

Modern Flames: Electric Fireplaces are Hot

Written by Tom Monte and Dave Green



credit: Alan Hajek Photography

The hypnotizing play of the flames while relaxing with family and friends, and the cozy feeling having a fireplace during the holiday season is a recipe for relaxation — even when it's 80 degrees on Thanksgiving day.

There are many reasons our Gilbert-based general contracting company recommends electric fireplaces. Energy efficiency, no smoke, with its potentially carcinogenic agents, low maintenance, and, of course, safety, are also reasons why electric fireplaces make sense, especially here in the desert Southwest.

In particular, we like the products, and the people, at Modern Flames, and so do our clients.



credit: Alan Hajek Photography

Known for innovations in modern, contemporary electric fireplace design and technology for residential and commercial settings, Modern Flames is a six-year-old Phoenix developer and manufacturer of electric fireplaces. Modern Flames is the only electric fireplace company that exclusively manufactures its products, so you can be assured of superlative craftsmanship and quality control.

In 2008, the company pioneered the contemporary linear electric fireplace throughout North America. These are designs that fit particularly well into great rooms, living rooms and master bedrooms.

"Our linear line has become very popular with architects, designers, builders such as Arizona Structures and homeowners because of the extremely realistic flame appearance, the ease of installation and overall cost compared to a gas or wood fireplace," says Tom Foy, general manager. "This look is the choice of most interior decorators and designers today."

The company's many products range from traditional designs to modern ones, such as the linear line, with an eclectic flair if desired. An insert for conversion of an existing gas or wood-burning fireplace is also available, he explains.

Modern Flames products are available in lengths up to 12 feet long and offer a competitive look versus gas fireplaces but without the installation and operation problems. They are all UL listed by InterTek Laboratories to meet all building codes, Foy says.



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Tom Monte - Arizona Structures, Tom Foy - Modern Flames General Manager, Kris Richardson - Modern Flames Operations Manager; credit: Dawn Monte

In addition to their beauty, electric fireplaces are high in energy efficiency — a major concern for new-home buyers and those who are renovating existing homes. Think of the environmental impact of bringing wood logs to burn into your home: forest stripping, fuel use to transport them and a waste of energy compared with the alternatives. You can lose up to 90 percent of the heat up the chimney, and you also lose energy from your room, because it is drawn up the chimney as well.

At Arizona Structures, safety has always been a priority for both our trades and clients, and electric fireplaces get high marks here, too. There's no worry about flames, ashes, smoke, children and pets.

You will not have to be concerned about family or friends with medical conditions such as asthma and allergies, and you won't have to worry about dangerous fumes such as carbon dioxide and carbon monoxide.

In addition, remote control convenience allows you to start the fireplace flames, turn the heat on or off and ensure the comfort and enjoyment of your family and guests.

Ease and low cost of installation are also competitive selling points. "There are so many potential places in the home for a fireplace without the very costly installation of a chimney, and many times impossible conditions disallow a gas fireplace installation because of safety concerns.

"Our products are very easy to install," Foy says. Although Modern Flames, as a designer and manufacturer, does not offer installation, he notes that its Phoenix distributor provides expert installation.

In addition to Arizona Structures, Modern Flames has provided fireplaces for Wendy's corporation, Tim Horton's, Massage Envy, Marriott Hotels, Shea Homes, Oakwood Homes, Larsen's Steak Restaurants and other high-profile commercial and residential customers.

We are proud to offer their products for our new-home and renovation clients.

For more information on Modern Flames, see modernflames.com.

With four decades of experience in building and renovation, Arizona Structures serves the East Valley, Arcadia, Scottsdale and Paradise Valley and last year won a 2014 Best of Gilbert Award for General Contractor. This is the ninth of a 10-part series on your home and was assisted by David M. Brown (azwriter.com). Questions? Send them to Tom Monte, tom@azstructures.com.