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## WoodPellets.com Launches Innovative Wood Pellet Stove Finder

Salt Lake City, UT, March 1, 2011 - WoodPellets.com, the renewable energy industry's leading distributor of wood pellet fuel, launched an innovative research tool for consumers to educate themselves before purchasing a wood or wood pellet heating system.

"Consumers are looking for renewable, affordable heat," says WoodPellets.com VP of Sales Scott Weldon. "They're looking to get off oil. Wood and [wood pellets](#) – these are perfect options. Our [Stove Finder](#) makes it easy for them – we're putting a tool in their hands to find the right stove for them, and find a local, reputable stove dealer."

The Stove Finder is designed to work collaboratively with industry manufacturers and hearth shops. By leveraging WoodPellets.com's website traffic and marketing expertise, local businesses, which often have limited marketing budgets, are able to dramatically increase their visibility and outreach to consumers, and thus increase their sales.

Before being directed to a local dealer, consumers can research products by manufacturer, fuel source, and appliance type, and compare stoves, fireplace inserts, furnaces, and boilers side-by-side. In this way, consumers can find the perfect stove according to design, efficiency rating, size, and options.

The Stove Finder offers complimentary listings for manufacturers and dealers, which include contact information and product details and options. Bill Boulton, President of Jamestown Pellet Stoves, says he's looking forward to the benefits he'll reap from the Stove Finder. "There's nothing like free advertising on a nationally recognized portal." WoodPellets.com has also developed extensive sales packages for manufacturers and dealers to customize and improve their listings.

For small, local hearth shops, the benefits are even more evident. John Tarquinio, owner of Fireside Supply in Hebron, CT, says the benefits to participating in the Stove Finder are immeasurable. "WoodPellets.com has had more than a million people visit them. To be able to tap into that and have some of those customers directed to my shop – that's a big deal."

Weldon says that the beta version of the Stove Finder, launched at the hearth industry's largest trade show, the HPBExpo, will be followed quickly by the Pellet Finder and a series of advertising options. "We're rolling out a whole tool kit for consumers and for our industry partners. This is going to be huge."

### **About WoodPellets.com**

[WoodPellets.com](#) offers convenient home delivery direct to customers' doorsteps. Renowned throughout the industry for delivering world-class customer service along with the highest quality fuel, the company is committed to making clean, green heat available and affordable to the public.

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