

Harmonious **HEAT**

Wittus delivers the Scandinavian tradition of warmth and well-being to its American customers.

BY **CHERISE FORNO**



WITTUS (POUND RIDGE, NEW YORK) CONTINUES TO BRING WARMTH, COMFORT, AND STYLE TO AMERICAN CUSTOMERS with its imports of high-quality fireplaces and stoves. Wittus has spent more than 45 years importing and developing products that bring the efficiency of traditional European fireplaces combined with contemporary designs and technology to capture the Scandinavian design of Hygge, which engenders a feeling of contentment and well-being.

This styling is expertly captured by the simplicity of the Shaker stove that features a minimized design and is multifunctional, beautiful, and small in stature, making it a perfect fit for any type of residence. Made in Europe, the black steel Shaker measures 41” high, 34” wide, and 21” deep. It is available with a short or long bench, so people can relax near the warmth of the flame.

“The Shaker is really our primary product, and it’s unique and quite popular,” says Alyce Wittus, vice president. “It’s our signature product.”

The 76% efficiency of the Shaker meets the qualifications for a

TOP LEFT: Alyce and Niels Wittus sit comfortably on the bench of a Shaker stove – the company’s signature product.

TOP RIGHT: The Orion Electric wall-mounted fireplace is gaining in popularity because of the convenience and style it offers customers.

BOTTOM: The Stromboli can rotate 360 degrees, and it features a large firebox and stunning viewing window.

30% Federal Tax Credit (capped at \$2,000 annually) and EPA certification. The Shaker’s design, efficiency, and convenience make it a consistently popular choice among consumers. “You don’t see anything else like it in the marketplace, and it fits most households,” Wittus says. “It goes with both contemporary and classic designs.”

The Shaker Outdoor Grill—an outdoor version of the Shaker stove in corten steel—features a rustic design. Designed in Norway by Espegard and manufactured in Poland, the outdoor fireplace has a chimney pipe that creates a strong draft for faster fires, and a screen for safer fires that are also protected from rain.

ELECTRIC: A HOT COMMODITY

Wittus has been offering more electric products lately because they have been more popular in the market. Electric is a

wonderful alternative to having a wood stove, and it can be a great choice for urban living when a wood-burning stove cannot be installed or when it is more practical to operate an electric stove.

The Orion Electric wall-mounted fireplace and Bramshaw freestanding electric stove are both popular choices for people wanting the comfort and heat of a stove without being bothered with the operation and maintenance of a wood-burning stove for their home, apartment, or office. In North America, people are looking for the Scandinavian style and comfort or Hygge of a fire, and an electric fireplace is a stylish, convenient solution.

“Electric fireplaces seem to be making a comeback,” Wittus says. “The new models have lots of bells and whistles, lighting options, sound options, and more. Some even incorporate holograms to project the flames.”



TOP LEFT: The Shaker Outdoor Grill features a screen to create safer fires and protect the flame from rain.

TOP RIGHT: Shaker stove

The Orion series linear electric wall-hanging fireplaces by Modern Flames uses Heliovision Flame technology. Available in five sizes—OR52-Multi & Slim, OR60-Multi & Slim, OR76-Multi & Slim, OR100-Multi & Slim and OR120-Multi only—users can operate the fire with a remote control to choose between three flame patterns and six flame colors.

SUCCESSFUL PRODUCTS

Since 1978, founder Niels Wittus, a native of Denmark, has taken his knowledge to bring the best-suited European products to an ever-increasingly enthusiastic North American market. With products manufactured primarily in Denmark, Italy, Germany, Czech Republic, Norway, and the United States, Niels and Alyce have honed their ability to select fireplaces and stoves that appeal to the American consumer and fit their lifestyle.

“We have the knowledge of European products combined with the American market, so we have an understanding of what consumers are looking for and what they need,” Alyce Wittus says. “This has led to success for Wittus where European companies have not been successful.”

This includes Spartherm’s inserts, zero clearance, and freestanding fireplaces such as the recently released Spartherm 800, which is versatile and easy to install.

Each Stack stove is handcrafted, designed by Adriano Design Studio, and made in Italy by La Castellamonte, which is known for its tradition of ceramic making and preservation of ancient clay-working techniques. The colorful, contemporary product is available in white, black, blue, green, red, and orange.

The Stromboli features a large firebox and viewing window, and it can rotate 360 degrees, making it the perfect choice for customers looking to maximize the style and viewing experience of a fire. The Stromboli heats up to 38,000 BTU (about 1,600 square feet) and is available in 10 tile colors, natural stone, or an all-steel version.

FOCUSED ON THE FUTURE

As lovers of top quality, highly efficient, and stylish European products, Niels and Alyce Wittus continue to work on developing and discovering new products, as well as advancing the contemporary hearth market in America. “We’re developing a couple of things,” Wittus says. “One is the most efficient stoves in existence.”

Wittus is working with Ingo Hartmann at DBFZ in Germany to submit two entries for the CRADA project—Hot Stuff, which is a very efficient and clean-burning wood stove, and Driver License, which is a training course to teach new wood-stove users.

“A lot of Americans have no idea how to use a wood-burning stove,” Wittus says. “We are working to develop a course to help people become acquainted with wood-burning stoves and learn how to operate them properly.”

Wittus says this course would focus on safety and familiarizing people with operating wood-

burning hearth products so they could clean, maintain, and use them with confidence. Wittus would like the successful completion of this introductory course to come with the possibility of a discount for homeowner’s insurance or something similar.

As a company, Wittus plans to continue to offer contemporary, state-of-the-art fireplaces, stoves, and other hearth products to North American customers with local and national one-on-one customer service with their staff members and dealers. They are also working on advancing their social media presence and website, while also improving the hearth industry as a whole. They will also keep adding and developing new and efficient hearth products to their product lineup.

“Both wood and gas are always steady sellers,” Wittus says. “Going into the fall and winter, sales have been good this year.” ■

Finest selection of contemporary European stoves, fireplaces, and grills

Shaker wood stove

Wittus Inc.
914.764.5679
www.wittus.com

Circle Reader Service No. 59