



HOME OF ELECTRIC FIRES



Proflame®
DEPENDABLE EFFICIENT HEATING

PREMIUM ELECTRIC FIRES 2025



WELCOME TO FLAVEL



At Flavel we understand the importance of a stylish, warm and relaxing living environment. That's why we've developed this collection of innovative electric fires to complement your home.

This brochure has been designed to make the purchase of your new electric fire as simple as possible. I hope you find it both informative and inspiring.

Michael Dwyer

PROFLAME® ELECTRIC FIRES

Beautifully crafted 3-sided smart fires, classically styled hearth inset models, and contemporary designed wall fires, enjoy these fantastic heating appliances in any room in your home simply by plugging into the nearest mains socket. Learn more about the benefits of owning a Proflame electric fire, please take a few moments to look through our Features and Functionality section.



PEACE OF MIND

We believe our success stems from a combination of innovative design, investment in technology and the highest quality manufacturing standards. To reflect our belief in their quality and durability, Flavel electric fires carry a 3 year warranty, subject to terms and conditions.





All the warmth, comfort, and style to be expected from high performance electric fires.

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SMART INNOVATION

Proflame delivers an exciting new generation of electric fires featuring automatic and interactive controllability. Our smart app captures the full control capability of our advanced handset and places it into your smart phone or tablet, providing a user-friendly interactive experience. From thermostatic programmable heating to spectacular colourful fire displays, smart functionality is built-in just a touch away.



CONNECT

Get connected with our feature-rich, simple to operate smart app. Control your fire from your smart phone or tablet with full handset functionality. Available to download on the App Store, or get in on Google Play!



Voice smart technology allows you to activate your fire using Amazon Alexa and Google Assistant.



COLOUR

Cycle through a variety of pre-set colors, with the option to individually customise colours on flames, logs, and ember bed. Strategically placed LED lights above, below, and behind the fuel bed create a mesmerizing illusion, delivering the most natural, or radically colourful fireside experience.



DUAL FLAME

Natural flame tones meets electric blue intensity. Display one, or both, for a captivating visual.



Colour control operated via handset and smart app.



CONTROL

Effortlessly control your comfort with our user-friendly app. Thermostatically set your room temperature to create personalised comfort zones, optimising energy efficiency while maintaining your preferred heating level.

With our flexible timer, you can create a personalised heating schedule that perfectly matches your daily routine, maximising comfort and minimising energy waste.

Every fire in our range has an 'Eco Flame' setting. Unlike gas or solid fuel fires, this allows you to enjoy the atmospheric flames during the summer months when it is too warm to turn on the heat.



Scan the QR code to download our smart app.



ADVANCED FEATURES

Proflame offers a perfect blend of natural fire aesthetics and Innovative technology. Experience simple temperature control with our thermostatic heating system. Program your comfort level with our flexible daily timer, or choose instant heat when you need it most. With Proflame you can enjoy captivating flame effects even when no heat is required. Take control with our user-friendly handset, colour cycle our presets, adjust the flame speed, dim the lights and... relax!


Our system integrates high quality, low power consumption LEDs, providing natural flame brightness and colour saturation, while maintaining energy efficiency.





Relax, you're home with **FLAVEL**


FUNCTIONALITY


Experience comfort and convenience with seamless functionality, designed to simplify your life and exceed your expectations.


- 


THERMOSTATIC
Pre-set heat level for temperature control.
- 


LED EFFICIENT
Energy saving low power consumption LED bulbs.
- 

COLOUR SMART
Colour cycle with multiple presets on flames, logs, and ember bed.
- 

DUAL FLAME
Natural colour flames intertwined with striking flares of electric blue.
- 

PROG TIMER
Programmable daily timer + hourly on/off control.
- 

ECO FLAME
Flames only mode, even when heat is off.
- 

FLAME SPEED
Sharp and fast or smooth and slow. Adjustable speeds to find your perfect flow.
- 

QUIET FANS
Minimal operational noise levels when heating.



Energy Rated Product Compliance



Conformity Assessed and Certified UK & EU

TRANSFORMING SPACES

3-SIDED
Transform your home with the breathtaking beauty of a Flavel Proflame fire. Our 3-sided fires come in a range of sizes: 1000/1250/1600 each supplied with convenient side blanking panels for customisable installation options.

- FLEXIBLE STYLING**
3-sided glass fire.
2-sided corner glass (left or right).
1-sided front glass wall inset.

IGNITE YOUR VISION
Our diverse range of products allows you to create unique and breathtaking spaces throughout your home, while providing warm and functional living areas.

VISIT A SHOWROOM
Our experienced retailers offer a comprehensive service, including in-home consultations, to provide expert advice, explore visual concepts, and discuss your unique installation possibilities



Proflame®1600 3-sided glass installation.



Proflame®1250 2-sided corner glass installation.

UNIQUE SPACES
Create unique spaces throughout your home, while providing warm and functional living areas.

FIRE & TV SIZE
Finding the balance between fire and TV size can be a challenge when designing your wall space. Today, large TVs often grace the space above the fireplace.

Our size guide helps you achieve that balance by recommending a slightly wider fireplace, creating a visually appealing and harmonious look for your room.

Fire size	TV Diagonal	TV Width
Millimetres	Inches	Millimetres
1000	(40)	900
1250	(55)	1228
1600	(65)	1455



Proflame®1000 1-sided front glass installation.



1600

3-sided glass installation



Video

SPECIFICATION	
Fire Dimensions: mm	H 600 x W 1607 x D 300
Visible Dimensions: mm	H 360 x W 1600 x D 175
Heat Output	0.9kW – 1.8kW
Model Number	FPFL16RE

Proflame® 1600

Built-in Smart Fire

Enjoy the beauty of natural oak, with each log showcasing its own unique character through textured bark, grain, and knots. Also our flame-charring details adds a touch of authentic burning.

FEATURES

- 3 Sided Glass
- Discreet heating system
- Remote + manual control
- 16 pre-set + custom colours
- Natural oak logs
- Bark chippings
- Energy saving LED's
- App controllable. iOS & Android
- Amazon Alexa and Google Assistant compatible
- Side blanking for 2 & 1 sided installations



SMART APP
Feature-rich and simple to operate. Control your fire from your smart phone or tablet with full handset functionality.





2-sided corner glass installation

SPECIFICATION	
Fire Dimesions: mm	H 600 x W 1257 x D 300
Viewing Dimensions: mm	H 360 x W 1250 x D 175
Heat Output	0.9kW – 1.8kW
Model Number	FPFL12RE



Video

Proflame® 1250

Built-in Smart Fire

Experience the perfect blend of warmth and elegance. Our fires feature discreet heating airflow. Hidden fans gently circulate heat, ensuring consistent comfort throughout your room, without compromising the stunning visual appeal of the realistic flames. Design, beautifully integrated.

FEATURES

- 3 Sided Glass
- Discreet heating system
- Remote + manual control
- 16 pre-set + custom colours
- Natural oak logs
- Bark chippings
- Energy saving LED's
- App controllable. iOS & Android
- Amazon Alexa and Google Assistant compatible
- Side blanking for 2 & 1 sided installations



SMART APP

Feature-rich and simple to operate. Control your fire from your smart phone or tablet with full handset functionality.





1-sided glass installation



Video

SPECIFICATION	
Fire Dimesions:mm	H 600 x W 1007 x D 300
Viewing Dimensions: mm	H 360 x W 1000 x D 175
Heat Output	0.9kW – 1.8kW
Model Number	FPFL10RE

Proflame® 1000

Built-in Smart Fire

Cycle through a variety of pre-set colors, with the option to individually customise colours on flames, logs, and ember bed.

FEATURES

- 3 Sided Glass
- Discreet heating system
- Remote + manual control
- 16 pre-set + custom colours
- Natural oak logs
- Bark chippings
- Energy saving LED's
- App controllable. iOS & Android
- Amazon Alexa and Google Assistant compatible
- Side blanking for 2 & 1 sided installations



SMART APP
Feature-rich and simple to operate. Control your fire from your smart phone or tablet with full handset functionality.





SPECIFICATION	
Fire Dimensions: mm	H 759 x W 670 x D 182
Viewing Dimensions: mm	H 544 x W 544 x D 150
Heat Output	0.9kW – 1.8kW
Model Number	FPFL6XRE



Video

Proflame® Asencio

Wall Inset Smart Fire

Asencio features incredibly realistic woodland ceramic logs. These logs showcase natural color tones, rustic bark textures, and hand-painted burnt charring details.

FEATURES

- Glass fronted fire
- Discreet heating system
- Remote + manual control
- 16 pre-set + custom colours
- Woodland effect logs
- Ash effect embers
- Energy saving LED's
- App controllable. iOS & Android
- Amazon Alexa and Google Assistant compatible



SMART APP

Feature-rich and simple to operate. Control your fire from your smart phone or tablet with full handset functionality.





SPECIFICATION	
Fire Dimensions: mm	H 759 x W 670 x D 182
Fascia Dimensions: mm	H 762 x W 762 x D 20
Heat Output	0.9kW – 1.8kW
Model Number	FPFL6XRE665



Video

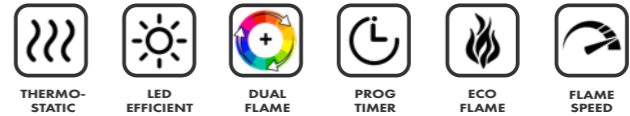
Proflame® Asencio Noir

Wall Inset Smart Fire

The Asencio with Noir fascia, featuring a smooth matte black finish, adds a touch of understated modern elegance to any room.

FEATURES

- Glass fronted fire
- Discreet heating system
- Remote + manual control
- 16 pre-set + custom colours
- Woodland effect logs
- Ash effect embers
- Energy saving LED's
- App controllable. iOS & Android
- Amazon Alexa and Google Assistant compatible



SMART APP
Feature-rich and simple to operate. Control your fire from your smart phone or tablet with full handset functionality.





SPECIFICATION	
Fire Dimensions: mm	H 645 x W 643 x D 182
Viewing Dimensions: mm	H 420 x W 537 x D 150
Heat Output	0.9kW – 1.8kW
Model Number	FPFL60RE



Video

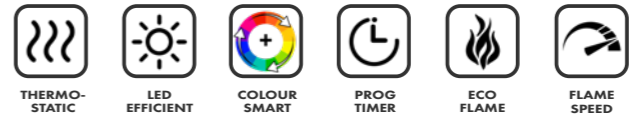
Proflame® Celena

Wall Inset Smart Fire

Celena is a glass fronted electric fire, that creates a minimalistic feature fireplace. Enjoy natural fire tones, or, unleash your inner artist with a burst of colourful flames.

FEATURES

- Glass fronted fire
- Discreet heating system
- Remote + manual control
- 16 pre-set + custom colours
- Woodland effect logs
- Ash effect embers
- Energy saving LED's
- App controllable. iOS & Android
- Amazon Alexa and Google Assistant compatible



SMART APP

Feature-rich and simple to operate. Control your fire from your smart phone or tablet with full handset functionality.





SPECIFICATION

Fire Dimensions: mm	H 645 x W 643 x D 182
Fascia Dimensions: mm	H 641 x W 762 x D 16
Heat Output	0.9kW – 1.8kW
Model Number	FPFL60RE989



Video

Proflame® Celena Noir

Wall Inset Smart Fire

With its refined, matte black fascia, the Celena, in its Noir iteration, introduces a subtle yet striking modern aesthetic.

FEATURES

- Glass fronted fire
- Discreet heating system
- Remote + manual control
- 16 pre-set + custom colours
- Woodland effect logs
- Ash effect embers
- Energy saving LED's
- App controllable. iOS & Android
- Amazon Alexa and Google Assistant compatible



SMART APP

Feature-rich and simple to operate. Control your fire from your smart phone or tablet with full handset functionality.





SPECIFICATION	
Fire Dimensions: mm	H 350 x W 800 x D 126
Fascia Dimensions: mm	H 440 x W 916 x D 120
Heat Output	0.75kW – 1.5kW
Model Number	CFECEORE-ERP



Video

Flamonk® Enchant

Wall Mounted Fire

Transform your living space with the Flamonik Enchant. Its sleek, curved black glass fascia beautifully frames an enchanting, smoky flame effect. Customize your ambiance with a vibrant, dynamic fuel bed, allowing you to fix your favorite color or cycle through a spectrum of hues. Optional rear mood lighting gently washes your wall with transitioning warm amber, rich magenta, and cool blue tones.

FEATURES

- Curved glass fronted fire
- Discreet heating system
- Remote + manual control
- Colour cycle options
- On/off Mood lighting rear LEDs
- Woodland effect logs
- Includes wall fixing bracket





SPECIFICATION

Fire Dimensions: mm	H 350 x W 540 x D 120
Fascia Dimensions: mm	H 440 x W 686 x D 126
Heat Output	0.75kW – 1.5kW
Model Number	CFECEORE-ERP



Video

Flamonik® Rapture

Wall Mounted Fire

Revamp your home with the Flamonik Rapture. Its refined, flat black glass fascia elegantly frames a captivating, smoky flame effect. Personalize your ambiance with a dynamic, vibrant fuel bed, enabling you to select your preferred hue or cycle through a range of colors. Optional rear mood lighting subtly bathes your wall in transitioning warm amber, rich magenta, and cool blue tones.

FEATURES

- Curved glass fronted fire
- Discreet heating system
- Remote + manual control
- Colour cycle options
- On/off Mood lighting rear LEDs
- Woodland effect logs
- Includes wall fixing bracket



THERMO-STATIC



LED EFFICIENT



COLOUR CYCLE



SLEEP TIMER



ECO FLAME

Proflame® Autograph

Hearth Inset Smart Fire

Classically styled open fire aesthetics with modern control convenience. Enjoy a stunning, deep fire experience with realistic flames, a glowing underbed, and intricately designed woodland logs replicating natural wood.

FEATURES

- Deep open fronted fire
- Luxury metallic fascia
- Remote + manual control
- Dual colour flames
- Woodland effect logs
- Ash effect embers
- Energy saving LED's
- App controllable. iOS & Android
- Amazon Alexa and Google Assistant compatible



SMART APP

Feature-rich and simple to operate. Control your fire from your smart phone or tablet with full handset functionality.



Black Nickel & Chrome



Brass & Black



Rose Gold & Black



Black Nickel & Black

SPECIFICATION

Fire Dimensions: mm	H 594 x W 488 x D 192
Fascia Dimensions: mm	H 599 x W 498 x D 97
Heat Output	0.75kW – 1.5kW

Finish	Model Number
Black Nickel & Black	FPFLABRE
Black Nickel & Chrome	FPFLACRE
Brass & Black	FPFLATRE
Rose Gold & Black	FPFLARRE



Video

Proflame® Decadence

Hearth Inset Smart Fire

Find the perfect complement to your décor with the Proflame Decadence. Available in three premium finishes, sleek Black Nickel, luxurious Gold, or modern Chrome, all crafted from robust cast iron to bring a touch of lasting style and quality to your home.

FEATURES

- Deep open fronted fire
- Premium cast iron fascia
- Remote + manual control
- Dual colour flames
- Woodland effect logs
- Ash effect embers
- Energy saving LED's
- App controllable. iOS & Android
- Amazon Alexa and Google Assistant compatible



THERMO-
STATIC



LED
EFFICIENT



DUAL
FLAME




PROG
TIMER



ECO
FLAME



FLAME
SPEED



SMART APP

Feature-rich and simple to operate. Control your fire from your smart phone or tablet with full handset functionality.





ALEXA



GOOGLE ASSIST



Black Nickel



Gold



Chrome

SPECIFICATION

Fire Dimensions: mm	H 594 x W 488 x D 192
Fascia Dimensions: mm	H 630 x W 529 x D 120
Heat Output	0.75kW – 1.5kW

Finish	Model Number
Chrome	FPFLDCRE
Black Nickel	FPFSNDRE
Gold	FPFLDGRE



Video

Proflame® Arcadia

Hearth Inset Smart Fire

Enhance your living space with the Proflame Arcadia. The striking contrast of Black cast iron with a choice of Gold or Silver line details creates a truly modern and captivating look. A perfect choice to frame the deep open fuel bed effect.

FEATURES

- Deep open fronted fire
- Premium cast iron fascia
- Remote + manual control
- Dual colour flames
- Woodland effect logs
- Ash effect embers
- Energy saving LED's
- App controllable. iOS & Android
- Amazon Alexa and Google Assistant compatible



THERMO-
STATIC



LED
EFFICIENT



DUAL
FLAME




PROG-
TIMER



ECO
FLAME



FLAME
SPEED



SMART APP

Feature-rich and simple to operate. Control your fire from your smart phone or tablet with full handset functionality.



ALEXA

GOOGLE ASSIST



Black & Silver



Black & Gold

SPECIFICATION

Fire Dimensions: mm	H 594 x W 488 x D 192
Fascia Dimensions: mm	H 612 x W 528 x D 120
Heat Output	0.75kW – 1.5kW

Finish	Model Number
Black & Silver	FPFLASRE
Black & Gold	FPFLAGRE



Video



SPECIFICATION

Fire Dimensions: mm	H 594 x W 488 x D 162
Fascia Dimensions: mm	H 599 x W 498 x D 67
Heat Output	0.75kW – 1.5kW

Finish	Model Number
Brass & Black	FPFSATRE
Black Nickel & Black	FPFSABRE
Black Nickel & Chrome	FPFSACRE
Rose Gold & Black	FPFSARRE

Brass & Black



Video

Proflame® SL Autograph

Hearth Inset Smart Fire

Experience modern sophistication with the Proflame SL electric fire. Its slimline profile and glass front create a stunning visual, while the Autograph fascia, available in multiple metallic finishes, allows you to customize the look to your liking.

FEATURES

- Slimline glass fronted fire
- Luxury metallic fascia
- Remote + manual control
- Dual colour flames
- Woodland effect logs
- Ash effect embers
- Energy saving LED's
- App controllable. iOS & Android
- Amazon Alexa and Google Assistant compatible



THERMO-STATIC



LED EFFICIENT



DUAL FLAME



PROG TIMER



ECO FLAME



FLAME SPEED



SMART APP

Feature-rich and simple to operate. Control your fire from your smart phone or tablet with full handset functionality.



Black Nickel & Black



Black Nickel & Chrome



Rose Gold & Black



SL

SPECIFICATION

Fire Dimensions: mm	H 594 x W 488 x D 162
Fascia Dimensions: mm	H 630 x W 528 x D 80
Heat Output	0.75kW – 1.5kW

Finish	Model Number
Black Nickel	FPFSNDRE
Gold	FPFSDGRE
Chrome	FPFSDCRE

Black Nickel



Video

Proflame® SL Decadence

Hearth Inset Smart Fire

Classically styled open fire aesthetics with modern control convenience. Enjoy a stunning, full-depth fire experience with realistic flames, a glowing underbed, and intricately designed woodland logs replicating natural wood.

FEATURES

- Slimline glass fronted fire
- Premium cast iron fascia
- Remote + manual control
- Dual colour flames
- Woodland effect logs
- Ash effect embers
- Energy saving LED's
- App controllable. iOS & Android
- Amazon Alexa and Google Assistant compatible



THERMO-STATIC



LED EFFICIENT



DUAL FLAME



PROG TIMER



ECO FLAME



FLAME SPEED



SMART APP

Feature-rich and simple to operate. Control your fire from your smart phone or tablet with full handset functionality.



Gold



Chrome



SPECIFICATION

Fire Dimensions: mm	H 594 x W 488 x D 162
Trim & Fret Dimensions: mm	H 650 x W 535 x D 150
Heat Output	0.75kW – 1.5kW

Finish	Model Number
Brass	FPFLCBRE
Silver	FPFLCSRE

Brass



Video

Proflame® SL Caress

Hearth Inset Smart Fire

For those who appreciate the timeless charm of a classic two-piece trim and fret, the Proflame SL Caress offers a touch of refined elegance. Choose between the warm, inviting glow of a polished Brass finish or the sleek, sophisticated allure of Saitin Silver, allowing you to perfectly complement your unique style and décor.

FEATURES

- Slimline glass fronted fire
- Premium brass/cast iron
- Remote + manual control
- Dual colour flames
- Woodland effect logs
- Ash effect embers
- Energy saving LED's
- App controllable. iOS & Android
- Amazon Alexa and Google Assistant compatible



THERMO-STATIC



LED EFFICIENT



DUAL FLAME



PROG TIMER



ECO FLAME



FLAME SPEED



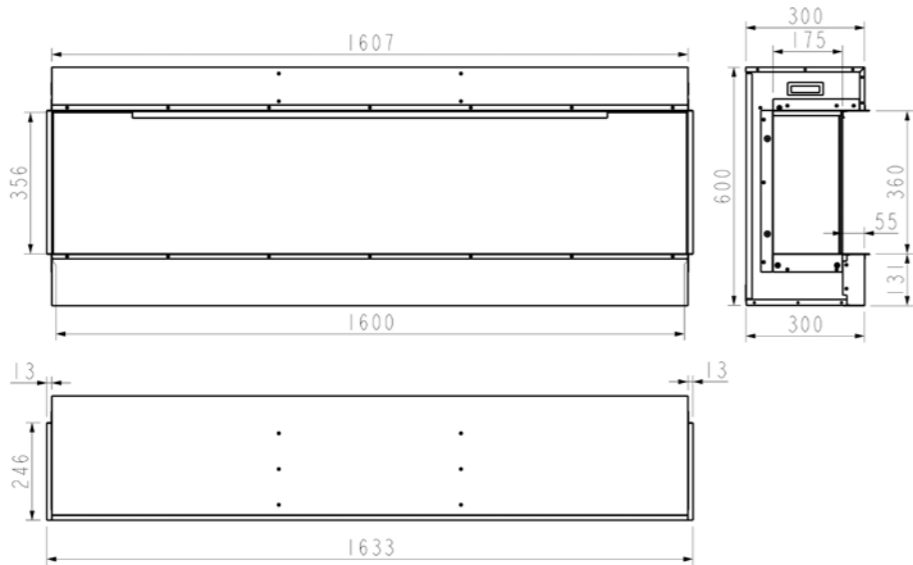
SMART APP

Feature-rich and simple to operate. Control your fire from your smart phone or tablet with full handset functionality.

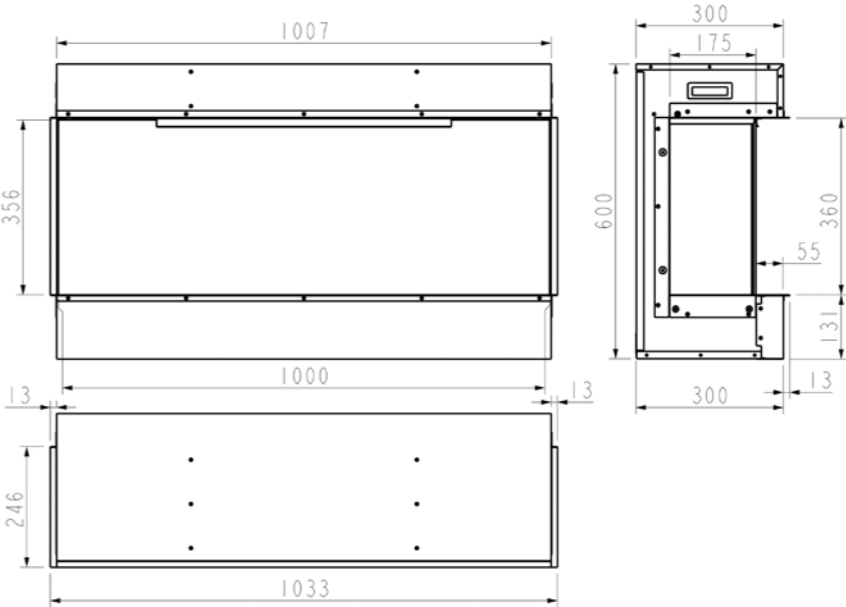


Satin Silver

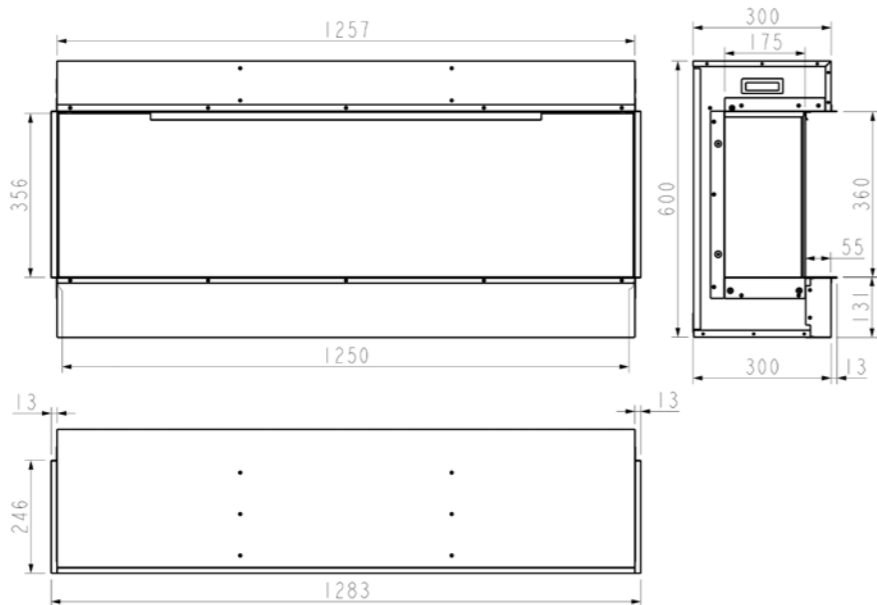
PROFLAME®1600

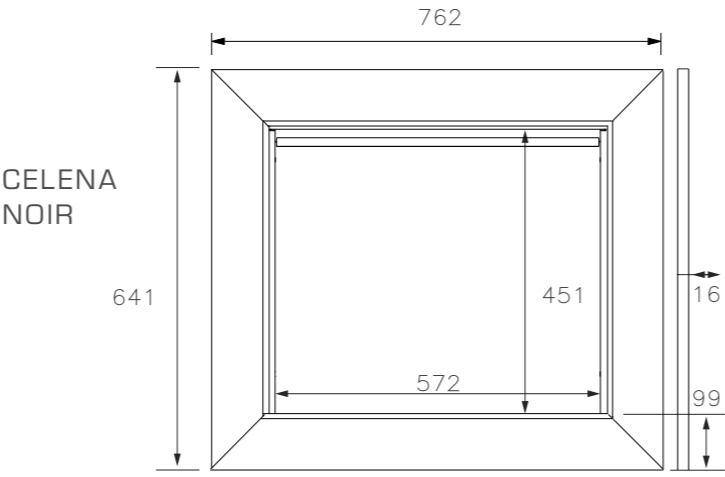
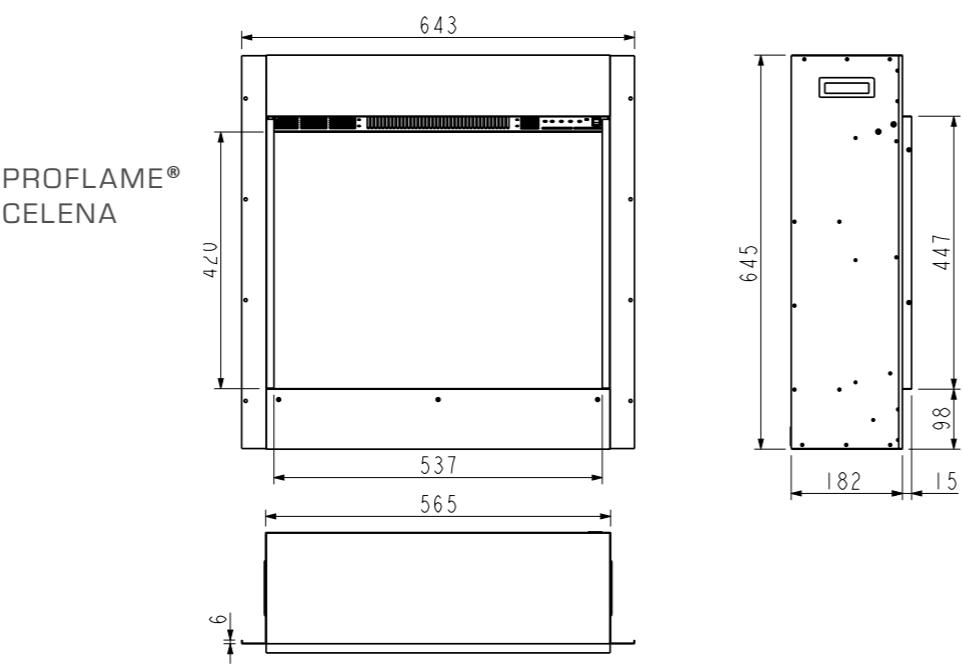
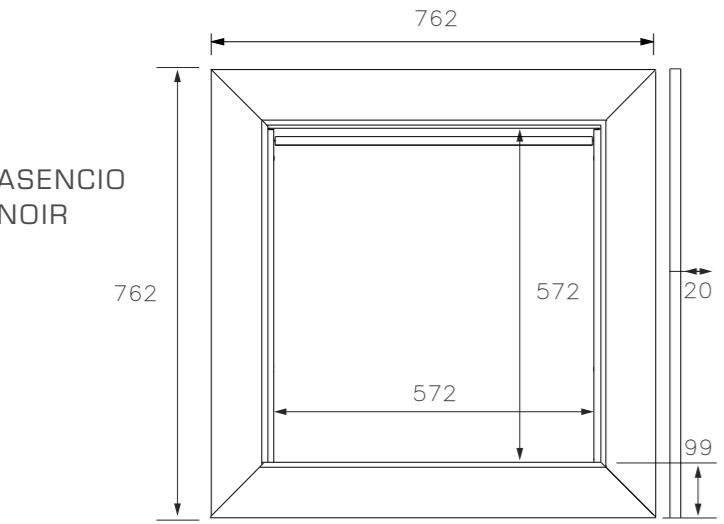
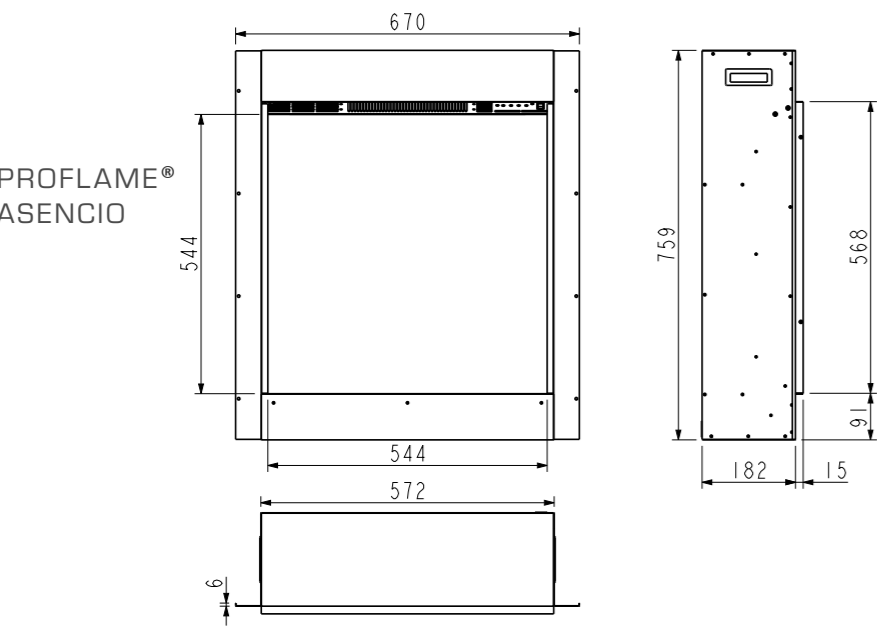


PROFLAME®1000

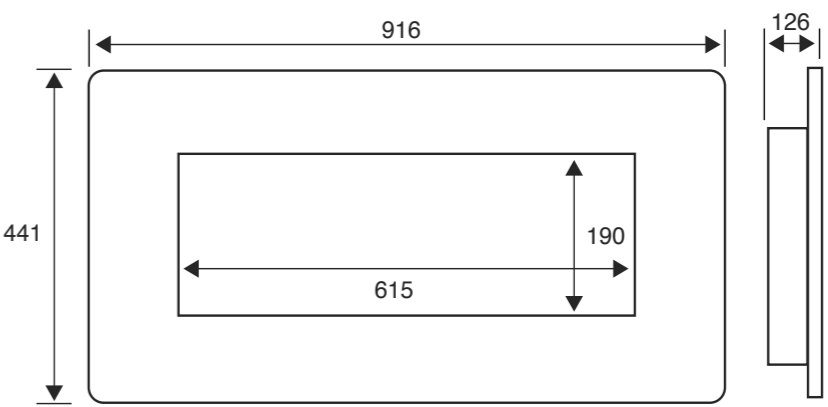


PROFLAME®1250

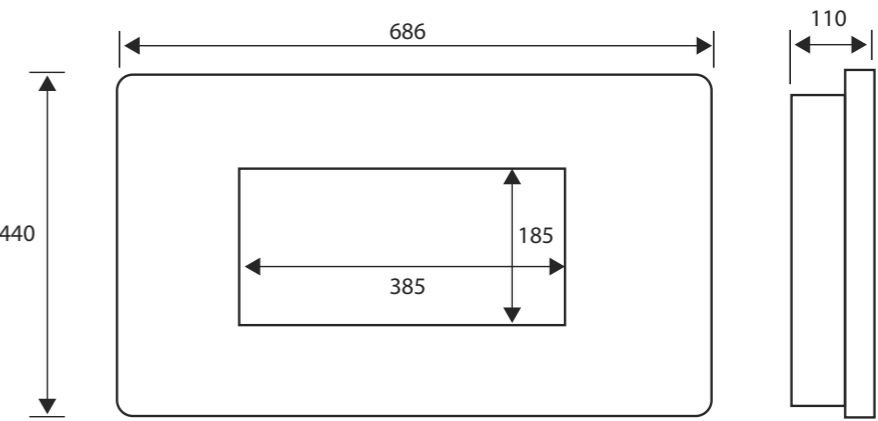




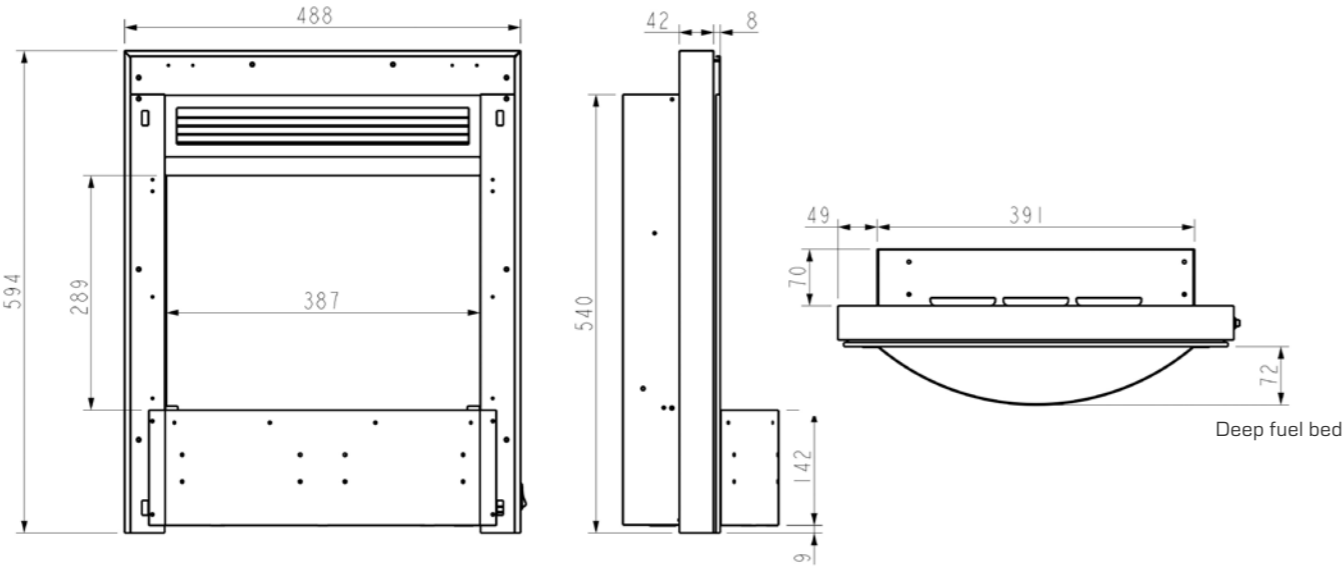
FLAMONIK® ENCHANT



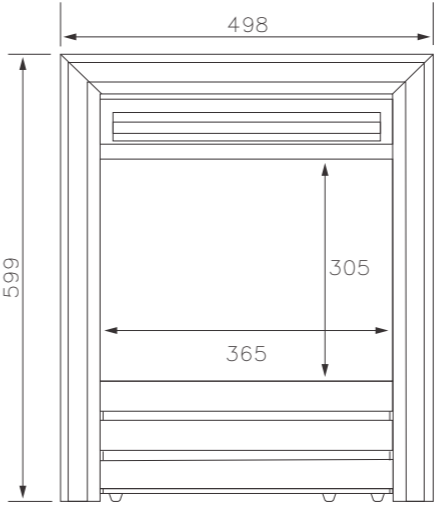
FLAMONIK® RAPTURE



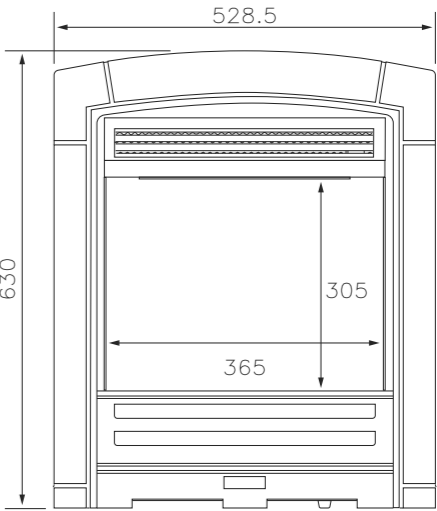
PROFLAME®



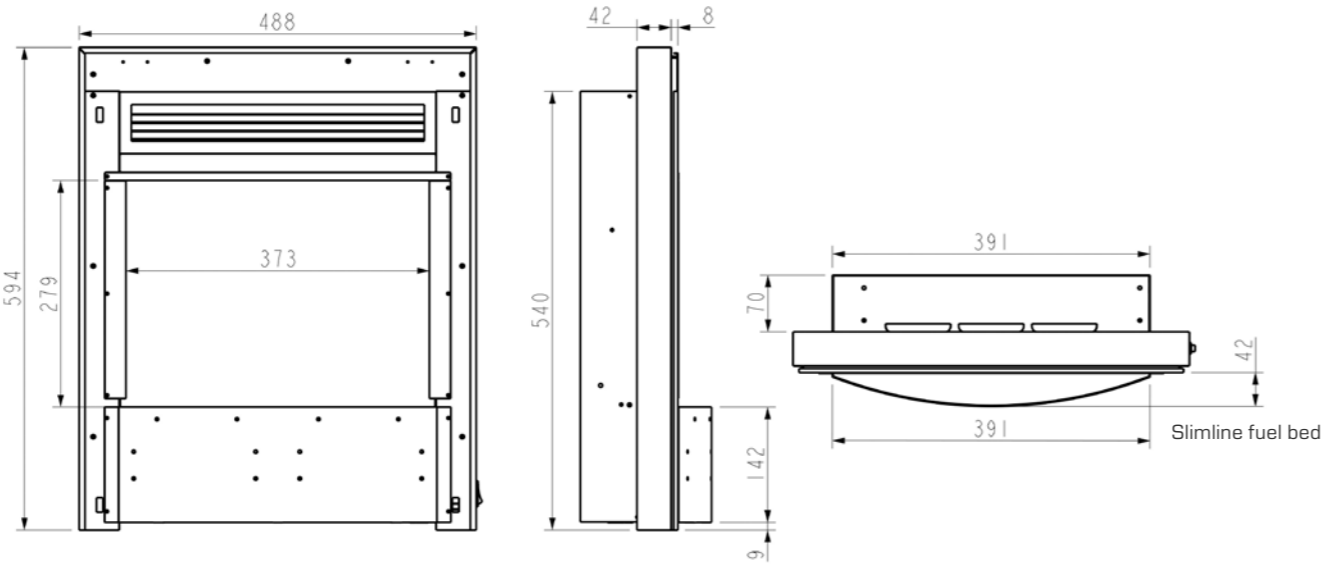
AUTOGRAPH



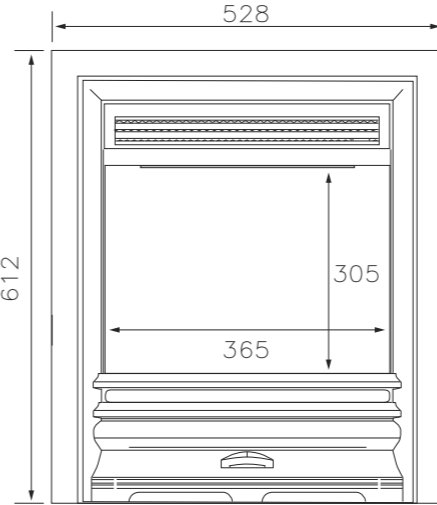
DECADENCE



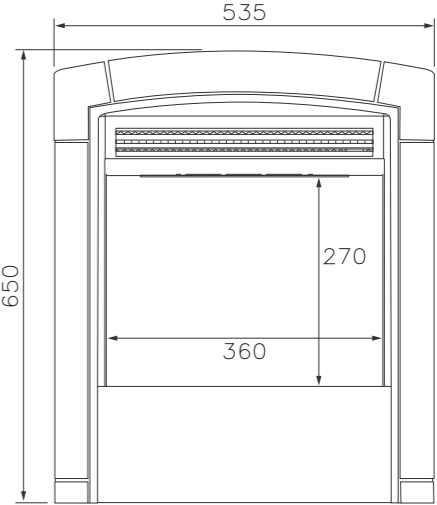
PROFLAME®SL



ARCADIA



CARESS





At the heart of your home



www.flavelelectricfires.co.uk

Go direct to the flavel website on your smart phone or tablet device and use the app to scan the black and white QR codes shown on each page. Alternatively, go to www.flavelelectricfires.co.uk to browse all Flavel electric fires.



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DISCLAIMER

Our policy is one of constant development and improvement. We therefore reserve the right to revise designs and specifications of our products without formal notice, patents pending. We always recommend our products to be viewed in an approved showroom before purchase. Whilst we have taken every care in the preparation of this brochure it is not intended to replace the installation manual which provides more detailed information.

Photography is for illustration purposes only and although every effort has been made to ensure accurate reproduction of typical installations and flame pictures they may vary according to fire model and installation methods.

We recommend that all our fires are used in conjunction with central heating and not as a primary source of heat. In the interests of personal safety a suitable fireguard is recommended when children, the elderly and the infirm are present.

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