



Twin Star Home Launches New duraflame®-Branded Electric Fireplaces

A bold new chapter in a 15-year collaboration, redefining comfort, style, and safety for today's consumers

BOCA RATON, Fla., October 23, 2025 — Twin Star Home, a leading name in electric fireplaces and design-forward furniture, today announced a major expansion of its long-standing collaboration with Duraflame with the launch of a brand-new line of duraflame® branded electric fireplaces.

For more than 15 years, Twin Star Home has offered consumers trusted duraflame® stoves, heaters, and compact electric fireplaces, under brand license. This next chapter introduces full-size models that merge refined design with advanced safety features.

“The duraflame® brand has earned its reputation for quality and innovation,” said Todd Outten, President and Chief Commercial Officer of Twin Star Home. “Our new collection honors that legacy while expanding the category with fireplaces created for both digital and in-store retail environments.”

Each piece incorporates Twin Star Home’s patented SaferPlug® technology, which provides real-time monitoring to prevent overheating, delivering the security consumers expect from the duraflame® brand.

The launch offers distinct assortments tailored for:

- **Furniture Retailers:** Ten new designs debuting at High Point Spring Market in October, giving retailers the opportunity to experience the collection firsthand.
- **E-commerce Platforms:** A curated selection designed for online shoppers, with versatile styles and compact configurations.

Retailers attending High Point Market are invited to visit the Twin Star Home showroom to experience the collection and explore merchandising opportunities.

About Twin Star Home

Twin Star Home is a leading omnichannel, consumer-driven designer and manufacturer of indoor and outdoor living products to enhance the home experience. Twin Star Home’s award-winning designs of functional, beautiful, and affordable product lines include furnishings for the living room, home office, and bathroom, many with integrated technology and media solutions. Outdoor living products include modular seating collections, dining tables, bars, fire pits, covers, and accessories. Twin Star Home is recognized for its trusted national brands: ClassicFlame®, TK Classics®, Classic Accessories®, Bell’O®, Duck Covers™, Tresanti® and ChimneyFree®, and licensed brand partnerships with duraflame®, John Deere and Craftsman. Learn more at www.twinstarhome.com.

About Duraflame

Duraflame, Inc., a privately held company for more than 50 years, is a leading manufacturer of fireplace fuels and grilling fuels in North America. duraflame®, the company’s flagship brand, is a household name known for quality and convenience. Duraflame licenses the brand to trusted partner, Twin Star Home, extending the brand to electric fireplace and heaters.

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