

### Outdoor Living Trend Dovetails with Heaters

New portable heaters are expanding the calendar for when outdoor socializing can comfortably take place.

Pinnacle Climate Technologies has developed a new portable heater, the Heat Hog, for hunting, fishing, and camping enthusiasts or anyone wanting to be more comfortable while undertaking outdoor projects in cold weather, says Bruce Stephan, director of marketing.

“Heat Hog is representative of the innovation we are bringing to a category that has been largely stagnant for decades,” Stephan says. “We also recently launched a line of battery-capable kerosene and propane forced heaters under the Master and Remington brands.”

Mr. Heater HERO cordless heaters, from Enerco, are powered by propane and a 12-volt lead acid battery for eight hours of forced air heat on a five-hour charge.

Magnum fan-forced construction heaters, from ProCom Heating, feature a stainless-steel element to provide constant, steady warmth. The heaters are

manufactured from sturdy steel for durability, and an automatic shut-off prevents overheating. Models range in BTU from 80,000 up to 220,000.

### Responsiveness Guides Heater Development

Suppliers are reacting to market demand with quieter, easy-to-adjust models.

Mr. Heater HERO heaters are equipped with Quiet Burner Technology, which makes their operation 50% quieter than standard propane heaters. Jobsite-ready dual-powder-coated tubular steel handles, pneumatic rubber tires, and a split upper shell are designed for easy maintenance and to help provide users with a long operational life.

In developing its Heat Hog brand, Pinnacle thoroughly researched users’ pain points and then developed, patented, and launched three major improvements to the category.

“First, users can adjust the heat and direct it to where they need it most thanks to Heat Hog’s easy tiltable design,” Stephan says. “Second, Heat Hog’s dock

keeps cylinders warm, providing a longer run-time and allowing users to use virtually all the LP fuel, even in frigid weather. Finally, curved plaque technology provides a 33° wider heating area than a standard portable propane heater.”

To date, Stephan says, “these three features have garnered positive feedback from the market.”

For its battery-capable heaters, Stephan says that customers with leading-brand 18-volt batteries will be able to use those devices in Pinnacle’s heaters right out of the box.

Many other battery brands can be used with Pinnacle heaters and a connector.

ProCom’s Magnum brand Kerosene Forced Air Heater features an on-board diagnostic center including an LED control board with temperature display and provides nine hours of run time on a full 5.5 gallon tank, the company says. Five heat settings are available and units can heat spaces up to 5,200 sf. The unit provides instant heat, as there is no startup time required, and heavy-duty steel handles and an outdoor/weatherproof auxiliary outlet aid in providing long-term operation and durability.

### Future to Reflect Innovation, Line Extensions

Going forward, suppliers will focus on product development and supply.

Innovative technology and unmatched quality and service remain the focus for Enerco’s Mr. Heater, the company says.

ProCom will continue to leverage its Brea, CA, and Bowling Green, KY, locations to address changing dynamics in global manufacturing, the company says. The facilities enable it to maintain a competitive cost advantage, whether producing domestically or overseas.

Pinnacle is working to expand its Heat Hog family of portable heaters.

“That will enable us to provide a wider variety of solutions in the hunting, fishing, and camping space,” Stephan says, “and allow us to reach anyone else who needs portable heat and wants to be more comfortable outdoors.”

### Packaging, Online Marketing, Support Aid Dealer Sales Efforts

Attention-grabbing packaging and compelling branding are among the ways suppliers are injecting excitement into their heaters. Online marketing can be an effective way to reach specific target markets, and easy-to-access domestic support is instilling user confidence.

Heat Hog’s branding was developed to reflect a friendly, fun lifestyle brand, and its packaging is impactful and compelling at retail, says Bruce Stephan, director of marketing at Pinnacle Climate Technologies.

“The first thing that pops out is that we have a pig with rocket on its back, which is uncommon for the category,” Stephan says. “Rocket Pig, we hope, will become instantly recognizable in the retail space where these products are sold. The look is as unique as its product innovation.”

“Heat Hog packaging is designed to stand out at retail and serve as a powerful silent salesman by emphasizing key features and benefits for the discerning buyer,” Stephan adds. “To date, our products have been extremely well-received by leading national retailers and their customers.”

A blog and podcast on the Mr. Heater website keeps potential users connected to the outdoor cultures, including ice fishing, where portable heaters might be used.

ProCom Heating’s customer service department and in-house technical assistance in its Bowling Green, KY, call center enhance consumer confidence, the company says, adding that the close proximity to its engineering staff makes the call center better qualified to answer users’ questions and minimizes turnaround for problem resolution.

# Introducing Heat Hog Innovation in portable heating



18,000 BTU



9,000 BTU

Don't get left out in the cold this season!



ADJUSTABLE HEAT ANGLE



CURVED PLAQUE TECHNOLOGY



TANK HEATING DOCK

These new features and benefits have been extremely well received by outdoor enthusiasts. Heat Hog™ is driving increased foot traffic, revenue and profits at the register.

For more information, please contact Chris Makinen, VP of Sales at 612.500.8877 or [cmakinen@pinnacleclimate.com](mailto:cmakinen@pinnacleclimate.com).



HeatHog.com

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