



Nothing like a British Fire.





Welcome to British Fires

Something we are very proud to have received in 2026 is the King's Award for Enterprise in International Trade, one of the highest honors a British business can receive. That's how I found myself at St James's Palace, shaking hands with His Majesty King Charles III.

I'd been carefully briefed on etiquette: when to bow, how to address him and never to turn your back on the King. I can't confirm whether His Majesty has a British Fires at home, but castles are famously drafty, so we live in hope.

Royal handshakes aside, the award reflects what has driven us since Ivor Mitchell and Alan Pryke founded the business in 1983: a belief that quality, craftsmanship and good relationships come first. That's why our fireplaces feature real English oak logs, and why every detail is designed to bring you as close to a real fire as possible, without the smoke, soot or chopping.

Our growth across North America has been built on partners and homeowners who share that passion. I hope you enjoy our products, just as much as we enjoying designing them.

Warmly,



Michael Athay
Managing Director



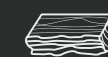


Black Edition

The Black Edition is the ultimate British Fires experience—designed for those who appreciate the finer things in life. Our premium offering combines cutting-edge technology with the nostalgic beauty of hand-crafted Deluxe real logs.

What sets the Black Edition apart from other electric fireplaces is the stunning piano black glass sitting quietly behind the Deluxe real logs. This sleek, reflection-dampening surface adds a sophisticated appeal and enhanced, contrasting, flame visuals that intensify the natural beauty of the New Forest fireplace.

Our combination of alluring Black Glass and genuine Deluxe Real Log fuel bed creates an exquisite focal point in any room. Add a stroke of luxury to your surroundings with the Black Edition.



Deluxe real logs



Black Glass



The New Forest,
United Kingdom

The making of...

Each Deluxe Real Log fuel bed is a testament to expert craftsmanship. Meticulously assembled by skilled log technicians to ensure a strikingly realistic and consistent British Fires style. Using authentic English oak logs, responsibly sourced from British forests, every set is individually pre-pared, shaped, and fixed into place to maintain the highest standards of quality and design.

Beginning by carefully selecting logs, each one is hand-cut and carefully crafted to create the perfect composition for your fireplace. To enhance the realism, our technicians scorch and char every log, replicating the natural effect of a wood-burning fire.

The result is a luxurious fireplace that blends steadfast ingenuity with the unmistakable warmth of real wood that remains flawless over time. Experience the brilliance of British Fires – where nature meets precision, and every log tells a story.



Hand selected deluxe
English oak logs



Installed in your home



Our Deluxe real logs

Take your fireplace to the next level with Deluxe Real Logs: a log set made from carefully selected, sustainably sourced English oak. Nothing captures the look of a real fire like real wood, so we use only the finest hardwood for unmatched authenticity.

English oak is prized for its distinctive grain, rich texture and exceptional durability. Every knot, bark texture and natural variation is unique, so each log set brings the beauty of nature into your home.

Pair Deluxe Real Logs with our award-winning flame effects for a mesmerizing glow you can enjoy all year round.

Air Curtain Technology®

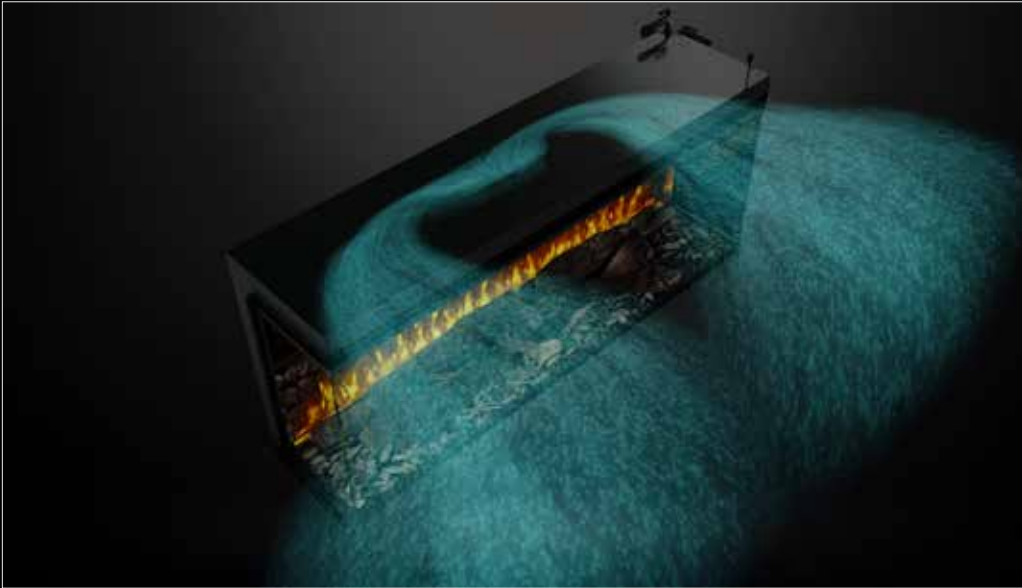
Patented Air Curtain Technology® is at the heart of our design and engineering. The process involves circulating cooler air in and widely dispersing warmed air back out to the room via the dual-outlet system. It is discreetly placed above the glass, allowing the fuel bed to be deeper and glass recess also slimmer.

ACT is protected by US Patent Number: 12196428

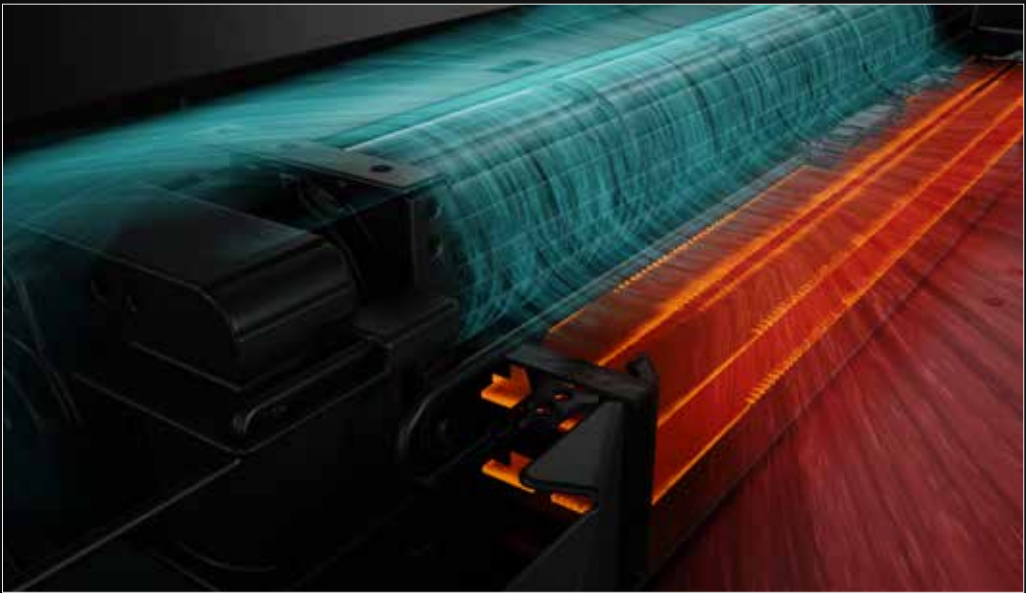
Canadian Patent Application Number: 3,078,189



Warmed air widely circulated



Cool air in



Dual vent



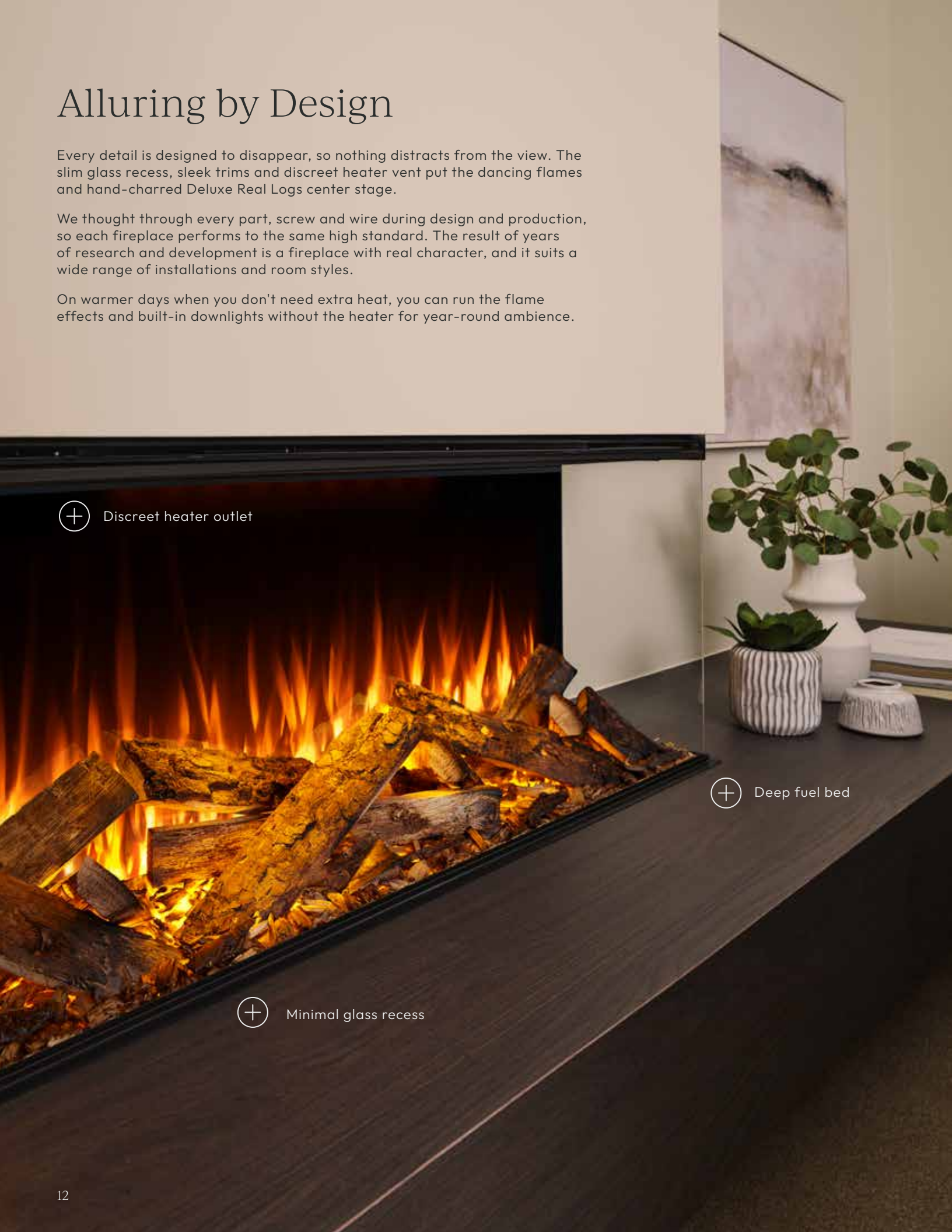
Discover

Alluring by Design

Every detail is designed to disappear, so nothing distracts from the view. The slim glass recess, sleek trims and discreet heater vent put the dancing flames and hand-charred Deluxe Real Logs center stage.

We thought through every part, screw and wire during design and production, so each fireplace performs to the same high standard. The result of years of research and development is a fireplace with real character, and it suits a wide range of installations and room styles.

On warmer days when you don't need extra heat, you can run the flame effects and built-in downlights without the heater for year-round ambience.



Our product features, options & extras

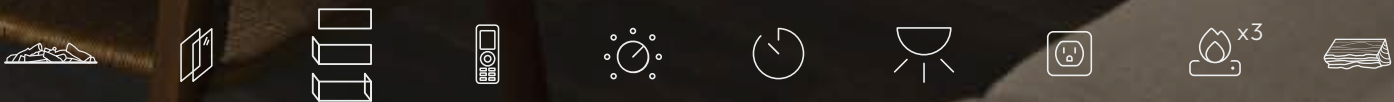
-  Deluxe real logs
-  Black Glass
-  Remote control
-  Electric fireplace
-  Full thermostatic control
-  Timer control options
-  Downlighting
-  x3 Three-pin plug included
-  x3 Three fuel bed colours (Orange, pink, blue)
-  x5 Five fuel bed colours (Orange, red & orange, red, blue, yellow)
-  One, two, or three-sided installation
-  Scattered log bed
-  Campfire log bed
-  Brightness control
-  Flame only setting, no heat
-  Textured paint finish
-  2 heat settings
-  Optional flue pipe

Before starting your project, please refer to the installation manual for further measurements. We recommend the fireplace is on site before starting the install.

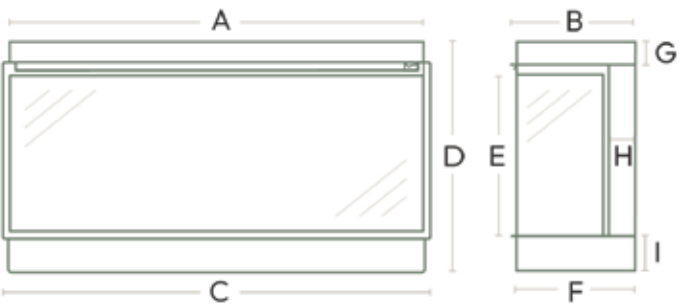
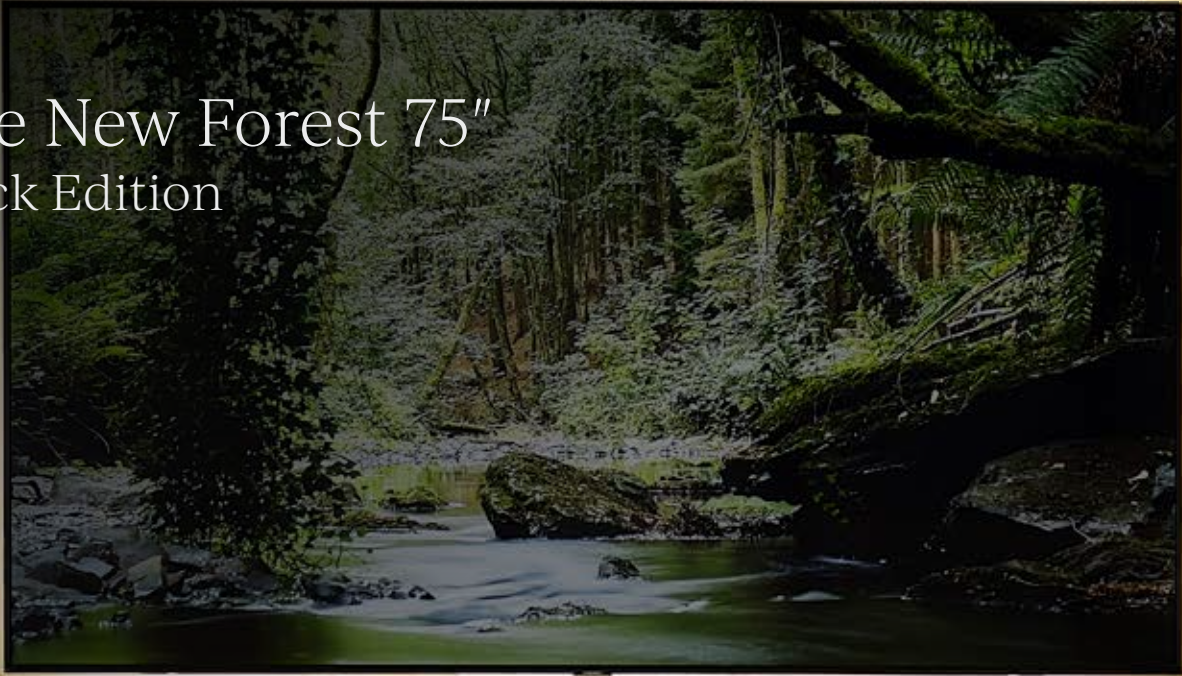
The New Forest 75"
Black Edition



Product features



The New Forest 75"
Black Edition



Tech specs

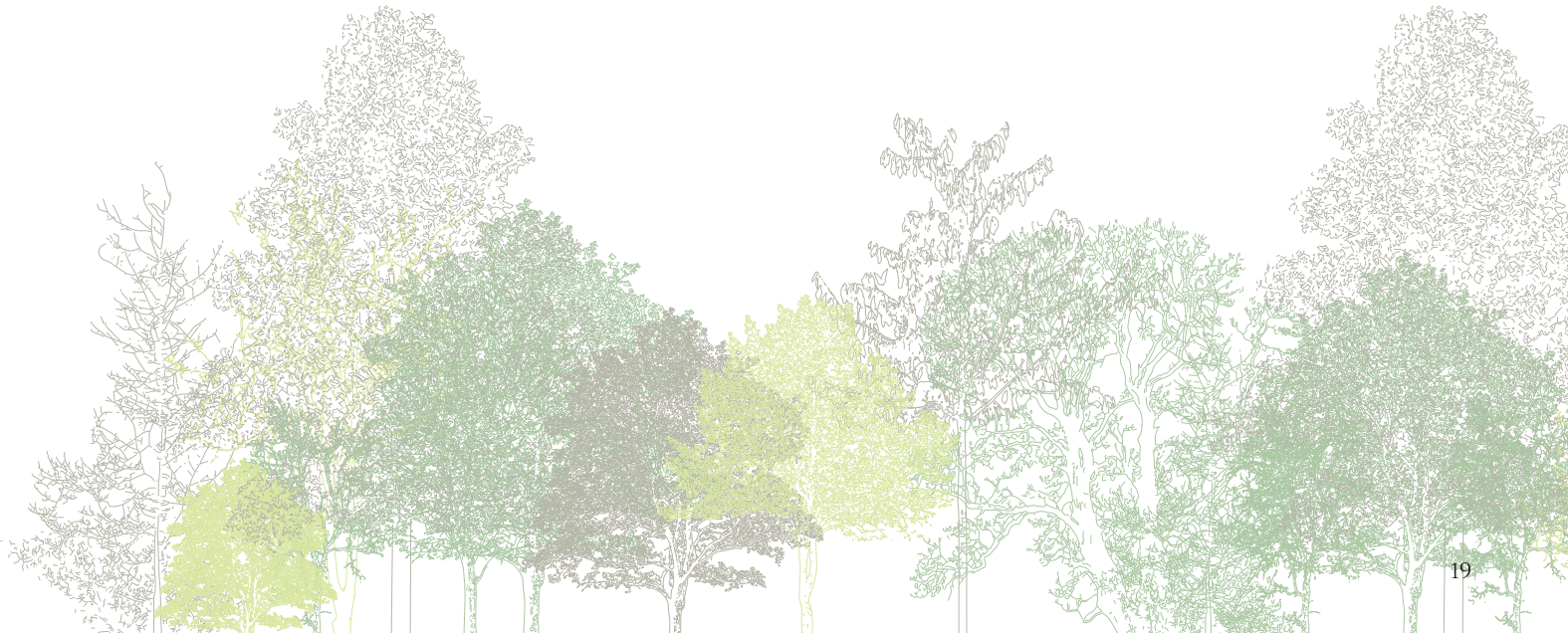
Lighting	LED
Supply voltage	120 V AC
Power	60 Hz
Install options	
Heat output	1500W / 5118BTU

Dimensions

A	1900.0 mm	74 ¾ in
B	311.0 mm	12 ¼ in
C	1925.0 mm	75 ¾ in
D	565.0 mm	22 ¼ in
E	424.0 mm	16 11/16 in
F	300.0 mm	11 4/5 in
G	55.5 mm	2 ¾ in
H	67.0 mm	2 5/8 in
I	83.5 mm	3 9/32 in



Black Edition
Featuring Scattered real
logs & Rear Dark Glass



The New Forest 63"
Black Edition



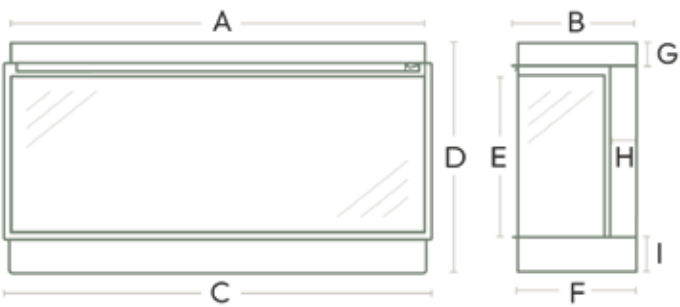
Product features

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The New Forest 63"

Black Edition

Black Edition
Featuring Deluxe real
logs & Rear Dark Glass

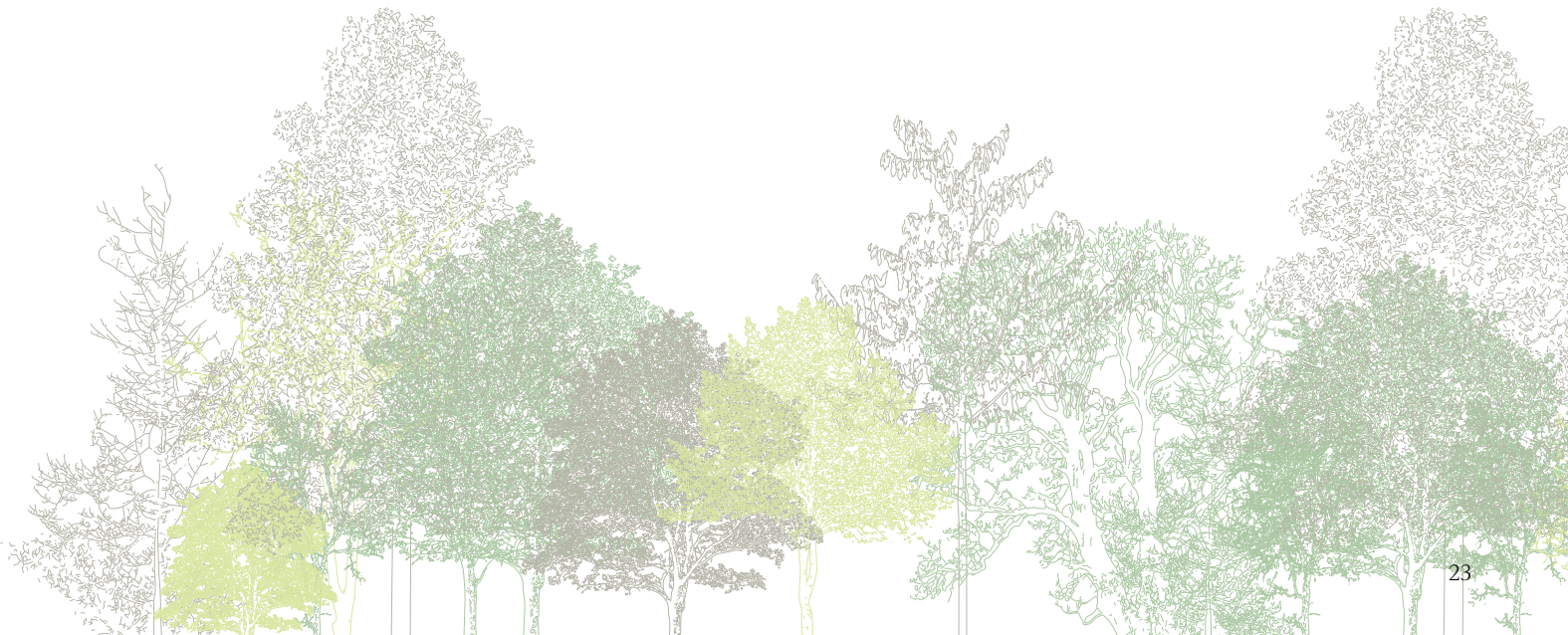


Tech specs

Lighting	LED
Supply voltage	120 V AC
Power	60 Hz
Install options	
Heat output	1500W / 5118BTU

Dimensions

A	1575.0 mm	62 in
B	311.0 mm	12 ¼ in
C	1600.0 mm	63 in
D	565.0 mm	22 ¼ in
E	424.0 mm	16 11⁄16 in
F	300.0 mm	11 4⁄5 in
G	55.5 mm	2 ¾ in
H	67.0 mm	2 5⁄8 in
I	83.5 mm	3 9⁄32 in



The New Forest 48"
Black Edition



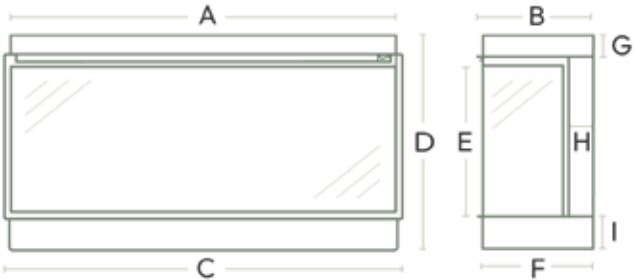
Product features

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The New Forest 48"

Black Edition

Black Edition
Featuring Deluxe real
logs & Rear Dark Glass

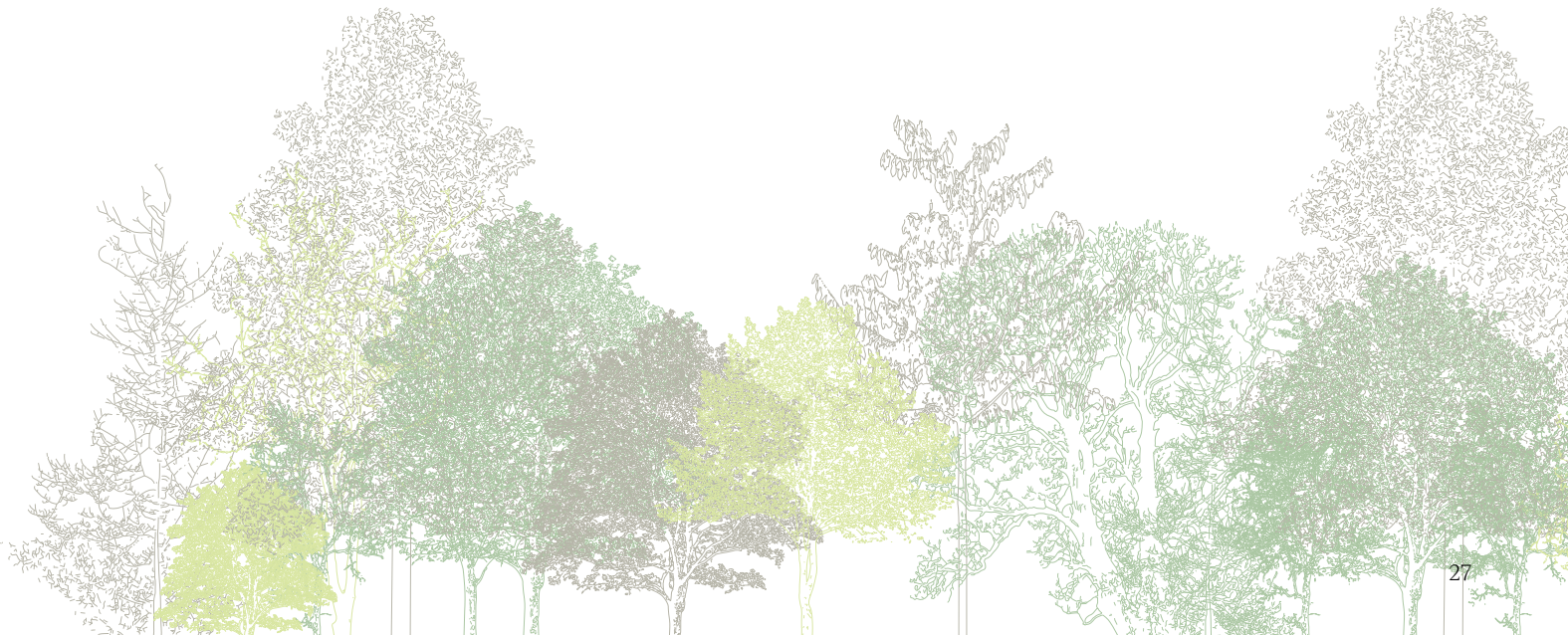


Tech specs

Lighting	LED
Supply voltage	120 V AC
Power	60 Hz
Install options	
Heat output	1500W / 5118BTU

Dimensions

A	1178.0 mm	46 1/4 in
B	311.0 mm	12 1/4 in
C	1200.0 mm	47 1/4 in
D	565.0 mm	22 1/4 in
E	424.0 mm	16 11/16 in
F	300.0 mm	11 4/5 in
G	55.5 mm	2 3/8 in
H	67.0 mm	2 5/8 in
I	83.5 mm	3 9/32 in



Install options

Each installation is completely unique, offering a custom touch to be your own. The New Forest lets you design with total freedom, tailoring the setup to your vision, taste, and requirements.

Whether you lean toward the sleek elegance of a one-sided design, the expansive openness of a three-sided look, or the cozy charm of a two-sided corner view, there's a perfect option to suit every style. The versatility and functional design make the installation process simple and seamless.

Regardless of where the fireplace is going to be set, in the family room as a centerpiece or, part of an immersive media wall, the New Forest will transform the surrounding atmosphere.

Sizes to suit all

48"



63"



75"



One sided



Two sided



Three sided

Thinking about a media wall?

+ What size fire do you need?

The best advice we can give here is to start with the TV size you have, then understand if you would like the fire to be 1, 2 or 3 sided. You will then start to piece together the media wall. For example, our New Forest 63" works great with a 55" or 63" TV, both two completely different looks.



+ Luxury electric fires

Perfect for media walls or as a striking focal point, every model in the New Forest range offers its own unique aesthetic, blending seamlessly into both contemporary and classic interiors.

+ It's in the detail

Add shelving or cupboards to make your media wall practical, then finish the look with beautiful touches like wood grain textures or subtle LED lighting to create a space that's both striking and inviting.

Media Wall Fireplaces

A media wall is more than just a feature, it's the heart of your living space. It brings your entertainment to life, sets the tone for every moment, and fills the room with atmosphere.

Why choose a New Forest inset electric fire for your media wall?

- More focus on realism
- Each fire can be 1, 2 or 3 sided
- 1.5kw heater, take that chill off the room
- Our sizes are designed to complement TV sizes

Beyond the home...

Bring the magic to the masses. A warm and inviting centrepiece, a place to gather and tell stories, where memories are made with a comforting and familiar ambiance.

A feast for the eyes and food for the soul.





New Forest 48 with Deluxe Logs, perfectly inset into this bespoke cabinetry media suite, where premium materials work in harmony.



Commercial projects
that make you feel at home

Ashlett Insert 36"
Black Edition



Product features



Ashlett Insert 36"

Black Edition

Black Edition
Featuring Deluxe real
logs & Rear Dark Glass



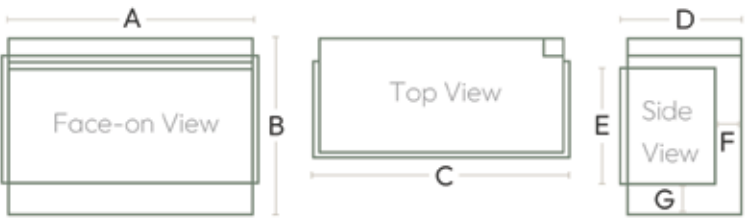
Tech specs

Lighting	LED
Supply voltage	120 AC
Power	60 Hz
Install options	
Heat output	1500W / 5118BTU

Dimensions

A	922.0 mm	36 1/3 in
B	696.0 mm	27 2/3 in
C	947.0 mm	37 1/4 in
D	301.0 mm	11 4/5 in
E	568.2 mm	22 1/16 in
F	83.0 mm	3 1/4 in
G	90.0 mm	3 1/2 in

See frame dimensions on page 53



Ashlett Insert 30"
Black Edition



Product features



Ashlett Insert 30"

Black Edition



Black Edition
Featuring Deluxe real logs & Rear Dark Glass

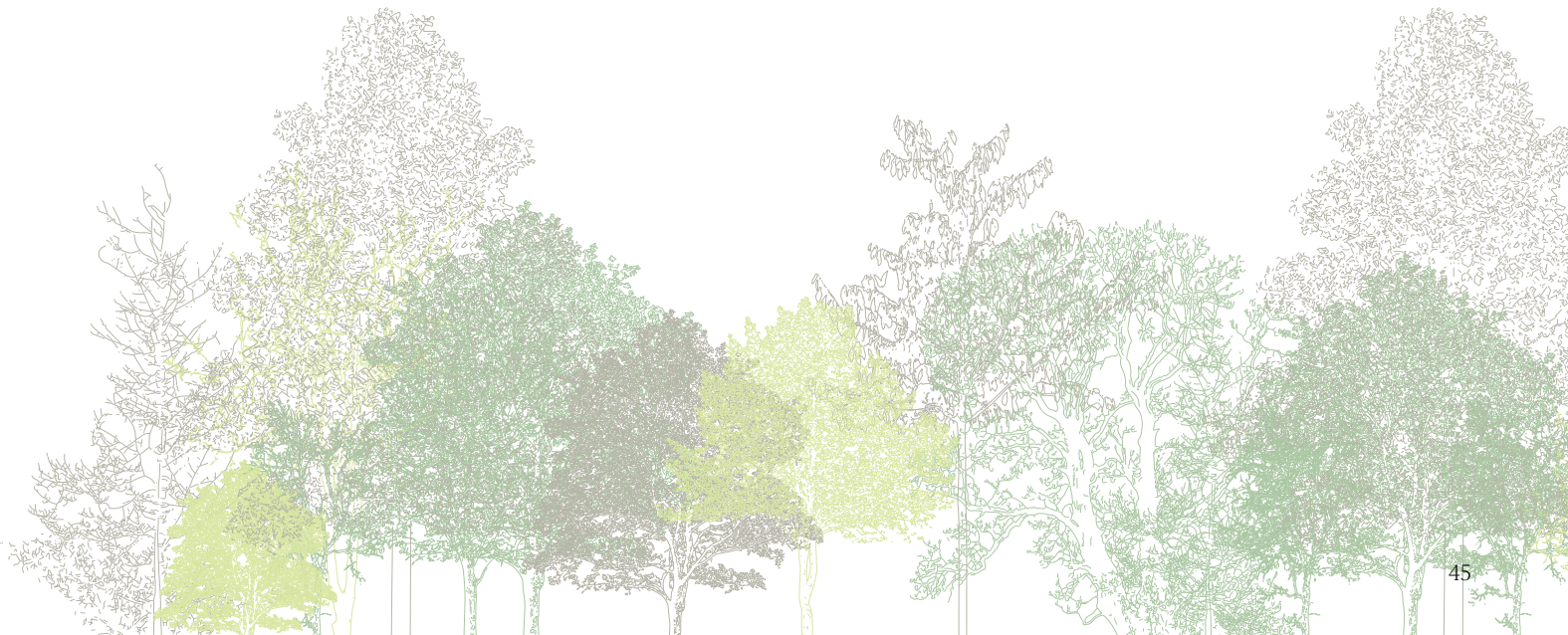
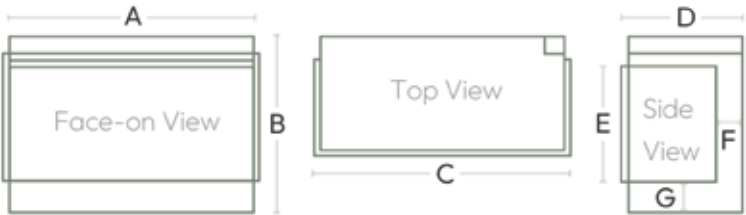
Tech specs

Lighting	LED
Supply voltage	120 AC
Power	60 Hz
Install options	  
Heat output	1500W / 5118BTU

Dimensions

A	762.0 mm	30 in
B	576.0 mm	22 ¾ in
C	787.0 mm	31 in
D	301.0 mm	11 ⅞ in
E	448.2 mm	17 ⅞ in
F	83.0 mm	3 ¼ in
G	90.0 mm	3 ½ in

See frame dimensions on page 53





Ashlett Insert 26"
Black Edition

Product features

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-  x5
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Ashlett Insert 26"

Black Edition



Black Edition

Featuring Deluxe real logs & Rear Dark Glass

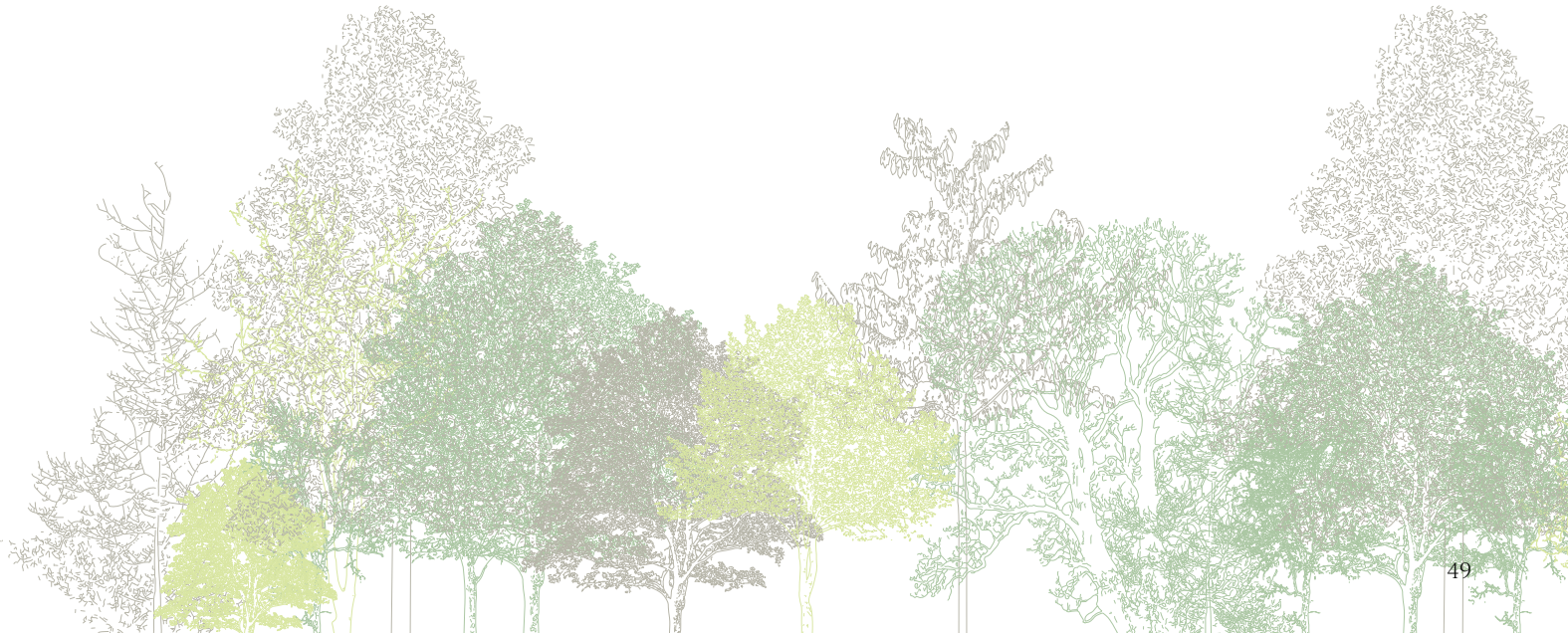
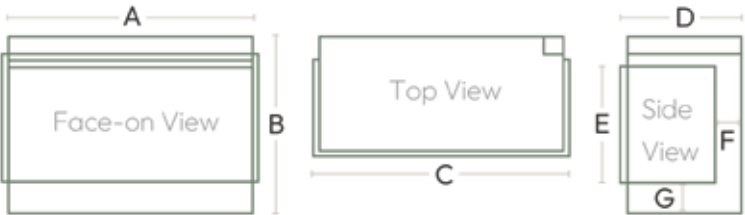
Tech specs

Lighting	LED
Supply voltage	120 AC
Power	60 Hz
Install options	
Heat output	1500W / 5118BTU

Dimensions

A	652.0 mm	25 2/3 in
B	491.0 mm	19 1/3 in
C	677.0 mm	26 5/8 in
D	301.0 mm	11 4/5 in
E	363.0 mm	14 1/8 in
F	83.0 mm	3 1/4 in
G	90.0 mm	3 1/2 in

See frame dimensions on page 53





Remote control (+)

LED flame technology (+)

Contemporary design
with thick 0.11" frame (+)

Deep and rich ember-bed colors (+)

Install options

The Ashlett range is our most versatile fireplace, with options of one, two or three sided installation for maximum versatility.

Each option has a beautifully structured frame which can be paired with the fire, or simply go frameless for a sleek built in look.



Two sided - your choice of left or right angled frame, beautifully wraps around corners creating a visual masterpiece from multiple approaches.



Built-in - The clean aesthetic creates a borderless synergy that exudes confidence and harmony.



One sided with frame - Suitable to be installed into a fireplace. Choose to have the fire with or without a 0.11" thick frame.

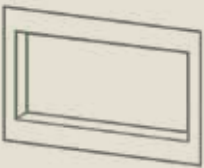


Three Sided - Choose between 0.11" thick frame or the fireplace on its own.

Frame styles

The frames are optional on all Ashlett models and available for all installation options - 1, 2 or 3 sided.

Using thick 0.11" steel, the quality is noticeable on these frames. Not only do they look great, but they help with covering any rough edges of the wall or fireplace.



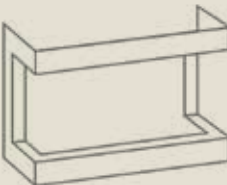
One-sided



Two-sided (Left)



Two-sided (Right)



Three-sided

Optional frames

One-sided		
26"	H 543 x W 751 x D 3 mm	H 21 3/8 x W 29 9/16 x D 1/8 in
30"	H 628 x W 861 x D 3 mm	H 24 3/4 x W 33 7/8 x D 1/8 in
36"	H 748 x W 1021 x D 3 mm	H 29 7/16 x W 40 3/16 x D 1/8 in
Two-sided		
26"	H 547 x W 799 x D 343 mm	H 21 9/16 x W 31 7/16 x D 13 1/2 in
30"	H 632 x W 909 x D 343 mm	H 24 7/8 x W 35 13/16 x D 13 1/2 in
36"	H 752 x W 1069 x D 343 mm	H 29 5/8 x W 42 1/16 x D 13 1/2 in
Three-sided		
26"	H 547 x W 758 x D 343 mm	H 21 9/16 x W 29 13/16 x D 13 1/2 in
30"	H 632 x W 868 x D 343 mm	H 24 7/8 x W 34 3/16 x D 13 1/2 in
36"	H 752 x W 1028 x D 343 mm	H 29 5/8 x W 40 1/2 x D 13 1/2 in

Bramshaw Electric stove



Product features





It's all in the detail

Designed as a seamless extension for the Bramshaw, this authentic nook provides a place for real logs to rest, creating harmony with the fire above.

Because we only use real logs in our fires, the log box creates a natural synergy which extends beyond the stove and into your home.



Panoramic design (+)

Rich ember colors (+)

Hexo Heater Design (+)

(+) Flame speed

(+) Real Log Fuelbed

(+) Ember option,
Fuelbed only setting

Bramshaw Electric stove

Flue Pipe

The decorative pipe, in heavy duty steel, is a nice touch to get the complete look of a real wood burning stove.

With no heat or extraction to worry about, this effortless addition complements an already timeless design.

Tech specs

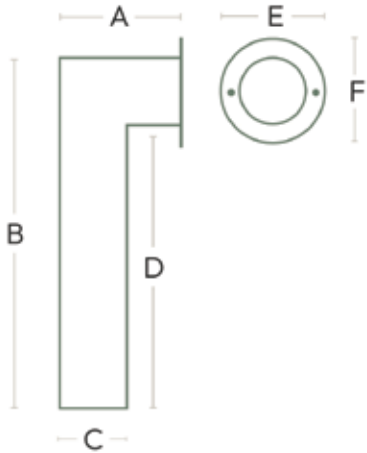
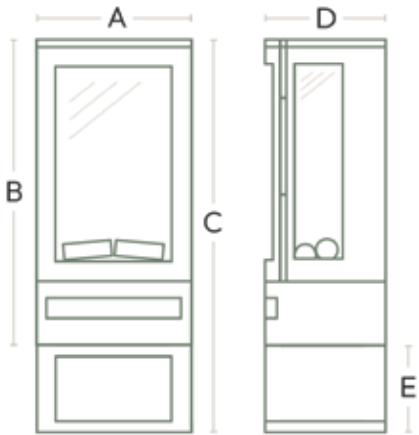
Lighting	LED
Supply voltage	120 V AC
Power	60 Hz
Install options	Free standing
Heat output	1500W / 5118BTU

Product dimensions

A	400.0 mm	15 ¾ in
B	788.0 mm	31 in
C	1013.0 mm	40 ⅞ in
D	312.0 mm	12 ¼ in
E	255.0 mm	8 ⅞ in

Flue pipe

A	253.0 mm	10 in
B	695.0 mm	12 ¼ in
C	152.0 mm	47 ¼ in
D	543.0 mm	22 ¼ in
E & F	200.0 mm	7 ⅞ in



2-Year Limited Parts Warranty

2-year limited parts warranty – At British Fires we pride ourselves on quality and performance, so much so, that each British Fires electric product is applicable for a 2-year warranty when purchased from an authorized dealer. Full terms and conditions are available to view at www.britishfires.com/us. All appliances must be installed in a correctly ventilated space in accordance with the manufacturer’s installation instructions and the rules in force.

This brochure is for guidance only and is not intended to replace the installation manual, which provides more detailed information.

US Patent No: 121196428

CA Patent Application No: 3,078,189

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