



FIRE BY **escea.**

MAY 2026 V1



Crafted in New Zealand



Made for the world

Born in New Zealand, where innovation is in our nature.

Founded in the deep south of New Zealand in 2002, Escea began with a simple idea: to create a gas fireplace as efficient as it was beautiful.

Our place at the edge of the world, surrounded by rugged landscapes and far from convention, shaped our perspective from the very beginning. It taught us to think differently and design without compromise.

Today we craft gas, wood, and electric fireplaces for homes around the world – and that founding idea still drives us every day. We continue to blend form and function in everything we do. Innovation runs deep, craftsmanship comes naturally, and aesthetics and performance go hand in hand.

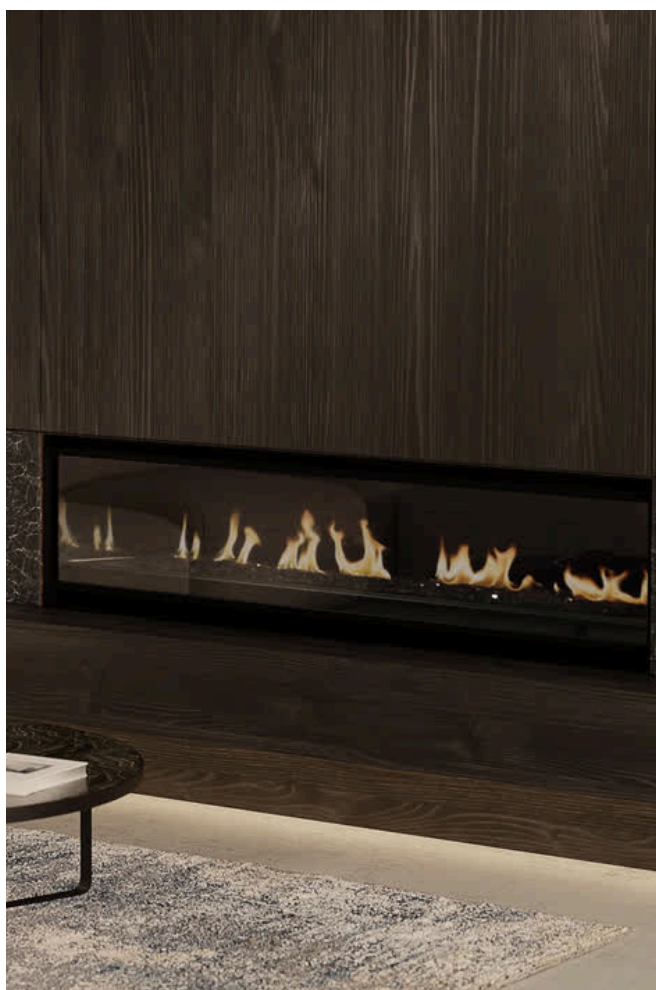




Beautiful Warmth



We're driven by our purpose to put a better fireplace at the heart of every home – because life is better around a fireplace.



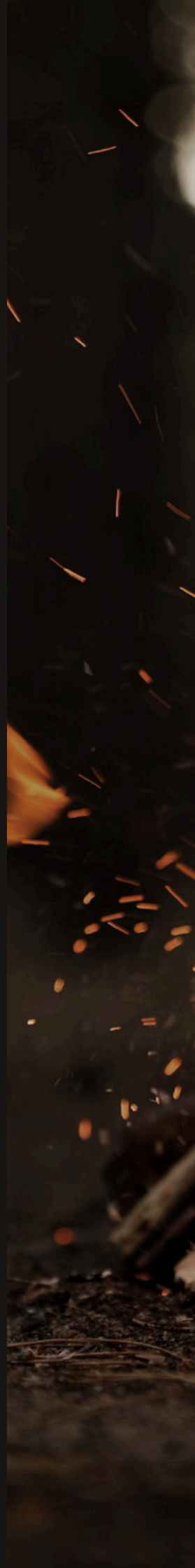
In a fast-moving world, a fireplace brings warmth, stillness and draws people together. They anchor our spaces and shape how we live.

That's why we make fireplaces that create space for connection – to foster conversation and invite a slower, more intentional way of living. We enhance everyday life through relentless innovation and continual refinement – creating products that are intuitive, seamless, and built around real needs. And we elevate the spaces we live in through refined, considered design and craftsmanship.

Every Escea fireplace is crafted to look beautiful and perform exceptionally – always with purpose and always with the end customer in mind. We call this Beautiful Warmth, and it's a philosophy that underpins everything we do.

A primal need that requires modern innovation.

Fire – once essential for warmth, shelter, and survival – is one of humanity’s oldest tools. Bringing it into today’s homes, safely and beautifully, requires modern innovation and constant engineering.





With one of the largest R&D teams in the fireplace industry, Escea is dedicated to solving real-world technical challenges and developing the future of heating. Our focus is not just on releasing new products, but on continuously improving every component and system behind them.





This philosophy of continuous improvement extends beyond design. Our entire factory and manufacturing process is built around lean principles such as removing waste, improving flow, and adapting quickly to change. We design our production lines to be flexible and scalable, so that improvements in product design can be implemented rapidly, and manufacturing processes are constantly refined for higher quality and efficiency.

By aligning product innovation with process innovation, we ensure that our fireplaces meet both current and future expectations, from performance and compliance to installation and visual design. It's not about chasing trends, but about building a business around engineering, iteration, and the belief that better is always possible.

Product range available at Specflue



LE800 | SAP ESLE800

A refined, minimalist electric fireplace – a subtle yet striking addition made for contemporary interiors and cosy spaces.

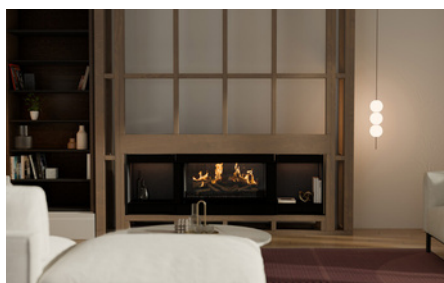
INBUILT HOLOGRAPHIC ELECTRIC FIREPLACE

RRP INC VAT £3334.80



Unmatched Realism

Holographic technology combined with precision flame-mapping projects dynamic flames, sparks, and flickers onto lifelike logs and embers - recreating the depth, movement, and authenticity of a real wood-burning fire.



Installation Flexibility

No flues, vents, or consent required – offering complete freedom to install anywhere and integrate seamlessly into any surround material or design.



Effortless Ambience

This fireplace delivers warmth when needed, or ambience with flame-only mode – giving you year-round flexibility and effortless control.

LE800 | SAP ESLE800

3kW Heat Output
Holographic Flame Technology

Specifications.



Approx. Appliance Size [mm] **863w x 545h x 439d**

Viewable Area [mm] **806w x 406h**

Appliance Weight **60kg**

Remote Control **Yes**

Heat Output **1.5kW or 3kW**

Features.

- **Holographic Flame Technology**
- **TV Right Above**
- **Cool Touch Removable Glass**
- **Fully Electric**
- **Accessories Collection**

Warranty.

- Firebox Warranty **5 Years**
- Total Warranty **3 Years**

Price includes: Standard Fuel Bed & Fascia

Optional Extras: Display Niche

SUPPLIER NO. 909537

LE1000 | SAP ESLE1000

A sophisticated linear statement with wider viewing angles – ideal for spacious living areas and feature walls where the fire becomes the focus.

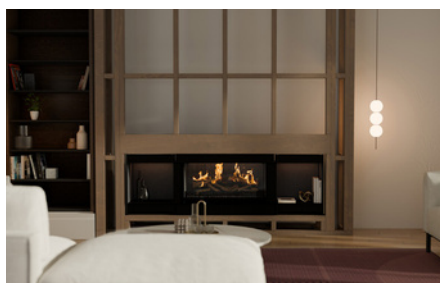
INBUILT HOLOGRAPHIC ELECTRIC FIREPLACE

RRP INC VAT £3718.80



Unmatched Realism

Holographic technology combined with precision flame-mapping projects dynamic flames, sparks, and flickers onto lifelike logs and embers - recreating the depth, movement, and authenticity of a real wood-burning fire.



Installation Flexibility

No flues, vents, or consent required – offering complete freedom to install anywhere and integrate seamlessly into any surround material or design.



Effortless Ambience

This fireplace delivers warmth when needed, or ambience with flame-only mode – giving you year-round flexibility and effortless control.

LE1000 | SAP ESLE1000

3kW Heat Output
Holographic Flame Technology

Specifications.



Approx. Appliance Size [mm]	1063w x 545h x 439d
Viewable Area [mm]	1006w x 406h
Appliance Weight	70kg
Remote Control	Yes
Heat Output	1.5kW or 3kW

Features.

- **Holographic Flame Technology**
- **TV Right Above**
- **Cool Touch Removable Glass**
- **Fully Electric**
- **Accessories Collection**

Warranty.

- Firebox Warranty **5 Years**
- Total Warranty **3 Years**

Price includes: Standard Fuel Bed & Fascia

Optional Extras: Display Niche

SUPPLIER NO. 909538

LE1550 | SAP ESLE1550

A refined, wide-format centerpiece designed for expansive rooms. Its broad viewing angles ensure the flames remain the focal point.

INBUILT HOLOGRAPHIC ELECTRIC FIREPLACE

RRP INC VAT £4978.80



Unmatched Realism

Holographic technology combined with precision flame-mapping projects dynamic flames, sparks, and flickers onto lifelike logs and embers - recreating the depth, movement, and authenticity of a real wood-burning fire.



Installation Flexibility

No flues, vents, or consent required – offering complete freedom to install anywhere and integrate seamlessly into any surround material or design.



Effortless Ambience

This fireplace delivers warmth when needed, or ambience with flame-only mode – giving you year-round flexibility and effortless control.

LE1550 | SAP ESLE1550

3kW Heat Output
Holographic Flame Technology

Specifications.



Approx. Appliance Size [mm]	1613w x 545h x 439d
Viewable Area [mm]	1556w x 406h
Appliance Weight	100kg
Remote Control	Yes
Heat Output	1.5kW or 3kW

Features.

- **Holographic Flame Technology**
- **TV Right Above**
- **Cool Touch Removable Glass**
- **Fully Electric**
- **Accessories Collection**

Warranty.

- Firebox Warranty **5 Years**
- Total Warranty **3 Years**

Price includes: Standard Fuel Bed & Fascia

Optional Extras: Display Niche

SUPPLIER NO. 909540

SPARE PARTS

SAP CODE	DESCRIPTION	ESCEA CODE	RRP Inc VAT
ESREMOTE	ESCEA REMOTE CONTROL G3	804369	278.40
ESLE800FG	ESCEA LE800 FRONT GLASS	809571	198.00
ESLE800BSG	ESCEA LE800 BEAMSPLITTER GLASS	809572	158.40
ESLE1000FG	ESCEA LE1000 FRONT GLASS	809575	248.40
ESLE1000BSG	ESCEA LE1000 BEAMSPLITTER GLASS	809576	198.00
ESLE1550FG	ESCEA LE1550 FRONT GLASS	809579	337.20
ESLE1550BSG	ESCEA LE1550 BEAMSPLITTER GLASS	809580	297.60
ESLE800LL	ESCEA LE800 LOOSE LOGS	809590	74.40
ESLELS1	ESCEA LE800/1000 LOOSE STONES / MEDIA	809591	17.40
ESLE1000LL	ESCEA LE1000 LOOSE LOGS	809592	74.40
ESLE1550LL	ESCEA LE1550 LOOSE LOGS	809603	74.40
ESLELS2	ESCEA LE1550/1750 LOOSE STONES / MEDIA	809604	22.20
ESLENICHE	ESCEA LE FIREPLACE NICHE	949822	297.60



NICHE GUIDE

CAVITY CONSTRUCTION

The LE Series Electric Fireplace and complementary Niche are designed to fit within the same cavity. The cavity can be constructed from standard building materials, but must have a continuous base. Please allow for a 10A electrical socket to each niche for built-in downlighting.

WALL LINING

Use min. **10mm thick wall linings**, selecting materials suitable for the installation. Where materials or finishes extend forward of the 14mm fireplace trim consider how the finished edge will look. The 14mm fireplace trim can be replaced with the 22mm or 36mm Extended Trim Kit. Maintain a 3mm gap (+/- 2mm) to the fireplace's finishing trim to allow for movement.

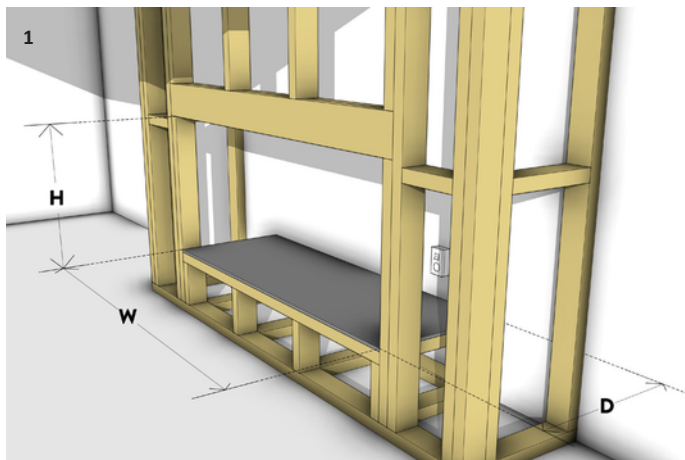
FINISH OPTIONS

The LE Series Fireplace and Niche can be finished frameless or with a 25mm Linear Trim Fascia. The linear trim overlaps the wall lining by 25mm and is available in single or double niche widths for both the LE800 and LE1000. (See right)

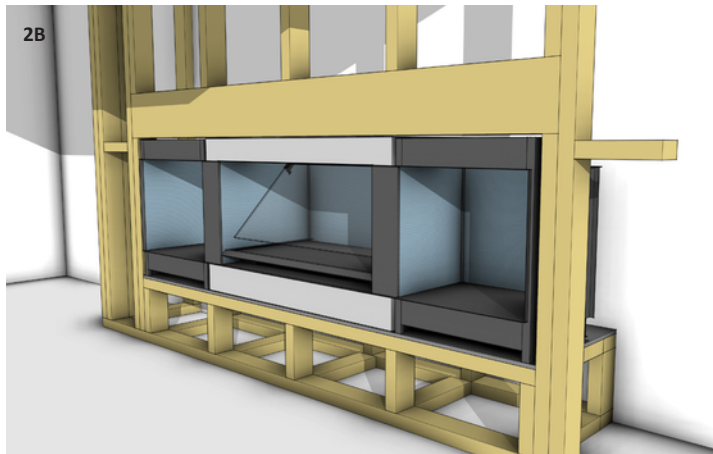
WALL CAVITY OPENING DIMENSIONS

	W	H	D
LE800 with Single Niche	1505	610	500
LE800 with Double Niche	2005	610	500
LE1000 with Single Niche	1705	610	500
LE1000 with Double Niche	2205	610	500

CAVITY INSTALLATION STEPS

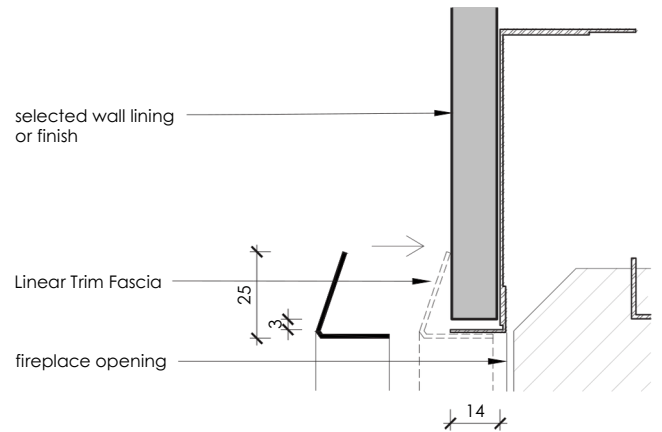


Build the chimney framework with consideration to the minimum cavity opening requirements described above for either the single or double niche. Ensure a continuous base for the fireplace. *Cavity for LE800 Electric Fireplace with single niche shown.*



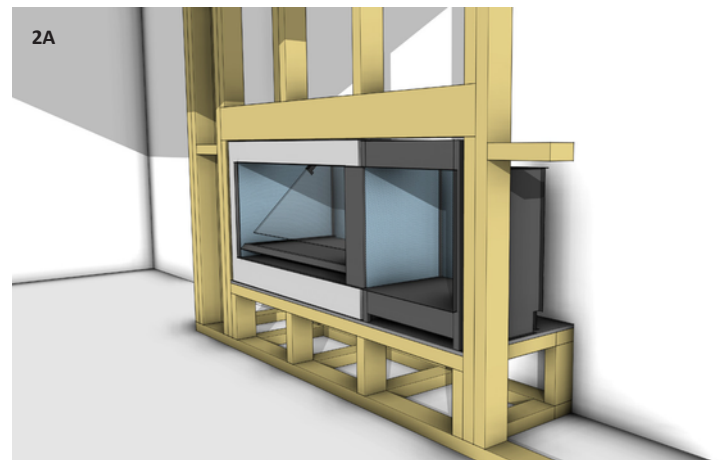
Install the LE Series Fireplace and niche following the instructions provided, connecting and confirming power supply to fireplace and niche. Both the LE Series Fireplace and Niche should be flush with the framework. *LE800 Electric Fireplace with double niche shown.*

FINISH DETAIL

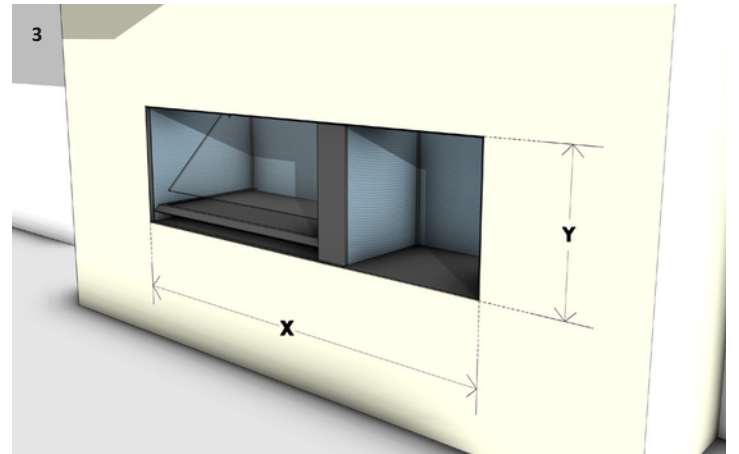


WALL CUTOUT DIMENSIONS

	X	Y
LE800 with Single Niche	1362	408
LE800 with Double Niche	1915	408
LE1000 with Single Niche	1562	408
LE1000 with Double Niche	2115	408



Install the LE Series Fireplace and niche following the instructions provided, connecting and confirming power supply to fireplace and niche. Both the LE Series Fireplace and Niche should be flush with the framework. *LE800 Electric Fireplace with single niche shown.*



Attach wall linings to the framework and fireplace, maintaining a 3mm gap from the fireplace trim. Follow the provided wall lining cutout dimensions above. Complete the project by adding an additional LE Series Linear Trim or other fixtures and finishes.

From childhood fixation, to global brand.

Growing up in a rural town near Dunedin, Escea Founder and CEO Nigel Bamford had a habit of pulling things apart just to make them better. Eventually, it was the family fireplace that caught his attention. “We had an old wood fire I pulled to bits several times in an attempt to make it burn better,” he recalls.

After earning an engineering diploma, Nigel began working at a local fireplace manufacturer where he quickly noticed something others had overlooked.

“I could see there was vast room for improvement, both from a design and manufacturing viewpoint.”

As an engineer and problem-solver by nature, he couldn't understand why fireplaces had to be either beautiful or efficient – but never both. That belief sparked an idea, and in 2002, Escea was born. Nigel joined forces with co-founders Alan McGregor and Garth Milmine to build something better.

That mindset led to their first breakthrough in 2005: a linear gas fireplace that broke away from the traditional square-box aesthetic. It set a new standard – not just in how a fireplace should look, but how it should perform. That early innovation set the tone for everything that followed.

Since then, Nigel's forward-thinking approach has helped shape not just Escea, but the entire category. From pioneering Smart Heat app control in 2010 to developing flexible flue systems

and the first holographic electric fireplace made in the Southern Hemisphere, his focus has always been on solving real problems through smart, purposeful design.

But for Nigel, innovation is about more than just products – it's about using his skills to make meaningful impact. That mindset led to the creation of the Fire for Life Cooking Stove – a simple yet powerful solution designed to help communities in need. Today, Escea is a global business with a growing presence across Australasia, North America, and Europe, yet Nigel remains closely involved – still driven by the same curiosity and commitment that sparked Escea in the first place. His vision continues to inspire the way we design, engineer, and innovate – always looking forward.



“I could see there was vast room for improvement, both from a design and manufacturing viewpoint.”

NIGEL BAMFORD, FOUNDER & CEO

Our Journey



2002

Escea Founded

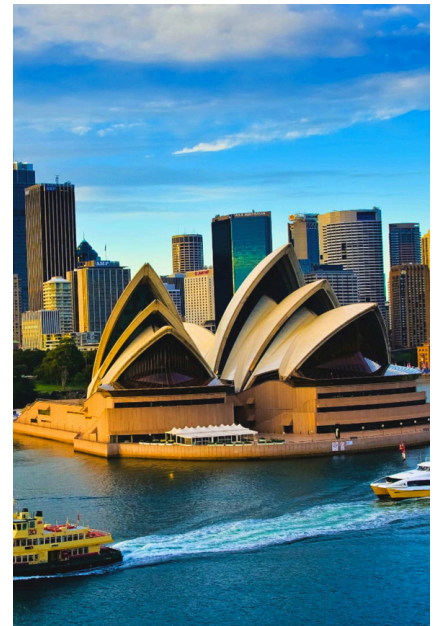
From a small team in Dunedin, New Zealand, Co-Founders Alan McGregor, Garth Milmine, and Nigel Bamford set out to rethink the fireplace from the ground up.



2005

First Fireplace Released

After three years of rigorous design and engineering, Escea launched its first gas fireplace, with the founders themselves taking it on a trailer around New Zealand to introduce retailers to something entirely new.



2007

Product Range Launched in Australia

Escea expanded into Australia, where its clean design and market-leading performance struck a chord with homeowners and architects alike.



2022

A Full-Range Offering

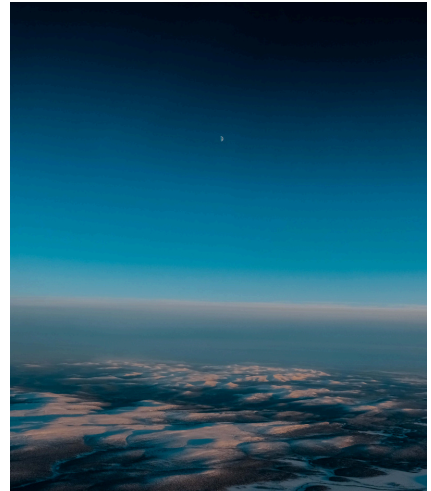
Now an established leader in Australasia, Escea's range expanded to include outdoor fireplaces, direct vent wood fires, and its first electric model. A relentless commitment to innovation had turned a single gas fire into a full suite of category-leading products.



2023

Entering North America

Escea brought its signature gas fireplace range to North America – offering a fresh design perspective and flue technology that challenged what the market expected from a gas fireplace.



2025

Electric Launch

Escea's electric range goes global. Now available across Europe and North America, it brings the promise of Beautiful Warmth to entirely new audiences.

Fire for Life

“Making innovative fireplaces is at the core of everything we do. So when we saw an opportunity to improve the lives of people who only have an open fire to cook on, it was a no-brainer for us to get involved.”

NIGEL BAMFORD, FOUNDER & CEO



Fire for Life Stove

In many parts of the developing world, displaced families are forced to cook over open flames. It's challenging enough to be without a home – yet even something as simple as preparing a meal becomes difficult and dangerous. Open fires produce harmful smoke, consume scarce and expensive fuel, and pose serious safety risks.

While looking for a not-for-profit initiative to support, Escea's leadership team became aware of the issue – and knew they had the expertise to make a difference.

The team applied their fireplace design and engineering expertise to develop a better solution: a lightweight, flat-pack cooking stove that's easy to transport, simple to assemble, and more efficient than traditional open-fire cooking methods.

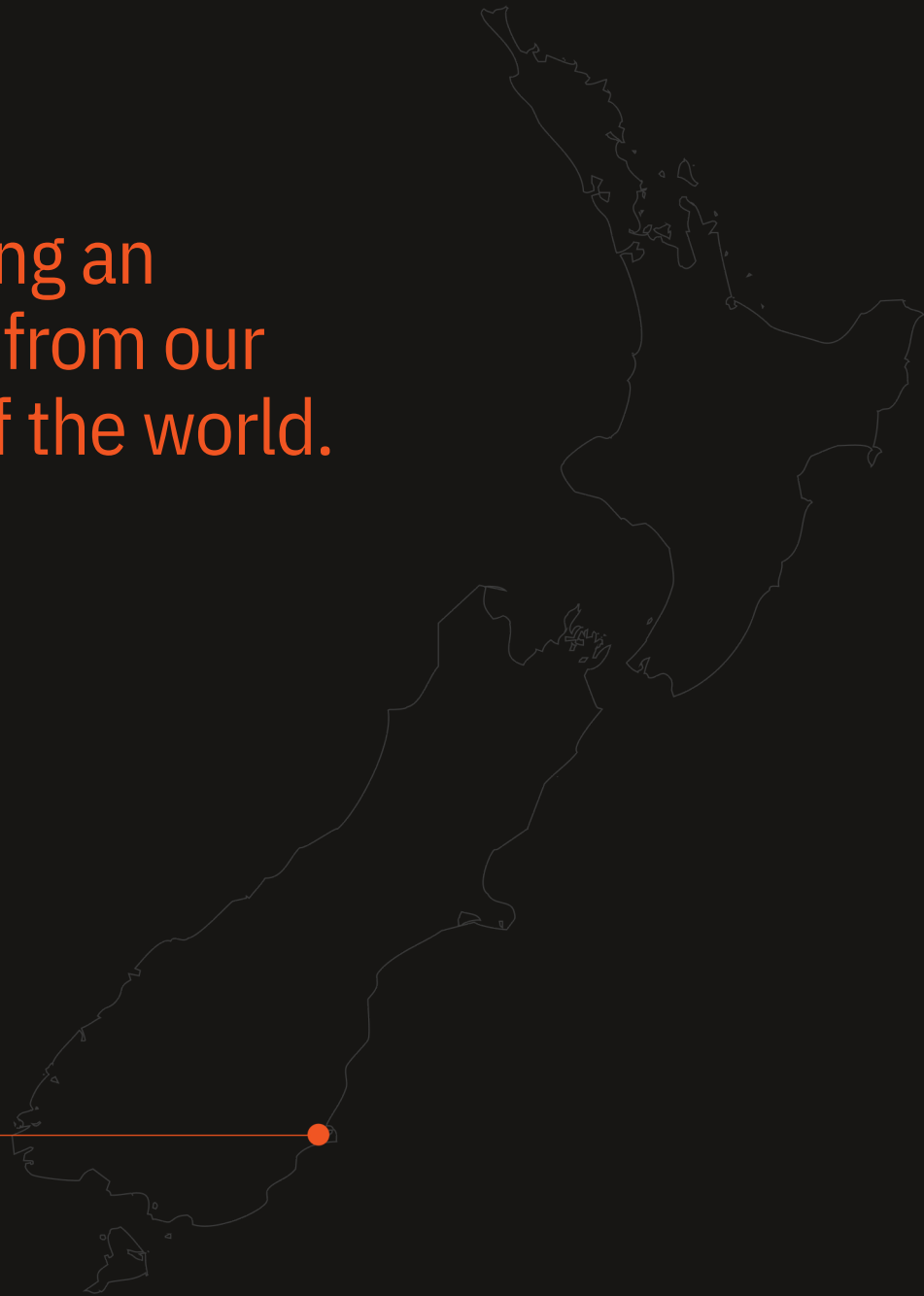
The stove's design draws on Escea's knowledge of airflow and combustion – creating a vortex flame that burns hotter, cleaner, and with significantly less smoke. It uses less fuel, can be easily moved between uses, and reduces the health risks associated with open-fire cooking. Manufactured during off-peak times at Escea's Dunedin facility, the stoves are distributed in partnership with New Zealand-based humanitarian organization ReliefAid and assembled by locals in the communities where they're used.

To date, over 15,000 stoves have been sent to families in need. More than 40,000 people now have access to a safer, healthier, and more efficient way to cook. And Escea is only just getting started.

In 2023, Fire for Life was awarded both Gold and the prestigious Purple Pin at New Zealand's Best Design Awards. But for Escea, the most meaningful outcome is using the skills we already have to help those who need it most – through design that is not only considered, but deeply purposeful.



Redefining an industry from our corner of the world.



Located on the east coast of New Zealand's South Island, Dunedin has a legacy of industry and innovation. Once a gold rush hub with strong Scottish roots, it's now known for engineering excellence and a mindset that punches well above its weight. It's a city where heritage meets forward thinking – values we share and proudly help shape.

Our purpose-built facility on the outskirts of the city brings every part of the business together: from manufacturing and R&D to sales and customer support. Having our teams under one roof means feedback moves fast – from customer homes and retail showrooms, straight to our factory floor. It's an advantage that lets us move quickly, collaborate closely, and continuously improve.

Dunedin also gives us access to a highly skilled workforce and local suppliers who share our commitment to quality. And while our reach is global, with satellite offices and distribution hubs in Australia, North America, and Europe – this is where we choose to be.



escea.

Door
2

Door
3

Door
4

A global brand with local support.

From our home in New Zealand, Escea has grown into a global brand with a presence across Australasia, North America, and Europe. But while our reach is international, our approach remains local.

We've built a network of dedicated teams – on the ground in each region – to provide personalized support and insight. Whether it's sales, technical advice, or aftersales service, our people understand local needs, local homes, and local conditions. That means faster service, tailored solutions, and better outcomes for our partners and customers.



Peter Schoenfeld

USA Country Manager

Based in Florida, Peter brings over two decades of industry experience, local expertise, and personalized support to Escea's North American network. With a deep understanding of the market and a passion for helping customers find the right fireplace solution, Peter is your dedicated point of contact for all things Escea in the United States.

peters@escea.com

Electric Fireplaces

Advanced flame technology, industry-leading heat output, and complete installation freedom – Escea electric fireplaces capture the essence of traditional wood fire flames, with all the benefits of electric.

From high-definition holographic flames and handcrafted fuelbeds to glowing ember and spark effects, every detail is designed for unmatched realism. Flexible installation makes them ideal for apartments, renovations, new builds, or anywhere venting can't go.

Available in seamless inbuilt or bold freestanding models, the range is complemented by a collection of accessories to complete the look.





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FIRE BY **escea.**



SPECFLUE

Signature collection

March 2026 V1



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