

# valor

ELECTRIC FIRES



## Valor's 100 year success story continues with its new electric fire collection.



Valor is the UK's leading manufacturer of fires and we have been warming the nation for over 100 years. Since 1890, we have been at the forefront of product design and have led the way in technological development. For many years we have been the market leader in



manufacturing and supplying gas fires and since entering the electric fires market we have quickly become the second largest manufacturer of electric fire products.

At Valor we recognise that the electric fire market is growing in popularity and have met this trend head on, producing an extensive collection of electric fire designs to suit all tastes and budgets we offer a full range of both traditional and contemporary styles, including wall mounted fires, inset fires, electric stoves, suites and surrounds for the complete package.

Working in conjunction with international product designers, Valor has continued to win product awards within the trade and consumer arenas.

2007 saw the launch of the innovational Valor Dimension. Replicating the 3 crucial elements of a real fire; glow, to communicate warmth; flame effects for authentic colour and believable movement and; fuel-effect depth. Valor is committed to leading through innovation.



# which fire is right for you?

We want you to enjoy your new Valor fire right from the very start.

That's why we've made it easy for you to select the fire that's perfect for you and your home.

Enjoy the wonderful ambience of a real fire combined with great efficiency, easy installation & quick purchase, with the new Valor electric range.

## Installation

The wide range of styles includes the utmost in stylish contemporary design, as well as more classic, traditional models. There are a number of installation choices including wall hanging, inset (hearth mounted), and freestanding models to suit every home.

## Spacer Kits

Spacer kits aid installation and create a professional finish where there is insufficient depth for the fire's back workings in the fireplace opening and they are available for most models.

Every Valor electric model can be operated independently of heat, allowing you to enjoy the glowing effect of the fire anytime of the year. Each model also provides an efficient 2.0kW heat output for that all-important winter warmth.



Valor offer a full guarantee on all electric products for additional peace of mind, we have an after sales service operation, Heateam, who are available 363 days of the year. Please see page 31 for contact details.

## WEEE Legislation

From July 2007 all electrical equipment has to comply with the Waste Electronic and Electrical Equipment Directive (WEEE). This means that manufacturers pay for their products to be recycled, retailers collect and dispose of replaced products or the product owners dispose of the equipment responsibly. Look for the WEEE symbol – a crossed-out wheellie bin – on any electrical equipment you buy. Your local council's recycling centre should have an area dedicated to electrical equipment. Valor is registered under the WEEE Directive (WEE/AC0083UX).

## Choose Your Fire From Valor's Extensive Range

### Valor Dimension

Changing the way you view fuel effect fires forever. Using patented technology the Valor Dimension range offers you an unrivalled degree of realism. For our complete range see pages 4-7 or for further information see the separate Valor Dimension brochure or website [www.valordimension.eu](http://www.valordimension.eu)

### Wall Mounted Fires

We have an exciting range of wall mounted electric products in both portrait and landscape formats. For our complete range of wall mounted electric fires, see pages 8-15.

### Longlite Inset fires

The Valor Longlite inset range of fires offer LED fit and forget technology, where the bulb is expected to last for the lifetime of the product. LED bulbs are also less expensive to run, see pages 16 - 18

### Inset Fires

With both classic styles and clean, contemporary designs, this range will suit all interiors, tastes and budgets. For our complete range of inset electric fires, see pages 19-28.

### Stoves

Our stove range is ideal for those wanting the look and feel of a traditional wood burner combined with the ease and convenience of an electric fire. For our complete range of electric stoves, see pages 29-30.

2	VALOR HISTORY
3	WHICH FIRE IS RIGHT FOR YOU?
4-7	VALOR DIMENSION
	<b>WALL MOUNTED FIRES</b>
8	DISTINCTION
9	METROPOLIS
10	GLAMOUR
11	SCENIC
12	FANTASY
13	VISIA
14	LIBERTY
15	TWILIGHT
	<b>LOONGLITE</b>
16	DREAM LOONGLITE
17	BLENHEIM LOONGLITE
18	SEATTLE LOONGLITE
	<b>INSET FIRES</b>
19	WESTMINSTER
20	ENVY
21	OBSESSION
22	DREAM
23	CARMA
24	ADAGE
25	CAPRI
26	BLENHEIM
27	DECADENT
28	SEATTLE
	<b>STOVES</b>
29	RICHMOND
30	EDEN & VIENNA

# Realism you can s

Valor Dimension will change the way you view fuel effect fires forever, offering you an unrivalled degree of realism. It will give you all the warmth, comfort and visual appeal of a real fire and all the benefits of electric - including the economy, simplicity of installation and all year-round ease of use.



## Dimension Nano

Manual Control  
1kW or 2kW heat output  
Available in chrome or brass



# DIMENSION

# simply plug into



## Dimension Lyrica

Manual Control, 1kW or 2kW, LED bulbs that last as long as the fire, reduce running costs & create a brighter image.



## Dimension Dream

Remote Control, 1kW or 2kW, LED bulbs that last as long as the fire, reduce running costs & create a brighter image. Available in gold, black or chrome.





### Dimension Classica

Thermostatic remote control, 2kW output, LED bulbs that last as long as the fire, reduce running costs & create a brighter image. Available in pewter, brass or black.



### Dimension Innova

Thermostatic remote control, 2kW output, LED bulbs that last as long as the fire, reduce running costs & create a brighter image. Real glass fascia.

# You won't believe it's

For more information please visit [www.valordimension.eu](http://www.valordimension.eu) or call



# DIMENSION



### Dimension Regalia

Thermostatic remote control, 2kW output, LED bulbs that last as long as the fire, reduce running costs & create a brighter image.



# electric...

0845 601 0836 for a brochure

# DISTINCTION



Fashionable as well as functional, the new and improved Distinction fire is the stylish heating option for your home and brings electric fire design into the 21st Century.

It's contemporary glass black landscape design oozes desirability, plus with the new slimline front it is easy to hang the fire on the wall, allowing you to enjoy the realistic wide flame effect wherever.

Available in black with contemporary chrome inlays.



Fuel bed	Heat Output	Control Position	Appliance Dimensions	Spacer Kit	Product Code
Coals	Low Heat: 1.0kW High Heat: 2.0kW	Switch upper left side	Fascia Height: 675mm Fascia Width: 800mm Engine Depth Inside Wall: N/A	N/A	0583451



## The Metropolis offers a super sleek look in black glass.

Its single piece fascia features a subtle edge design and curved corners that gently soften the high tech look. The white pebble bed underscores the wide flame effect and continues to create interest even when the fire is no longer lit



Fuel bed	Heat Output	Control Position	Appliance Dimensions	Spacer Kit	Product Code
Pebbles	Low Heat 1.0kW High Heat 2.0kW	Remote control – manual over ride upper right side	Fascia Height: 630mm Fascia Width: 1000mm Engine Depth Inside Wall: N/A	N/A	0583361



The Glamour fire is a minimalist design proving that 'cool' does not have to mean cold.

Sleek and elegant, the Glamour will fit effortlessly into a modern designed room. The slimline wall mounted landscape fires are increasingly popular and the Glamour features a chic, white pebble fuel bed, backed by a polished chrome rear reflector to really bring the warm glow to life when the fire is alight. The fascia consists of two elements, a contemporary white 'floating' glass panel surrounded by a brushed chrome aluminium trim, that really adds the finishing touch.

Fuel bed	Heat Output	Control Position	Appliance Dimensions	Spacer Kit	Product Code
Pebbles	Low Heat: 1.0 kW High Heat: 2.0 kW	Switch upper right side	Fascia Height: 560mm Fascia Width: 935mm Engine Depth Inside Wall: N/A	N/A	0583121



The Scenic's engaging wide screen flame effect is dramatically framed by its contrasting matt mocha and high gloss black glass fascia.

These neutral tones make it easy to incorporate in any modern home. Operated by remote control the fire gives a heat output of 2.0kW or can be used without heat just to create a cosy atmosphere.



**Fuel bed**

Pebbles

**Heat Output**

Low Heat 1.0kW  
High Heat 2.0kW

**Control Position**

Remote control –  
manual over ride  
upper right side

**Appliance Dimensions**

Fascia Height: 630mm  
Fascia Width: 1000mm  
Engine Depth Inside Wall: N/A

**Spacer Kit**

N/A

**Product Code**

0583391



## Sheer Fantasy.

Give your home the 'wow' factor with the truly stunning Fantasy. The dramatic black frame and glass panel provides a striking contrast to the shallow white pebble bed, offering designer looks with all the convenience and affordability of an electric fire.



<b>Fuel bed</b>	<b>Heat Output</b>	<b>Control Position</b>	<b>Appliance Dimensions</b>	<b>Spacer Kit</b>	<b>Product Code</b>
Pebbles	Low Heat: 1.0 kW High Heat: 2.0 kW	Remote control – manual over ride upper right side	Fascia Height: 560mm Fascia Width: 930mm Engine Depth Inside Wall: N/A	N/A	0583321



## Electrifying design.

A contemporary hang on the wall landscape electric fire which boasts a smart two-tone fascia in black glass and white. The stunning wide screen flame effect is easily controlled by a complimentary black remote handset.

A gas version of the Visia is also available. (Please refer to Valor Gas brochure)



Fuel bed	Heat Output	Control Position	Appliance Dimensions	Spacer Kit	Product Code
Pebbles	Low Heat: 1.0 kW High Heat: 2.0 kW	Remote control – manual over ride upper right side	Fascia Height: 560mm Fascia Width: 930mm Engine Depth Inside Wall: N/A	N/A	0583331



Break free from the norm with this ultra modern fire that creates a design statement in the most minimalist homes.

The clean lines and cool sophisticated brushed steel finish adds to the impressive flame picture, to create a perfect ambience. Liberty also offers you all the convenience of a remote control, allowing 100% control at the touch of a button.

A gas version of the Liberty is also available. (Please refer to Valor Gas Brochure)



Fuel bed	Heat Output	Control Position	Appliance Dimensions	Spacer Kit	Product Code
Coal	Low heat: 1.0kW High heat: 2.0kW	Remote control Manual override upper left side	Fascia Height: 640mm Fascia Width: 841mm Engine Depth Inside Wall: N/A	N/A	05823D1



The stylish design of the Twilight electric fire is the ideal finishing touch for modern minimalist interiors.

It's stunning black glass front provides a dramatic contrast to the pure white of the pebble bed. The enhancing new and improved flame effect from this fire is a feature in itself.

Fuel bed	Heat Output	Control Position	Appliance Dimensions	Spacer Kit	Product Code
Pebbles	Low Heat: 1.0 kW High Heat: 2.0 kW	Switch upper left side	Fascia Height: 707mm Fascia Width: 567mm Engine Depth Inside Wall: N/A	N/A	0582911



## The Dream family extends with a Longlite version – now with LED technology.

Dream Longlite combines its delightful dancing flames with a child friendly moulded fuel bed that also guarantees perfect placement of the coals every time. The LED technology enables the fire to deliver a sharper, more intense flame picture, and consume 85% less energy than standard bulbs. With Fireslide top control for effortless operation, this is an ideal addition to the Dream family of fires.

Available in gold, black or chrome finishes.

A gas version of the Dream is also available. (Please refer to Valor Gas Brochure)



Fuel bed	Heat Output	Control Position	Appliance Dimensions	Spacer Kit	Product Code
Coal	Low heat: 1.0kW High heat: 2.0kW	<b>FireSlide®</b> Top Control	Fascia Height: 635mm Fascia Width: 518 mm Engine Depth Inside Wall: 75mm	Optional	Gold 0582401 Chrome 0582411 Black 0582421



Perfect for modern living, the Blenheim Longlite combines classic looks with modern LED technology.

Utilising an environmentally friendly low wattage, long life LED technology the Blenheim offers great value. The coal effect bed has been beautifully moulded for optimal appearance and safety - it also avoids loose coals being misplaced and is child friendly. Available in a choice of brass, chrome and black.



A gas version of the Blenheim is also available. (Please refer to Valor Gas Brochure)

**Fuel bed**

Coal

**Heat Output**

Low heat: 1.0kW  
High heat: 2.0kW

**Control Position**

Switch below canopy

**Appliance Dimensions**

Fascia Height: 606mm  
Fascia Width: 492mm  
Engine Depth Inside Wall: 75mm

**Spacer Kit**

Optional

**Product Code**

Brass 0582032  
Chrome 0582042  
Black 0582052



# SEATTLE LONGLITE



## Seattle Longlite offers a modern look to the Longlite range.

Featuring a single piece moulded pebble fuel bed for perfect presentation and an environmentally friendly low watt, long life LED light effect, for maximum impact and value. Featuring an updated flame effect, the clean lines of the Seattle and brushed chrome effect finish are at home in any modern setting.

A gas version of the Seattle is also available. (Please refer to Valor Gas Brochure)

Fuel bed	Heat Output	Control Position	Appliance Dimensions	Spacer Kit	Product Code
Pebble	Low heat: 1.0kW High heat: 2.0kW	Switch below canopy	Fascia Height: 606mm Fascia Width: 492mm Engine Depth Inside Wall: 75mm	Optional	0582072



## A modern classic update of a Regency period design.

Boasting a substantial fully cast fascia in pewter finish, the Westminster combines quality materials and intricate detailing to present a modern take on a traditional style.

A gas version of the Westminster is also available. (Please refer to Valor Gas Brochure)



### Fuel bed

Coal

### Heat Output

Low Heat: 1.0 kW  
High Heat: 2.0 kW

### Control Position

Remote Control  
Manual override  
below canopy

### Appliance Dimensions

Fascia Height: 626mm  
Fascia Width: 500mm  
Engine Depth Inside Wall: 75mm

### Spacer Kit

Optional

### Product Code

0582391



The Envy is a fire with attitude.

With its polished chrome surround and cool white pebble bed, it has been designed for consumers who want the epitome of urban sophistication. The Envy is a proven design and is now available with the latest new and improved flame picture.

A gas version of the Envy is also available. (Please refer to Valor Gas Brochure)



Fuel bed	Heat Output	Control Position	Appliance Dimensions	Spacer Kit	Product Code
Pebbles	Low Heat: 1.0 kW High Heat: 2.0 kW	Switch below canopy	Fascia Height: 606mm Fascia Width: 478mm Engine Depth Inside Wall: 75mm	Included	0582931



The Obsession fire from Valor is a design classic that will create a stunning centrepiece to your home.

Neutral styling and classic interiors showcase this fire to its full potential, while the pebble bed adds a contemporary twist. The textured chrome weave front is a distinctive feature of the fire and entirely unique to Valor.

A gas version of the Obsession is also available. (Please refer to Valor Gas Brochure)



Textured chrome weave

Fuel bed	Heat Output	Control Position	Appliance Dimensions	Spacer Kit	Product Code
Pebbles	Low Heat: 1.0 kW High Heat: 2.0 kW	Switch below canopy	Fascia Height: 610mm Fascia Width: 528mm Engine Depth Inside Wall: 75mm	Included	05828M1



With its delightful dancing flame effect, the Dream offers all the benefits of a gas fire without any of the time-consuming maintenance.

Our No.1 selling fire, Dream is available in a choice of gold, black or chrome finishes. The Dream guarantees to be a stunning focal point in any room.

A gas version of the Dream is also available. (Please refer to Valor Gas Brochure)



#### Fuel bed

Coals

#### Heat Output

Low Heat: 1.0 kW  
High Heat: 2.0 kW

#### Control Position

Switch below canopy

#### Appliance Dimensions

Fascia Height: 635mm  
Fascia Width: 518mm  
Engine Depth Inside Wall: 75mm

#### Spacer Kit

Included

#### Product Code

Gold 0582841  
Chrome 0582851  
Black 0582861



## The Carma with its solid styling suits any room style.

With its traditional solid brass cast fascia and fret and detailed corner trim, the Carma electric fire is reminiscent of Art Deco style, yet leads the way in terms of technology.

The Carma can be operated independently of heat, which means you can indulge in the effect of the glowing coal bed any time of year.

### Fuel bed

Coals

### Heat Output

Low Heat: 1.0 kW  
High Heat: 2.0 kW

### Control Position

Switch below canopy

### Appliance Dimensions

Fascia Height: 623mm  
Fascia Width: 524mm  
Engine Depth Inside Wall: 75mm

### Spacer Kit

Included

### Product Code

05828X1



With its beautiful chrome curves and glowing coal bed the Adage offers simple style with great value for money.

This modern electric fire has been designed with a clean, contemporary brushed steel finish and is the perfect choice for any design-savvy consumer.

Fuel bed	Heat Output	Control Position	Appliance Dimensions	Spacer Kit	Product Code
Coals	Low Heat: 1.0 kW High Heat: 2.0 kW	Switch below canopy	Fascia Height: 614mm Fascia Width: 505mm Engine Depth Inside Wall: 75mm	Included	0582871



## Elegant and inviting.

The new Capri electric fire offers a clean and simple take on a classic style. With a gentle curved solid brass fret detail and traditional frame-style fascia the Capri provides a timeless, classic feel to any living room.

A gas version of the Capri is also available. (Please refer to Valor Gas Brochure)

### Fuel bed

Coals

### Heat Output

Low Heat: 1.0 kW  
High Heat: 2.0 kW

### Control Position

Switch below canopy

### Appliance Dimensions

Fascia Height: 606mm  
Fascia Width: 492mm  
Engine Depth Inside Wall: 75mm

### Spacer Kit

Included

### Product Code

05828Z1



The Blenheim electric, based on simple traditional styling, is a great value fire that looks truly regal.

The Blenheim will add a touch of warmth to any room. Blenheim electric is available in brass, black and chrome variants.

A gas version of the Blenheim is also available. (Please refer to Valor Gas Brochure)



Fuel bed	Heat Output	Control Position	Appliance Dimensions	Spacer Kit	Product Code
Coals	Low Heat: 1.0 kW High Heat: 2.0 kW	Switch below canopy	Fascia Height: 606mm Fascia Width: 492mm Engine Depth Inside Wall: 75mm	Optional	Brass 0580901 Chrome 0580971 Black 0580981



Bringing that warm homely feeling to any interior, the Decadent comes in chrome or brass finish.

Featuring a coal fuel bed and top control, which allows you to easily use the flame effect independently of heat for all year round enjoyment, the Decadent will provide you with endless hours of guilt-free pleasure.

A gas version of the Decadent is also available. (Please refer to Valor Gas Brochure)



<b>Fuel bed</b>	<b>Heat Output</b>
Coals	2.0 kW

<b>Control Position</b>
Switch below canopy

<b>Appliance Dimensions</b>
Height: 623mm
Width: 529mm
Engine Depth Inside Wall: 75mm

<b>Spacer Kit</b>
Included

<b>Product Code</b>
Brass 0582821
Chrome 0582831

# SEATTLE



## Sleek sophisticated Seattle.

The Seattle has a brushed steel curved front and beautiful pebble bed, making it the ideal choice for any contemporary interior.

A gas version of the Seattle is also available. (Please refer to Valor Gas Brochure)



Fuel bed	Heat Output	Control Position	Appliance Dimensions	Spacer Kit	Product Code
Pebbles	Low Heat: 1.0 kW High Heat: 2.0 kW	Switch below canopy	Fascia Height: 606mm Fascia Width: 492mm Engine Depth Inside Wall: 75mm	Optional	0580941



Providing the look and feel of a traditional wood burner but having the ease & convenience of electric.

The simple plug and play feature of electric means you can place this stove anywhere you want to create a stylish feature as well as providing additional heat. The Richmond stove has a coal bed located behind functioning double doors and is fully remote control, enabling effortless operation.



**Fuel bed**

Coals

**Heat Output**

Low Heat: 1.0 kW  
High Heat: 2.0 kW

**Control Position**

Remote Control  
Manual override  
bottom left side

**Appliance Dimensions**

Height: 610mm  
Width: 520mm  
Depth: 295mm

**Spacer Kit**

N/A

**Product Code**

0586021



Eden

## Valor's distinctive electric flame effect is showcased in the Eden & Vienna stoves to great effect.

Requiring minimal installation these stylish electric stoves offer a stylish solution to your heating requirements – virtually anywhere you choose. And as they are electric it means you can operate the flame effect without the heat for all year round enjoyment. While Vienna is manual control, Eden has the added advantage of a remote control.



Remote - available for Eden only



Vienna

	Fuel bed	Heat Output	Control Position	Appliance Dimensions	Spacer Kit	Product Code
Eden	Coal	Low Heat: 1.0 kW High Heat: 2.0 kW	Remote Control	Height: 555mm Width: 445mm Depth: 295mm	N/A	0586041
Vienna			Switch lower left side			0586071

For details and to view the Valor Electric collection at your local Valor specialist phone: 0845 601 0836 or visit our website [www.valor.co.uk](http://www.valor.co.uk)

## Contact Us

Careline 0844 8711 565

Fax 0121 373 8181

As with all products from Valor you can be assured of the following

### Quality

Unlike most other manufacturers, every single fire manufactured is tested for your peace of mind. Our products are manufactured in accordance with the internationally recognised Quality Management Standard ISO 9000:2001.

### Assured safety

All of our electric fires are fitted with an automatic electrical cut out safety device.

### After sales service

We are so sure of the quality of our fires that in the unlikely event of any mechanical problems during the warranty period we will send out one of our expert Heateam engineers to rectify the problem free of charge\*



heateam is a Baxi Heating UK operation dedicated to providing state-of-the-art customer service. Its role is to support our products long after they leave our factory. Tel: 08706 090081. Email: [service@heateam.co.uk](mailto:service@heateam.co.uk)



### GENERAL NOTES

Our policy is one of continual improvement and development. The right to change specification without prior notice is reserved. Reproduction of colours is as accurate as photographic and printing processes will allow.

The statutory rights of the consumer are not affected.

\*No liability is accepted for problems caused by poor installation or misuse of the product.



Valor Fires, Wood Lane, Erdington, Birmingham B24 9QP.

Baxi Heating U.K. Ltd. is a company registered in England and Wales with company number 03879156.

Registered office: The Wyvern Business Park, Stanier Way, Derby, DE21 6BF.

[www.valor.co.uk](http://www.valor.co.uk)  
tel: 0845 601 0836



**valor**  
ELECTRIC FIRES

