

NO SMELL  NO FUMES



SUNFIRE 

SELLER PRESENTATION

 sunfireheaters.com

ABOUT US

SUNFIRE[®]



50+ years in heating.
Started with waste oil
heaters under the brand
Lanair.



1st SunFire model
launched in 2015.
The SF100.



Fastest Growing Heater
Company in the USA.



Additional models are
planned for the future.



Highest quality radiant
heaters and the most
durable.



The Ultimate Heating
Experience compared
to forced air.



Direct support from the
manufacturer.



MADE IN USA!
Janesville, WI.

THE PROBLEM

TRADITIONAL FORCED AIR HEATERS

1

LOUD

Require a high velocity blower to distribute warm air resulting in a loud environment.

2

UNHEALTHY ENVIRONMENT

Often associated with Fumes, Smoke, and Smell.

3

GREATER HEAT LOSS

Because they use air to transfer heat, it's less efficient and the heat loss happens at a much faster rate.

4

SHORTER LIFESPAN

Generally 2-4 years.

5

DIFFICULT MAINTENANCE

Usually smaller space within burner to perform repairs and tune-ups. Replacement parts can be more difficult to access.

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THE SOLUTION

SUNFIRE®



RADIANT HEAT

Warms just like the Sun using infrared radiant energy, without the need for air.



CLEAN

Burns Diesel or Kerosene with no smell, no fumes, and no smoke.



INDOOR SAFE

The clean burning flame allows our heaters to be used inside to warm a shop, garage, pole barn, warehouse etc. Not meant for in-home residential use.



LOW NOISE

Because we use infrared radiant technology, our heaters do not require a high speed blower. Like forced air/torpedo style heaters



EFFICIENT

Our heaters warm by transferring heat directly to objects and people resulting in warm surfaces for improved heat retention.



DUSTLESS EXPERIENCE

Radiant heaters don't blow air so no dust is kicked up like the high-speed blowers in forced air heaters.



EASY MAINTENANCE

Repairs and tune-ups are simple with much more room within our burners. The SF80 and SF120 include our Rapid Access Hatch to change a nozzle in minutes. Greater access to replacement parts since we are based in the USA.



DURABILITY

Built for heavy-duty, long-term use. Can last up to 10+ years with proper maintenance.

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SUNFIRE MODELS

NO SMELL  NO FUMES



SF150
150,000 BTU



SF80
80,000 BTU



SF120
120,000 BTU

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PRODUCT OVERVIEW

COMPETITION

FORCED AIR / OTHER RADIANT MFG'S

FORCED AIR HEATERS

- ▶ Although there are a few other brands that have similar technology to SunFire, our biggest competitor is still the traditional forced air heater.
- ▶ Most people are still unaware that the radiant technology like SunFire is available. We are working diligently and spending many thousands on advertising to change this.
- ▶ The pricing of the traditional forced air heater is substantially less expensive. But no none of them perform like SunFire.

RADIANT HEATER MANUFACTURERS

There are **ONLY FOUR** manufacturers of diesel/kerosene fired radiant heaters in the world.

- ▶ The **ONLY USA Manufacturer**

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- ▶ **China Manufacturer**

- Most heaters in the USA are Private Labeled
- Mr. Heater

- ▶ **European Manufacturer**

- Biemmedue out of Italy.
- All heaters in the USA are private labeled.

- ▶ **Japan Model**

- VAL6

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COMPETITION

China Made Heater

- ▶ Mr. Heater, Master Heater.
- ▶ Also sold under other private labeled names.
- ▶ Only one model in one BTU level: 125,000 BTU.
- ▶ Not very durable: Thin tubing and plastic.
- ▶ Many quality issues.
- ▶ Harder to get support and find parts.
- ▶ Not sold at many locations.
- ▶ 1-Year Warranty.



COMPETITION

European Made Heater (Biemmedue)

- ▶ All sold under private labeled names
 - Heatstar
 - Others
- ▶ Have had quality issues
- ▶ Most companies stopped selling and almost nonexistent in the US.
- ▶ Most people do not like the design.
- ▶ Much more difficult to perform maintenance and tune-ups. The parts
- ▶ in the burner are more difficult to access.
- ▶ Harder to get support and find parts.
- ▶ 1-Year Warranty



COMPETITION

VAL6

- ▶ Quality brand made in Japan
- ▶ Various models available.
- ▶ Medium Duty Construction
- ▶ Burner maintenance can be inconvenient.
- ▶ No direct support from manufacturer.
- ▶ Design of heaters is not as modern as SunFire.
- ▶ 2-Year Warranty
- ▶ Distributors and Dealers often conflict with each other on pricing to undercut a Dealer.

- ▶ They do not spend close to the same amount on advertising and marketing as SunFire.
- ▶ Slightly more difficult to access parts for Maintenance.
- ▶ Parts available in US but sourced from Japan resulting in potential delays.
- ▶ They represent the largest competitor to SunFire in the fuel-fired radiant heater space.



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SUNFIRE vs VAL6

SF150 VS EPX

SUNFIRE SF150

- ▶ 150,000 BTUs: 10,000 higher than EPX
- ▶ Superior Heavy-Duty Construction
- ▶ Steel throughout the frame and tank.
- ▶ Rubber flat free wheels
- ▶ Includes Multi-Lift Bracket
- ▶ SunFire is generally \$300 - \$600 less in retail price.
- ▶ Made in the USA!



VAL6 EPX

- ▶ 140,000 BTUs
- ▶ Thin tube/plastic frame
- ▶ Plastic Wheels
- ▶ No Lifting Bracket
- ▶ No heat shield on top of the dome flame chamber for protection.



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SUNFIRE vs VAL6

SF120 VS KBE5L/5S

SUNFIRE SF120

- ▶ 120,000 BTUs: 2,000 more than KBE5L
- ▶ Superior Heavy-Duty Construction
- ▶ Steel throughout the frame and tank.
- ▶ Heat Shield on top of dome flame chamber for protection.
- ▶ Much larger fuel filter for extended use and increased protection from dirty fuel particles.
- ▶ Rapid Access hatch inside the burner for faster maintenance and tune-ups.
- ▶ Generally about \$100 less in price.
- ▶ More modern design.
- ▶ Made in the USA!



VAL6 KBE5L/5S

- ▶ 118,000 BTUs
- ▶ Stackable if you have multiple units.
- ▶ The 5L version has a two-step setting for high and low but the SF120 is wall thermostat ready so most SF120 users would prefer that over needing a high and low setting.
- ▶ No heat shield on top of dome flame chamber for protection.



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SUNFIRE vs VAL6

SF80 VS DAYSTAR

SUNFIRE SF80

- ▶ 80,000 BTUs: 30,000 more than the Daystar
- ▶ Superior Heavy-Duty Construction
- ▶ Much larger fuel filter for extended use and increased protection from dirty fuel particles.
- ▶ Rapid Access hatch inside the burner for faster maintenance and tune-ups.
- ▶ The SF80 is generally \$100 - \$250 more in price and worth it.
- ▶ Made in the USA!



VAL6 DAYSTAR

- ▶ 50,000 BTUs
- ▶ Smaller footprint and easier to carry
- ▶ Both radiant and forced air.
- ▶ Based on consumer and dealer feedback, we have found that the Val6 Daystar isn't as reliable as their other models.
- ▶ Does not always output the warmth expected by customers.



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THE SUNFIRE SF80 ADVANTAGE



The SunFire SF80 is completely unique. It's the only radiant heater of its kind in the 80,000 BTU range.

The VAL6 Daystar has many heaters that look nearly identical, but far less in price than the Daystar. Therefore, there is much more competition on the VAL6 model in in the 50,000 – 80,000 BTU range.

VAL6 DAYSTAR



DAYSTAR COMPETITIVE MODELS



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THE SUNFIRE ADVANTAGE



- The best support in the industry with free technical phone support to consumers for the life of their heater.
- USA based tech specialists
- Parts availability



- Most other brands are 1 year
- Full Bumper-to-Bumper
- Dealer Warranty Reimbursement



- Heavy-Duty Construction
- Quality parts and thick steel
- Built to last 7 - 12+ Years

SUNFIRE is the only heater manufacturer in the USA. All other heaters are made in China, Japan, S. Korea, or Europe.

We manufacture everything in-house from metal fab, building burners, welding, laser cutting, even the powder coated paint.

SUNFIRE





BUILT RUGGED TOUGH

SELLING OPPORTUNITIES

DEALERS

- ▶ Sales
- ▶ Service / Warranty Reimbursement
- ▶ MAP Pricing Protection
- ▶ Access to all marketing materials and media
- ▶ Listed on website “Store Locator”
- ▶ Ability to negotiate pricing with consumers below MAP vs Retail store fixed MAP pricing.

RESELLERS

- ▶ Sales
- ▶ No Service or Warranty Reimbursement
- ▶ MAP Pricing Protection
- ▶ Access to all marketing materials and media
- ▶ Listed on website “Store Locator”
- ▶ Ability to negotiate pricing with consumers below MAP vs Retail Store fixed MAP pricing.



SUNFIRE DEALER BENEFITS



**Warranty
Reimbursement**



**Dealer Badge Displayed
on Store Locator**



**Minimal Product
Investment**



**Advertising Co-op
Opportunities**



**0% Consumer
Financing Program**



**Holiday MAP
Exceptions**



**Trade Show
Reimbursement
Opportunities**



**Can offer better sales
price as needed with
direct consumer contact**

RENTAL OPPORTUNITIES

- ▶ All models currently used in rental.
- ▶ Most Popular model as become the SF120 because it offers the highest portability for the most power.
- ▶ The SF80 is another great model for rental because of its lower weight and high portability for.
- ▶ The SF150 is 193 lbs. dry weight so it can be more challenging but is still used in the rental market.
- ▶ Most rent these by the day and rent for approximately \$100-\$150 per day.
- ▶ Average ROI occurs within 12-15 days, so these become very profitable quickly.
- ▶ Because they are built so durable, rental locations should see many years worth of use from each heater as a great investment.



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APPLICATIONS

SAME AS FORCED AIR + MORE



- » Auto & Service Shops
- » Agriculture/Farming
- » Construction
- » Concrete
- » Jobsites
- » Landscapers/Snow Removal
- » Pole Barns
- » Warehouses
- » Residential Garages
- » Rental Market
- » Mining / Oil Fields
- » Outdoors / Events
- » Factories and facilities
- » Sports
(Warms players on sidelines)

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Forced air heaters can not be used for certain heating applications like concrete, drywall, and indoor applications where moisture is an issue. Forced air heaters can crack concrete and mudding because it dries the top layers too fast. Our radiant heaters do put moisture in the air but not nearly as much as the forced air heaters.

MARKETING BENEFITS

▶ SOCIAL MEDIA

- SunFire has an increased social media presence on Facebook, Instagram, X, YouTube, and LinkedIn.

▶ INFLUENCERS

- We use multiple social media influencers each year.

▶ ADVERTISING

- SunFire spends over \$150,000 annually on Google PPC, YouTube, Facebook, Instagram, weather campaign ads, and more. We also periodically advertise in various trade publications.

▶ TRADE SHOWS

- We have a booth presence at shows for Construction, Agriculture, Automotive, Hardware, and more.

▶ PROFESSIONAL MEDIA RESOURCES

- Professional and modern looking brochures.
- Modern and effective website.
- Quality images and logos.
- Premier product videos in various formats. Wide landscape and portrait short reels are used and available as well.
- Beautiful packaging for the SF80 and SF120 that can help sell itself.



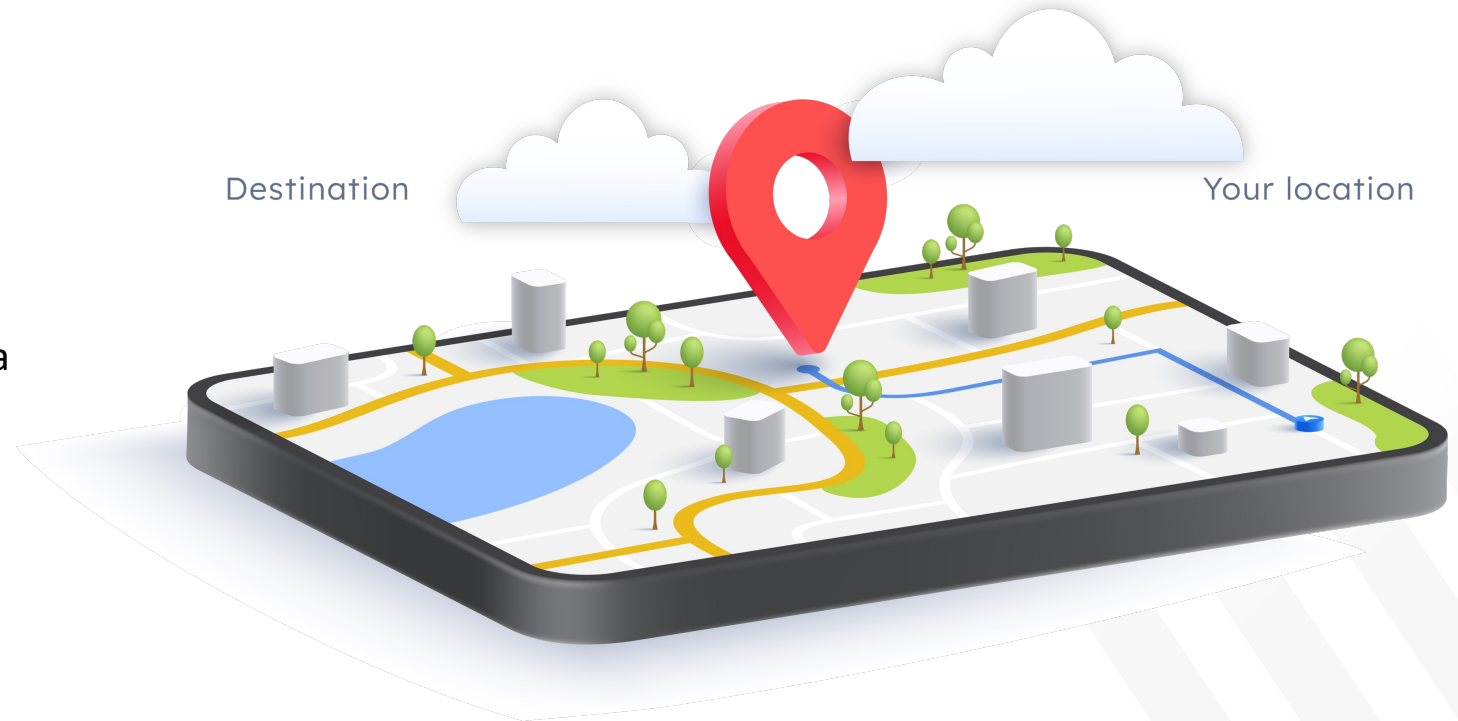
SUNFIRE 

STORE LOCATOR



WHERE TO BUY

- ▶ Qualifying Dealers and Resellers can be listed on our Store locator.
- ▶ Search done automatically by current location or specifically by city or state.
- ▶ Qualifying Gold Dealers within search area will get priority listing first.
- ▶ Allows Dealers and Resellers to be found when someone is looking to buy locally.



Destination

Your location

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SUNFIRE SUPPORT

NEW: SUNFIRE APP



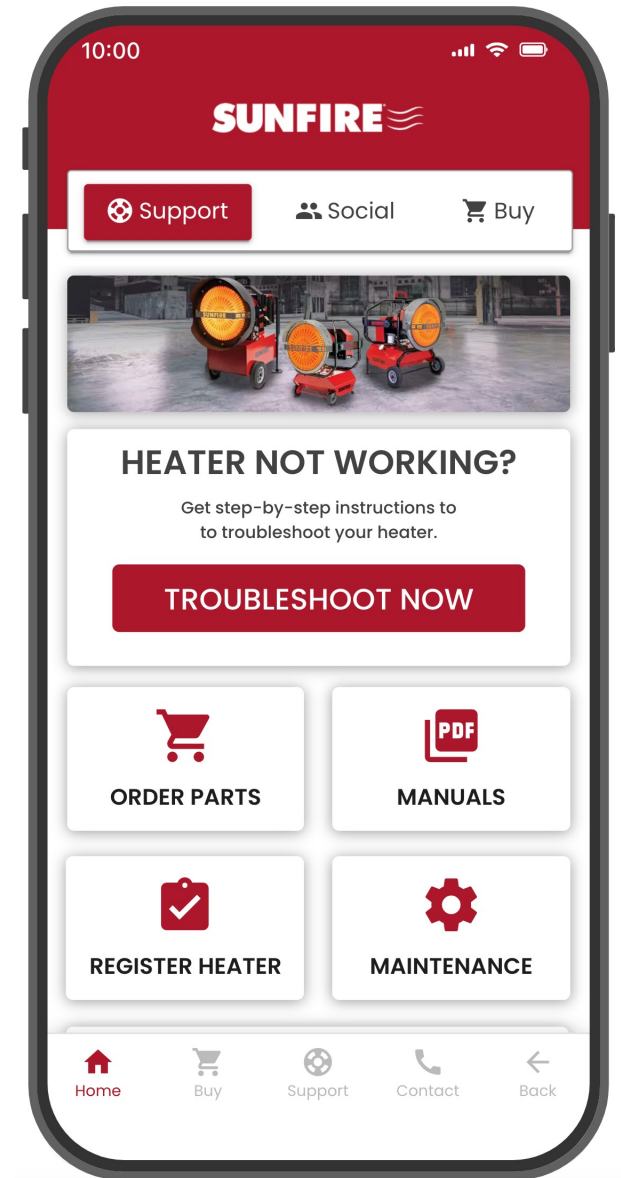
Currently available on Apple. Soon to be released on Android.

FEATURES

- ▶ Product Support and Troubleshooting.
- ▶ Maintenance Tips.
- ▶ Product Manuals.
- ▶ Contact Tech Support.
- ▶ More.

Developed primarily for consumers but can be used as a support tool by Dealers, Resellers, and any partner of SunFire.

This is a great selling tool that many other competitors do not have to help consumers get the quickest support on their heater when they need it most.



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OBJECTION #1



CONSUMER SAYS: IT'S TOO EXPENSIVE

- ▶ 80% of our sales are for commercial use and only about 20% are for residential use.
- ▶ Commercial customers have little issue with the price because of the major problems our heaters solve.
- ▶ Our heaters are not meant for the average residential customer that may want a small portable heater to use in their garage to do minor work or oil changes etc. Residential customers that do a lot of work or run a business out of their garage seldom have issues with pricing, especially for the SF80. But we have even seen some use the SF150 in their three car garage.
- ▶ These are built to last many years, up to 7-12+ years of use. So consumers get much more value for their money than on a forced air heater. In the end, they will pay no more in cost but get the benefit of superior, odorless heating the entire time with no fumes.



Objection #2

DEALER/RESELLER SAYS: IT'S TOO EXPENSIVE

- ▶ Most Dealers and Reseller initially compare our pricing to forced air heaters and it's true that we can't compete on price alone. But once they understand the technology and the problems our heaters solve for their customers, many should be willing to become a partner and offer our heaters to their customers knowing there is a market for them.
- ▶ Many Dealers, Resellers, and Consumers have never seen this technology before and are not are not aware or convinced of the problems our heaters solve. Therefore, they don't see a market to sell any heaters. However, the market is abundant and growing exponentially every year.
- ▶ Most consumers that have a shop, understand that improving their health or the health of their employees is worth the price of a SunFire heater. For many, the low price of a forced air heater is no longer worth the issues from the smell, fumes, and the loud sound that can damage hearing over time.
- ▶ Consumers can now breathe in cleaner air, play music, listen to podcasts, and communicate with other employees freely without the aide of headphones or shouting in a shop. When consumers, especially in the commercial market learn about SunFire and the problems our heaters solve, many will easily pay the price for our hetears.
- ▶ SunFire heaters are built to last many years much longer than a forced air heater, about 3-5X longer, up to 10+ years of use and even more. So over the same period of time, consumers will pay no more in cost and still receive the benefits of SunFire radiant heaters.

Objection #3

I SEE IT ONLINE, WHY SHOULD I STOCK?

- ▶ Although SunFire heaters can be found online, most consumers prefer to pick up the heater at their local Dealer or retailer the same day rather than wait the 3 – 10 days for it to deliver by truck.
- ▶ Most consumers are impulse buyers on heaters. They buy one when they need one.
 - Their current heater just broke and they need a replacement immediately.
 - Most wait until a frigid cold front is on its way before purchasing when they realize they must have some portable heat and they need it before the frigid weather arrives that is quickly approaching.
 - Many are generally not in a position to wait the 3 – 10 days it may take for a heater to arrive when ordered online.
- ▶ All online retailers must follow our MAP policy as well. Local Dealers and Resellers must also follow MAP when displaying the pricing online, in an ad, or on social media but have one great advantage over online retailers; Dealers and Resellers can discount the pricing at their full discretion to sell more units.

SUMMARY

WHY A COMPANY SHOULD PARTNER WITH SUNFIRE?

- ▶ Partner with the fastest growing heater company in the USA.
- ▶ We are at the beginning a major growth period with substantial, exponential growth to continue over the next 10 years.
- ▶ They can sell a Made in the USA product.
- ▶ The benefit of giving their customers the highest quality heaters and the ultimate heating experience.
- ▶ We give the best support in the industry, period.



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