

Why Choose **ISO**KERN



“Talent is a Flame,
Genius is a Fire.”

~ Bernard Williams

We know that choosing the appropriate fireplace for your building project is one of the most important decisions you will make when embarking on a capital plan. That's why we hope you'll choose Isokern over our competitors.

Why is that you ask? Well, the proof is in the pumice.

In their brand comparison E-book, Firerock claims to use pumice mixed with 'other materials' to achieve strength and durability, but we know that's just not right.

According to aboutpumice.com, when blocks are made with lightweight pumice aggregate, sufficient compressive strength is retained as the weight goes down. At the same time, thermal conductivity goes down, all because of the natural structure of pumice. Pumice aggregate also provides up to 4x the insulation value of standard aggregates or a standard concrete mix, is freeze-and-thaw cycle resistant, and eliminates or reduces moisture condensation on structure walls and ceilings. If that's the case then we'd hate to see how their blocks would perform mixed with other materials!

When it comes to your fireplace, choose the company that makes fire better, since 1989.

Trust the Original.

Trust Isokern.

ISOKERN
Fireplaces & Chimneys

FIREROCK
BUILDING MATERIALS

IHP
INNOVATIVE HEARTH PRODUCTS



Understanding the Difference:

Isokern components are made with a clean, highly refractive pumice aggregate mixture, guaranteed to produce a unique and stunning fireplace that is clearly above the competition. Review the chart below.

THE FACTS	ISOKERN	FIREROCK	METAL BOX
Lifetime Warranty	✓		
Owned & Manufactured in the USA	✓	✓	
Over 80 Years of experience	✓		
Perfected method of molding	✓		
Quality Controlled Manufacturing Plant	✓		
High Altitude Icelandic Volcanic Pumice (Stable)	✓		
High Concrete Content (Higher Breakage)		✓	
Proportionate Engineering (Flue Size to Firebox Ratio)	✓		
Architectural Support	✓		
Consistent Ownership	✓		
Original Design	✓		
Outdoor Only			
TESTED & LISTED			
UL127	✓	✓	✓
UL103HT	✓		
ULC S610	✓		
ANSI Z223.1	✓		
ANSI Z21.50	✓		✓
Multi-story/Multi-Family Systems	✓		
EPA Voluntary Wood Burning Fireplace Program	✓		
Qualified Phase 2	✓		
Cost Savings			
Materials	✓	✓	✓
Installation/Labor	✓		✓