

2027 Display Program

To encourage the use of in store product presentations, AFD offers a display program. To be eligible for program benefits, all products must be current, and prominently displayed for a reasonable period of time. Products must be maintained in an appealing manner for consumers to see the advantages and beauty of the American Fyre Designs products.

A 50% credit will be issued for AFD static or burning displays, and all AFD supplied components (accessories, gas log sets or other media). Credit does not apply to labor or other materials used in the display installation.

All requests for display credits must be accompanied by a fully completed and signed copy of Display Claim Form with a clear photo of the product(s) at the location for which credit is being requested. Please review the claim form and note all required information including signatures of both the Dealer and Distributor. Claim Forms completed fully and accurately will expedite the processing of your request for credit. The display program is available to dealer customers in the primary distribution area of the servicing distributor.

