gas and water vapor fireplaces as exotic. Rather not! IJdema: "Both new fireplaces are available in the same sizes and design as our other MatriX models on natural gas or (bio) propane. Freedom of choice, as it were, for a fireplace that suits the buyer perfectly, also in terms of fuel. And, of course, this also means that we are able to respond to every phase of the energy transition, regardless of country or regulations. "This down-to-earth view also has to do with Faber's network of fireplace builders, who have to take care of the installation: their rich knowledge to advise and then install it perfectly in the interior is preserved in this way and can even grow! The growing interest from the market has also been noticed by other fireplace manufacturers.

Faber's sister brand Dimplex, which focuses on more compact electric fireplaces, is also steadily on the rise. IJdema: We are happy with this growth, also with other brands. It proves that we are on the right track, also in this regard. And it provides opportunities to compare quality. The new fireplace is now completely new and, in our opinion, does not have to be an obstacle in the sustainability discussion. And if we do, we enter the conversation with confidence! What matters to us: our homes are worth a fireplace".

