

**Upgrade your open fire,  
gas effect fire or less  
efficient stove...**



**...to a clean burn, low carbon,  
energy efficient wood burning stove  
AND save money**

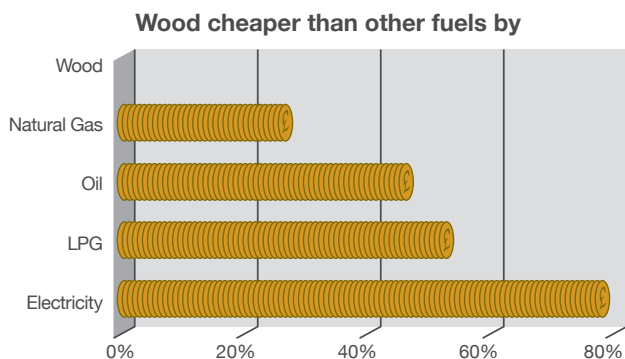
- Greater heat efficiency
- Lower carbon footprint
- Lower fuel costs

Visit your local stove retailer or visit [www.stoveindustryalliance.com](http://www.stoveindustryalliance.com) for details

By replacing an open fire, room open gas effect fire or an electric appliance with an efficient wood burning stove, you can both increase the efficiency of heating your home and reduce your carbon footprint without compromising on the cosy focal point that truly makes a house a home. The increased efficiency of a wood burning stove with 70%+ efficiency compared to an open fire at 32% and a decorative gas effect fire at 20% will make a noticeable difference to fuel economy and warmth in the house.

Wood is one of the most environmentally friendly fuels that can be used. It is a renewable energy and virtually carbon neutral. The natural cycle of planting and harvesting trees has created a sustainable process that will provide carbon neutral fuel into the future. CO<sub>2</sub> is taken out of the atmosphere by growing trees at the same time as it is released by the combustion of the previous harvest. This closed loop CO<sub>2</sub> cycle the carbon cycle for wood means that gas produces 25 times more carbon and the carbon producing a kilowatt of heat using oil is 65 times greater.

The official calculation method used to determine energy efficiency (SAP) shows that it is 29% cheaper per kWh to burn wood than use natural gas. This cost saving rises to 43% when compared to oil, 50% compared with LPG and 77% compared with electricity.



What's more moving away from an open chimney to a flue connected to a stove will half the deemed air loss from the room and eliminate the draughts caused by an open fire drawing air from the room.



The Stove Industry Alliance (SIA) is an alliance of manufacturers, distributors, advisory/test bodies and other interested parties who sell stoves, chimney products & fuel. The Alliance was created to explain the environmental benefits of wood burning stoves. Further information on this and on stoves in general can be obtained at

[www.stoveindustryalliance.com](http://www.stoveindustryalliance.com)

