

New higher specification for Paragon Electron

CHARLTON and Jenrick has recently launched an updated version of its Paragon Fires Electron fire which features a higher specification while retaining existing pricing levels.

To reduce energy consumption and mini-mise carbon emissions, the light source is now a low energy, long life unit as standard with an expected life of 8000 hours.

Standard equipment now includes a thermostat for user comfort and minimal energy usage and, described as an important feature missing on so many of today's remote control consumer products, a master switch to totally eliminate stand-by electricity drain when the fire is not in use for extended periods.

Paragon has now specified and introduced a full 3 pin plug and socket to the fire, fitting within the 75mm deep footprint, for those installations where the customer wants to fix the mains lead in place. This means that easy disconnection of the fire is possible even when installed into a fixed fused spur or with the lead concealed.

The Electron includes full remote control as standard, a cool fan setting for summer use and a fully independent flame effect. The standard 75mm (3") spacer is also suitable for wall mounting and a stability bracket for freestanding installations is also included.

The Electron is now offered as a complete package incorporating the Arc fret and standard trims in brass and brushed stainless steel without extra cost. Coals and pebbles are supplied in every fire as standard with Paragon's range of standard frets offering alternative finishes.

Paragon's joint managing director Bill Jenrick said, "There are a lot of 2kW electric fires on the market so we have worked very hard over the last few years listening to customer feedback and using our pooled experience and expertise to incorporate all the meaningful features we can into the Electron fires."

"The standard features now read like a shopping list and this means that we are differentiating ourselves from the mass market yet retaining competitive pricing. We believe that the quality and value for money of the highly versatile Electron cannot be beaten and our fireplace retailers will find it a very easy sale to make."

For further information, visit www.paragonfires.co.uk or call 01952 278020.

