

Straxgas Fires

Leading fire manufacturer Burley Appliances acquired award-winning Straxgas in 2005. First viewing of Straxgas products under the new ownership took place at the Hearth & Home Show in Harrogate in June 2005.

For many years Straxgas has been well-known in the fireplace industry for producing the 'Rolls Royce' of gas fires. The characteristic plate steel construction, smooth operation and high quality components have created a product which is a refreshing change, both for retailers and for consumers, in a world usually driven by price.

Straxgas is also well known for its patented *Turboflue* system, regarded by most to be the best on the market.

Over the years Straxgas's designs have won British Fireplace awards for best of show, best technical innovation on several occasions, and the prestigious award of Manufacturer of the Year.

Burley is continuing production of the Theme range along with most of the trim, fret and control variations. This will include the Inglenook and the *Turbo Flue*, complete with the patented *Turbo* Touch control. These models make up 90% of the total Straxgas sales.

Burley transferred equipment, technology and key personnel to ensure a smooth transition of ownership. The products are being sold through independent retailers associated with quality and service, and will not be offered to the mass merchants.

Burley MD, Steve Barson, said: "It is our intention to strengthen the reputation of Straxgas still further. Quality will not be compromised in any way, whilst service will be enhanced by sharing Burley's existing warehousing and distribution operation."

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