

Background Document: Burley History

1975 After a twenty year career with two of Britain's largest electrical appliance manufacturers, John Barson decided to strike out on his own, creating Burley Appliances. Back in 1975 Burley consisted of John Barson, a garage and a few components.

For the grand sum of £5 John commissioned three wrought iron basket designs. It took John all day to assemble his first electric fire. The next day he drove into Leicester with his fire and sold it. Things looked promising but production would have to speed up if the family were not to face starvation!

The first of several turning points came when John visited the electrical buyer at Harrods. Returning with an order for 12 fires, there was no looking back. John took on his first employee and found a bigger garage. John's son and daughter, after leaving school, also joined the Company.

1981 The real breakthrough came when Burley became the approved supplier to the Northwest Electricity Board. Within 3 years Burley supplied all 14 of the British Electricity Boards (around 900 outlets).

1985 The export market, a totally unexplored area for Burley began to be developed. This market goes from strength to strength. Today Burley exports to all major countries throughout the world.

1993 The next major development for Burley was the introduction of the Empingham model. This was the first model of its kind that could be both inset and freestanding. Today, this has been widely accepted as industry standard.

1998 The 90's also saw Burley move into the gas appliance market, introducing the first flueless gas fire to be sold in the UK. This market continues to grow.

2002 The Barson family tradition continued with the appointment of John's son Steve as Managing Director.

2005 Burley purchased Straxgas, an award-winning manufacturer of high quality flued gas fires.

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Background Document: Burley History – continued

- 2006 Burley entered the market of renewable energy with the purchase of Navitron which is now one of Britain's largest providers of solar water heating systems.
- 2007 Contract sales continued to expand for both electric and flueless gas fires.
- 2008 Burley introduced a new corporate identity to complement its brand new range of contemporary electric fires.
- 2009 At a time when many companies were suffering from a worldwide economic recession Burley bucked the trend and expanded its manufacturing output and range through the acquisition of Magiglo, an established producer of flued gas fires.
- 2010 Burley commenced production of the world's most efficient wood burning stoves – the Burley Fireball range.
- 2012 Following large demand in the UK, preparations are being made to market the Burley Fireball in North America and Canada.
- Latest gas and electric fire models are previewed at the Hearth and Home Fireplace Show prior to their forthcoming launch.