

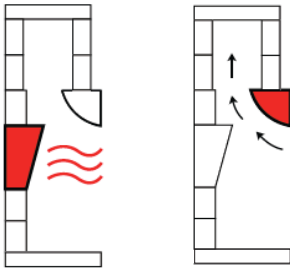


FIREROCK

WHY CHOOSE FIREROCK MASONRY FIREPLACES

1. SUPERIOR STRENGTH & SAFETY

- FireRock fireplaces are 2.5x stronger than the leading competitor, with a compressive strength of 2500psi.
- Constructed with calcium aluminate cement and finely ground volcanic pumice for maximum density and heat resistance.
- Engineered for high-heat applications, providing better refractory properties and increased durability.
- Stronger design supports heavier loads.

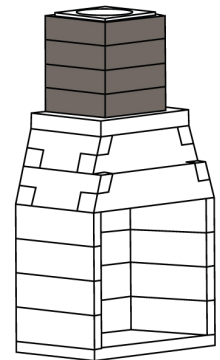


2. ENHANCED HEAT & SMOKE DRAW PERFORMANCE

- Angled back walls radiate more heat into the room.
- Patented curved lintels improve smoke draw for better performance.
- Larger flue openings accommodate both metal and masonry flues, ensuring optimal smoke draw.

3. BUILDER FRIENDLY INSTALLATION

- One-piece chimney blocks with hurricane rebar holes for additional stability.
- Clearance to combustibles is only 1", and 0" to our masonry flue (when no offset is present), offering more framing flexibility.
- Industry's thinnest lite-rock risers (3"), requiring only a 10" recess for a flush hearth, compared to competitors' 15".



4. AESTHETIC & CUSTOMIZATION OPTIONS

- Available in a variety of widths and heights to fit any space.
- Options for masonry, metal, or ventless, providing the appearance and performance of a full masonry fireplace at a more affordable price than custom built.

5. CUSTOMER & TECHNICAL SUPPORT

- Comprehensive customer service and technical expertise.
- Quick response times and solutions-oriented customer service team.

Locally owned, Proudly made in Birmingham, Alabama

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I enjoy working with FireRock because they don't just sell product, they really work with me to find solutions to whatever challenge I may have – be it aesthetic, design or budget. They're a true partner in the process from start to finish.

B.D., Davis Construction

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FIREROCK

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