

FOR IMMEDIATE RELEASE

## WoodPellets.com Stove Finder Provides Innovative Tool for Converting to Renewable Energy

Goffstown, NH – At last week’s Heating the Northeast with Renewable Biomass conference in Manchester, NH, WoodPellets.com officially opened its new Stove Finder to the public. The innovative research tool allows consumers to compare [pellet stoves](#) or [wood stoves](#) across brands and models by characteristics like efficiency, size, and aesthetics to find the right heating system for their home.

“The most impressive thing about the Stove Finder,” says marketing director Gretchen Saegh, “is the independence it gives consumers. They’re now able to empower themselves with research, and educate themselves on the benefits of heating with wood pellets.” Saegh describes how the typical consumer can save nearly \$900 annually by replacing the majority of his oil consumption with high-efficiency wood pellet heat.

Saegh says WoodPellets.com was fielding a significant volume of inquiries from consumers looking for advice on how and why to switch to wood heat. The company recognized that a vital aspect to growing the biomass thermal industry is education, and fostering a culture of well-informed consumers armed with accurate, germane information. Similar to online research sites in the car industry that have helped consumers educate themselves before making a purchase at a dealership, the Stove Finder is designed to simplify the research process. It provides one comprehensive resource to compare products from multiple manufacturers and to find a local sales and installation professional to install and service the system.

The launch of the Stove Finder comes in conjunction with a major overhaul of the WoodPellets.com Dealer Finder. Hearth professionals have a variety of listing options to choose from, but Saegh says that the major goal is provide a comprehensive directory for consumers.

“While our pellet experts are available, of course, to answer any questions about fuel and cost savings, we’ve also designed the Stove Finder to directly connect consumers with a local hearth dealer, an expert in installation and maintenance for that particular system,” says Saegh.

Jon Strimling, president of WoodPellets.com, says the company aims to grow the biomass thermal industry with the Stove Finder tool. “We’re also working on a third category, in addition to pellet stoves and wood stoves. We’re very excited to provide access to wood and [wood pellet furnaces](#) and boilers – biomass central heating systems – which is down the pike coming very soon.”

### CONTACT

Audrey Brecknock Bourque, 603-263-2951

[abourque@woodpellets.com](mailto:abourque@woodpellets.com)