



FLAT PANEL FIREPLACE HEATER

Model Number: Serena (EF202A)

OWNER'S MANUAL



WARNING

Read and understand this entire owner's manual, including **all safety information**, before plugging in or **using** this product. Failure to do so could result in **fire, electric shock, or serious personal injury**.

CAUTION

Keep this owner's manual for future reference. If you sell or give this product away, **make sure this manual accompanies this product**.

NO VENTING REQUIRED
120V AC; 60 Hz; 1500 Watts



WARNING DO NOT RETURN THIS PRODUCT!

Contact our customer service team for help first.

customerservice@puraflame.com

Call: 844-377-5786

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CSA / POWER CORD SAFETY LABELS

CSA Rating Label

ELECTRIC FIREPLACE

MODEL	EF202A
VOLTAGE	120V AC
FREQUENCY	60 Hz
AMPERAGE	12.5 A
WATTS	1500 W

SERIAL NO.:

NINGBO RICHEN ELECTRICAL
APPLIANCE CO., LTD.



MADE IN CHINA



**ALWAYS HANG ON WALL WITH
SUPPLIED BRACKET BEFORE USE.**



**NEVER PLUG IN OR TURN ON THIS
FIREPLACE WITH THE HOT AIR
VENTS TOUCHING THE GROUND.**

Power Cord Warning Label



- WARNING! TO REDUCE THE RISK OF FIRE**
- 1. ALWAYS** plug heaters directly into a wall outlet/receptacle. Never use with an extension cord or relocatable power tap (outlet/power strip).
 - Check your heater cord and plug connections. A loose fitting outlet can cause the plug to overheat or cause a fire. Be sure plug fits tight in the outlet. Check frequently during use to make sure plug and outlet are not hot. If so, discontinue using heater and have outlet replaced by a qualified electrician.
NOTE: Heaters draw more current than small appliances, overheating of the outlet may occur even if it has not occurred with the other appliances.
 - 3. ALWAYS** unplug heater when not in use.
 - 4. DO NOT** operate heater with a damaged cord or plug or after the heater malfunctions, has been dropped or damaged in any manner. Discard heater or return to an authorized service facility for examination and/or repair.
 - 5. DO NOT** run cord under carpeting. **DO NOT** cover cord with throw rugs, runners, or similar coverings. **DO NOT** route cord under furniture or appliances. Arrange cord away from traffic area and where it will not be tripped over. (This item may be omitted for ceiling-hung heaters).

DO NOT REMOVE THIS TAG!

IMPORTANT SAFETY INFORMATION!

WARNING

- **Read all instructions before using this heater!**
- This heater is **hot when in use**. To avoid burns, **DO NOT** let bare skin touch **hot** surfaces. If provided, use handles when moving this heater. Keep **combustible materials**, such as furniture, pillows, bedding, papers, clothes, and curtains at least **3 feet (0.9m)** from the **front of the heater**, and **keep them away from the sides and rear**.
- **Extreme caution** is necessary when any heater is used by or near **children or invalids** and whenever the heater is left **operating and unattended**.
- **DO NOT** operate any heater with a **damaged cord or plug** or after the **heater malfunctions**, has been **dropped** or **damaged in any manner**. Discard heater, or return to authorized service facility for examination and/or repair.
- **DO NOT** run **power cord** under carpeting. **DO NOT** cover power cord with throw rugs, runners, or similar coverings. **DO NOT** route power cord under furniture or appliances. Arrange power cord **away from traffic** area, and where it will not be tripped over.
- **DO NOT** insert or allow foreign objects to enter any ventilation or exhaust opening, as this may cause **electric shock** or **fire**, or **damage the heater**.
- To prevent a possible fire, **DO NOT** block air intakes or exhaust in any manner. Doing so could cause a **fire**. **DO NOT** use on soft surfaces, like a bed, where openings may become blocked.
- A heater has **hot and arcing or sparking parts inside**. **DO NOT** use it in areas where **gasoline, paint, or flammable liquids** are used or stored.
- Use this heater only as described in this manual. Any other use not recommended by the manufacturer may cause fire, electric shock, or injury to persons.
- **ALWAYS** plug heaters directly into a wall outlet/receptacle. **NEVER** use with an extension cord or relocatable power tap (outlet/power strip).
- **DO NOT** place the heater near a bed because objects such as pillows or blankets can fall off the bed and be ignited by the heater.
- **NEVER** use this heater in **bathrooms, laundry rooms**, or any other location where the heater could fall into a **bathtub** or **pool, become damp**, or **come in contact with water**.
- **AVOID FIRE!** Regularly inspect all air vents to make sure they are free from dust, lint, or other blockage. **Unplug the unit** and clean with a **vacuum ONLY**. **DO NOT** rinse or get wet.
- **NEVER** hang this unit on a wall **directly below an electrical outlet**.
- **NEVER** permanently install in a recessed area of the wall. This may result in **blocked air flow, overheating**, or **fire**.
- **ALWAYS** mount to wall bracket before use.
- **NEVER** use a wall mount bracket from another manufacturer.
- **WARNING: DO NOT DEPEND ON THE ON/OFF SWITCH THE SOLE MEANS OF DISCONNECTING POWER WHEN SERVICING OR MOVING THE HEATER. ALWAYS UNPLUG THE POWER CORD.**

WARNING

- **WARNING: REDUCE THE RISK OF FIRE OR ELECTRIC SHOCK---DO NOT USE THIS HEATER WITH ANY SOLID STATE SPEED CONTROL DEVICES.**
- **For residential use only! NOT for commercial use!** Any commercial or public use of this heater **voids all warranties**, and could cause **injury**.
- This product is **not intended** to be a **primary heat source**. It is for **supplemental heat only**.
- **INDOOR use only! NEVER** use this heater **outdoors!** Doing so may result in **electric shock!**
- **Risk of electric shock! DO NOT OPEN!** No user-serviceable parts inside!
- **NEVER modify this heater.** Doing so could result in personal **injury** or property **damage**. Modification of this fireplace **completely voids all warranties**.
- **ALWAYS** turn this heater off before unplugging it from the outlet.
- **ALWAYS disconnect** this unit from the **power** supply **before** performing any assembly or cleaning, or before relocating the electric fireplace.
- **NEVER** leave this heater unattended. **ALWAYS** unplug this heater when not in use.
- **ALWAYS** store this heater in a dry location. **NEVER** use the fireplace if it has become wet.
- **ONLY** use this heater on a **120V AC 15-Amp circuit**. **NEVER overload the circuit**. If this heater trips the circuit breaker, unplug all other appliances on the same circuit before the next use. Avoid plugging other appliances into the same circuit as this heater.
- **NEVER** plug this heater into an outlet that is **old, cracked**, or has any **loose wires or connections**. Plugging this heater into a faulty outlet could result in **electric arcing** within the outlet that could cause the **outlet to overheat or catch fire**.
- **ALWAYS** check your heater cord and plug connections with **each use!**
 - a. **MAKE SURE** the plug fits tight in the outlet! Faulty wall outlet connections or loose plugs can cause the outlet to overheat.
 - b. **Heaters draw more current** than small appliances. **Overheating** may occur even if it has not occurred with the use of other appliances.
 - c. During use **check frequently** to see if the **plug outlet or faceplate** is **HOT!** If the outlet or faceplate is **HOT**, **discontinue use immediately** and have a qualified electrician inspect and/or replace the faulty outlets.
- This heater has a **polarized plug (one blade is wider than the other)**. As a safety feature to reduce the risk of electrical shock, this plug is intended to fit in a polarized outlet only one way. If the plug does not fit fully in the outlet, reverse the plug. If it still does not fit, contact a qualified electrician. Do not attempt to defeat this safety feature.
- **SAVE THESE INSTRUCTIONS!**



PREPARATION



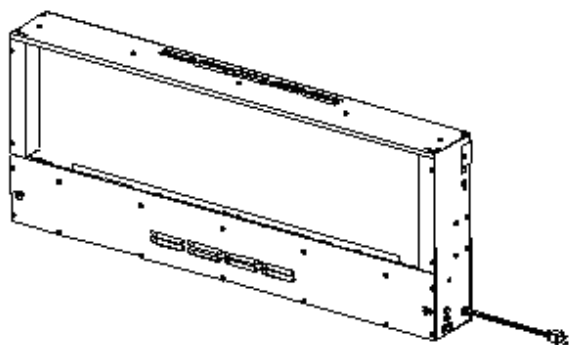
This carton includes **GLASS! ALWAYS** use **extreme caution** when handling **glass**. Failure to do so could result in **personal injury** or **property damage**.

Remove all parts and hardware from the carton and place them on a clean, soft, dry surface. Parts and assembly steps are grouped for free-standing or wall-hanging use. Check the parts list to make sure nothing is missing. Dispose of packaging materials properly. Please recycle whenever possible.

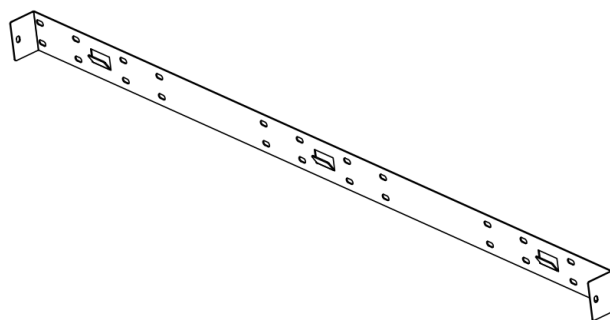
Drywall installation only: You will need **firebox, wall-mount bracket, Bag 1** and the following tools (not included): **Phillips screwdriver; stud finder; level; tape measure; electric drill; 1/16" wood drill bit.**

Concrete walls: DO NOT use these anchors. Consult a professional for proper anchoring methods.

PARTS AND HARDWARE

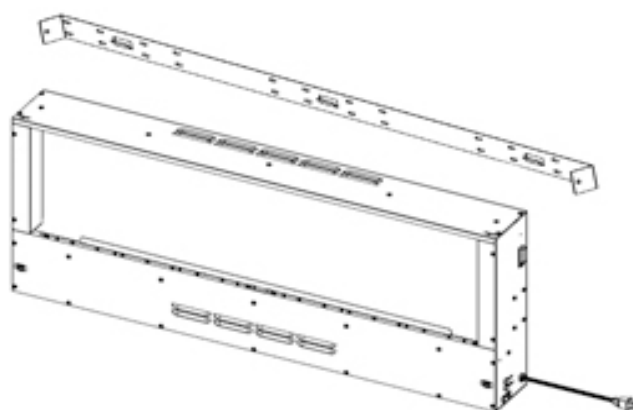
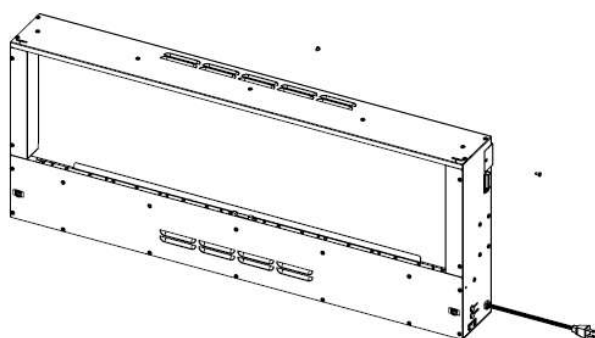


Firebox (1)



NOTE: The wall mount bracket is attached to the back of the firebox by three screws.

Wall Mount Bracket (1)



NOTE: Unscrew both screws from the top of the firebox. **KEEP** the screws. Remove the wall mount bracket from the firebox.

PARTS & HARDWARE - GENERAL

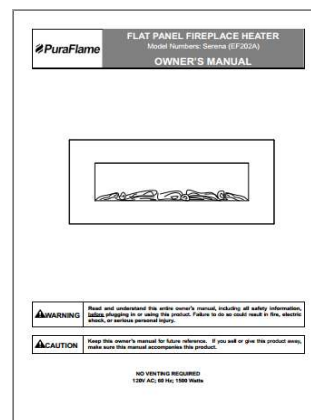
Bag 1 – Remote Control & Owner's Manual & Machine Screws



Remote Control (1)



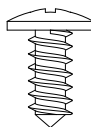
AAA Battery (2)



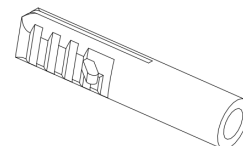
Owner's Manual (1)



M5x40 Wood Screws(6)

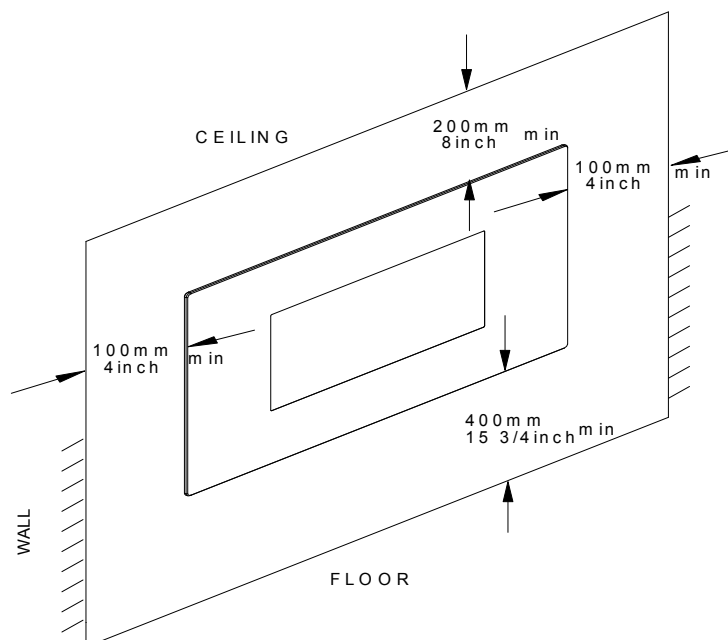


ST4x10 Screws (2)

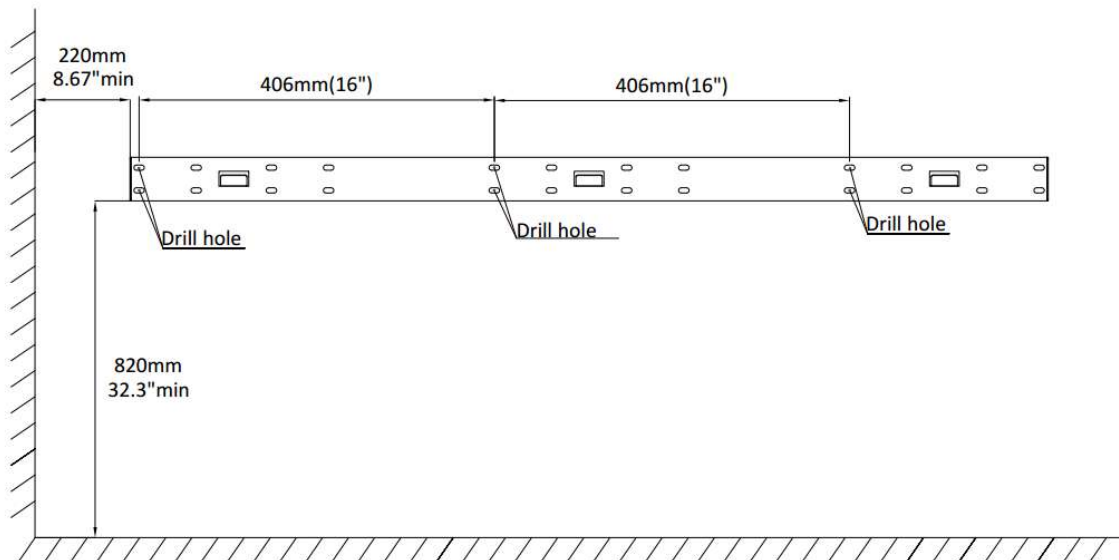


Φ8x40 Drywall Anchors (6)

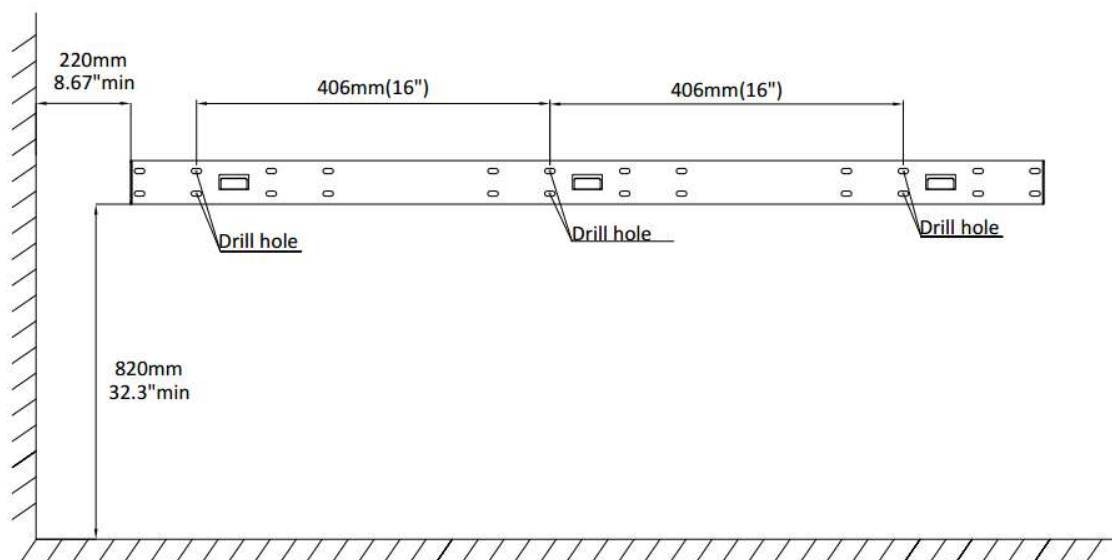
ASSEMBLY



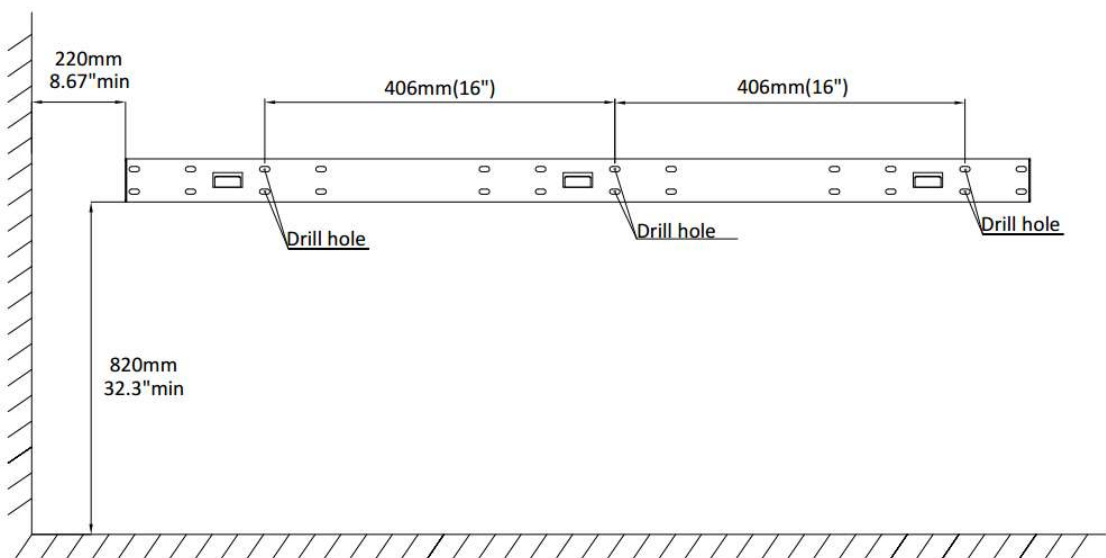
STEP 1. Find a safe location. Minimum clearance on each side must be at least **4 inches** (100mm); minimum clearance from the floor must be at least **15-3/4 inches (400mm)**; minimum clearance from the **front** must be at least **3 feet (900 mm)**. Choose a location near an outlet so an extension cord is not required. **DO NOT** position the unit directly below a power outlet. **See Safety Information on pages 3 and 4 for more warnings about placement, installation, and use of this product.**



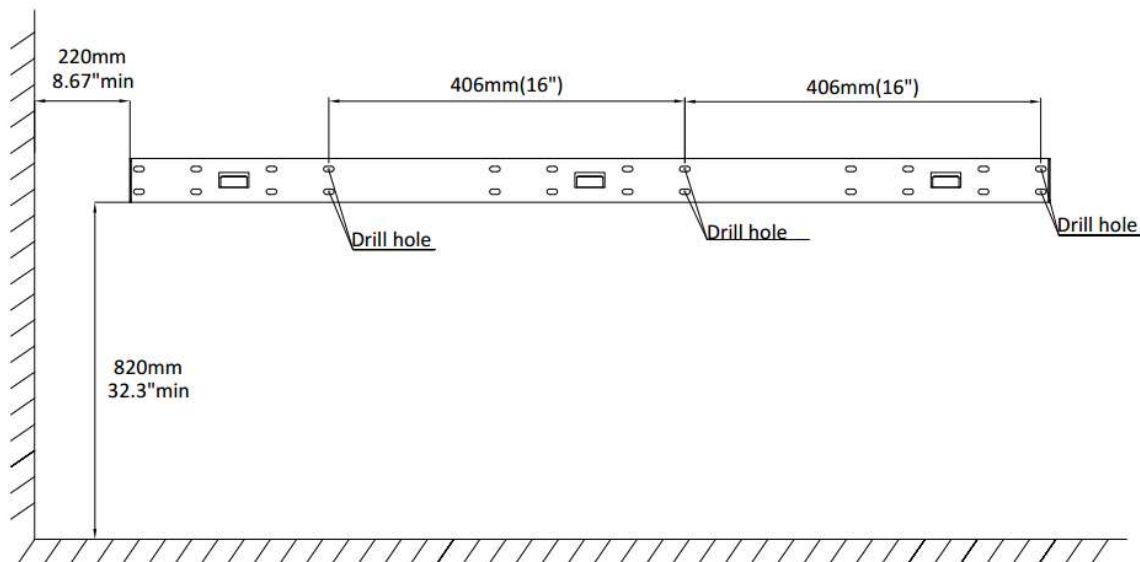
A.



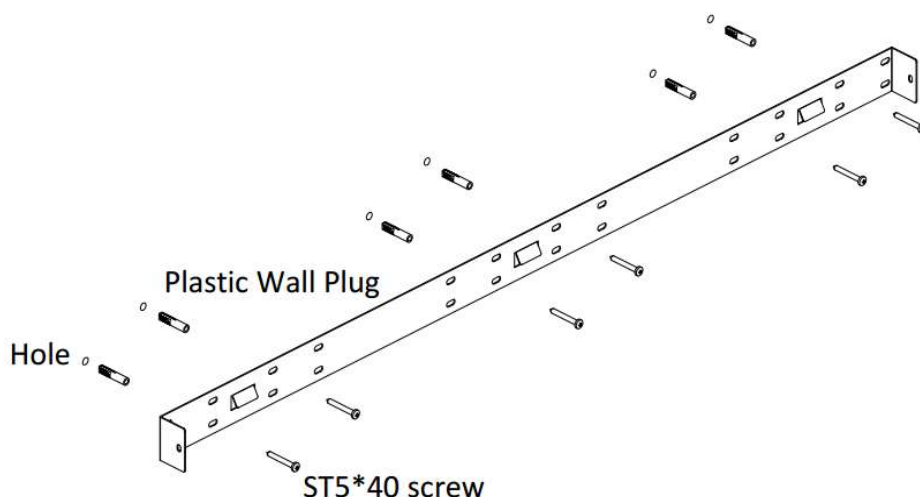
B.



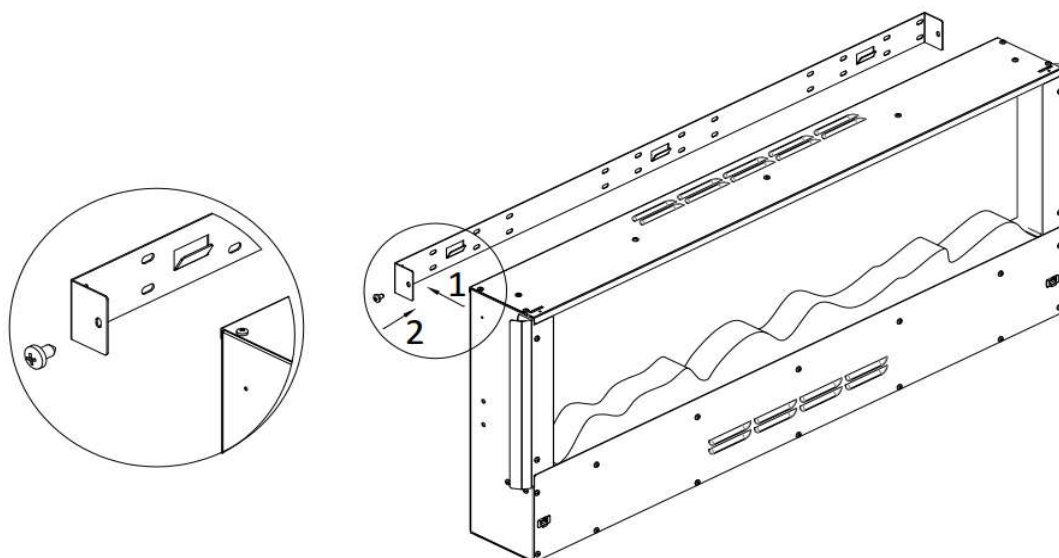
C.



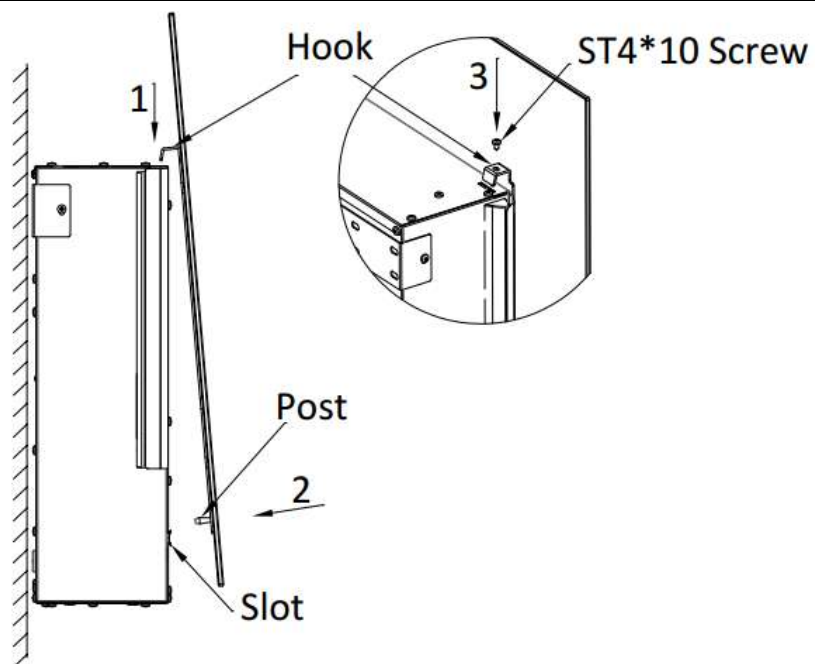
D.
STEP 2. Choose a solid and plain wall and then put the bracket on the position where you want to install the fireplace. There are four kinds of drilling holes method A,B,C and D, choose one method. Drill the two holes every 406mm, mark the 6 holes positions with a pencil on the bracket.



STEP 3. Take away the bracket and then drill 6pcs $\Phi 8$ holes on the wall. Tap the drywall anchors into the holes. If the wall is solid wood, it is no needed to drill the holes on the wood and no needed of the drywall anchors. Then the bracket is hanged on the wall by the ST5X40 screws.

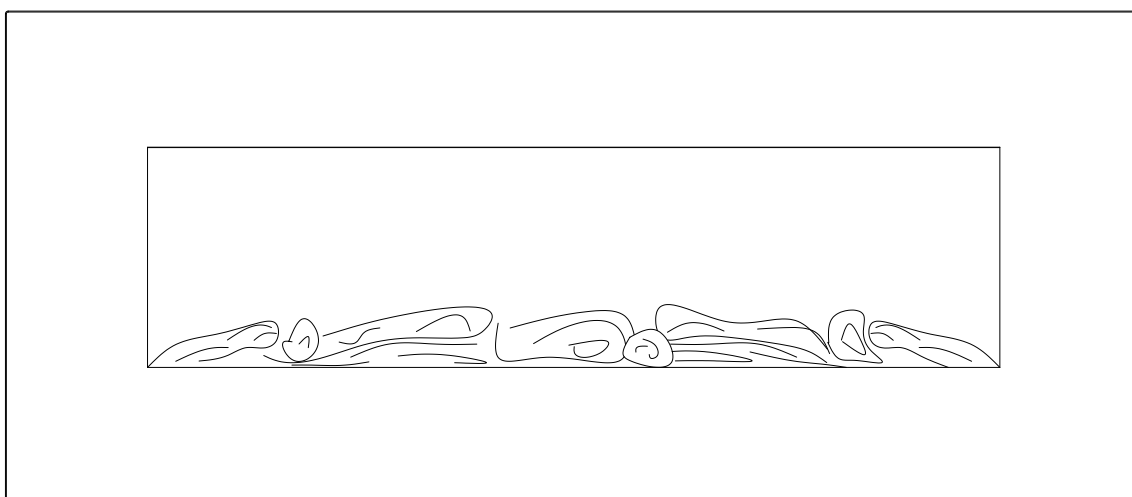


STEP 4. Fit the slots in the back of firebox over the hooks on the bracket, and carefully hang the firebox on the bracket. Then secure the screws on both sides.



STEP 5. Hang the flat panel glass on the firebox, and secure it with 2pcs ST4X10 screws.

Fully Assembled



BATTERY INFORMATION

Remote Control Battery

- This remote control uses **two AAA batteries** (included).
- Instructions for battery installation are inside the Remote Control battery compartment.
- Always replace the battery in the remote control with the same type of battery.



NEVER dispose of batteries in **fire**. Failure to observe this precaution **may result in an explosion**. Dispose of batteries at your local hazardous material processing center, or as required by local ordinances.

OPERATION



Read and understand this entire owner's manual, including **all safety information**, before **plugging in** or **using** this product. Failure to do so could result in **electric shock, fire, serious injury, or death**.

Power

Make sure the ON/OFF switch, located on the control panel, is in the OFF position. Plug the power cord into a 110~120 Volt 15 Amp outlet (see **IMPORTANT SAFETY INFORMATION** on **Pages 3 and 4**). Make sure the outlet is in good condition and that the plug is not loose. **NEVER** exceed the maximum amperage for the circuit. **DO NOT** plug other appliances into the same circuit.

Temperature Limiting Control

This heater is equipped with a Temperature Limiting Control. Should the heater reach an unsafe temperature (212°F / 100°C), the heater will automatically turn OFF. To reset:

1. Unplug the power cord from the outlet.
2. Turn the ON/OFF switch on the CONTROL PANEL to OFF. **Wait at least 5 minutes.**
3. Inspect the fireplace to make sure no vents are blocked, or clogged with dust or lint. If they are, use a vacuum to clean the vent areas.
4. With the POWER switch in the OFF position, plug the power cord back into the outlet.
5. If it switches off again, **UNPLUG THE HEATER RIGHT AWAY!** Have the outlets, wiring, and breaker box inspected by a professional. Make necessary repairs before using the heater.

Heater Rating

Maximum Heat Output: 1500 W (5120 BTU); Maximum Heating Area: 400 square feet.

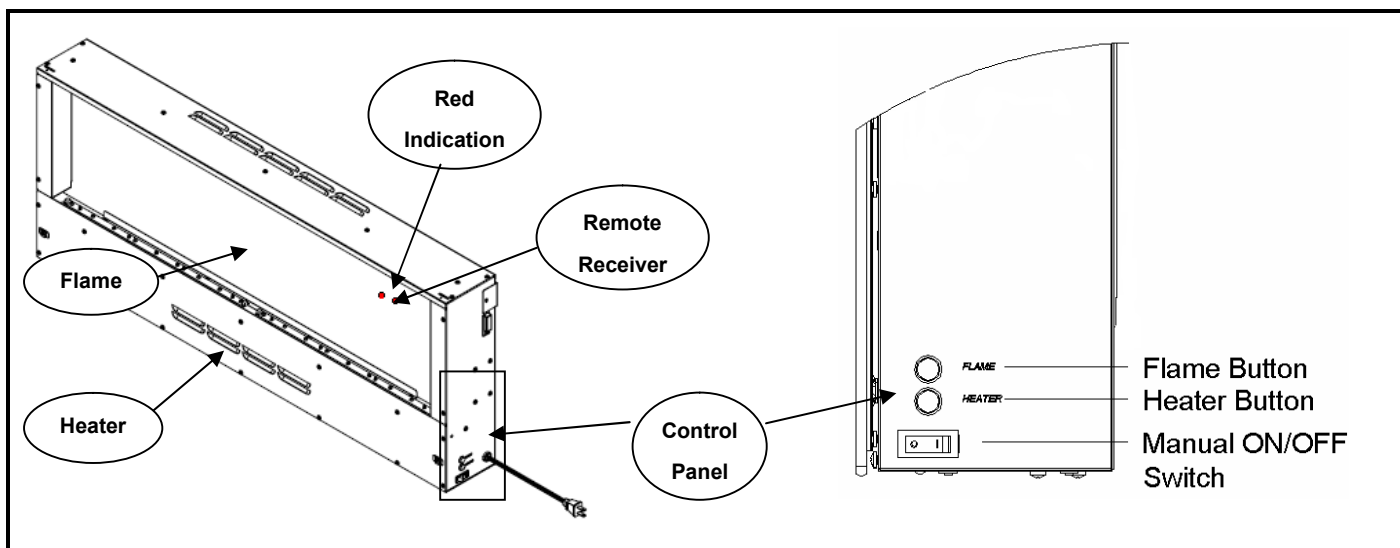
Methods of Operation

CONTROL PANEL: Located on the right side panel of the fireplace (see figure below). Controls ON/OFF, FLAME EFFECT, and HEATER.




REMOTE CONTROL (Battery included):

Controls FLAME EFFECT, HEATER, THERMOSTAT, and TIMER.

Review the **IMPORTANT SAFETY INFORMATION** on **Pages 3 and 4** before operating.



Control Panel

BUTTON	FUNCTION	ACTION & INDICATION
 ON/OFF	ON: Turns on the standby mode. Enables all of the functions and remote control. OFF: Turns off all of the fireplace functions, and disables remote control.	<ol style="list-style-type: none"> 1. Press to turn the power on. All functions, and the remote control are enabled. 2. Press to turn the power off and disable all the functions.
 FLAME	Controls the flame effect brightness. Cycles through 4 levels of flame brightness.	<ol style="list-style-type: none"> 1. Press once to turn the flame effect on. 2-4. Press again to cycle through 4 levels of flame brightness.
 HEATER	Controls the 3 levels heat.	The heater will be cycled Low – High – Heater Off. You will see the indicator light illuminates on left to Power Switch. The indicator light goes out within 10s. Low: (●○) High: (●●)







NOTICE

When the heater is first turned on, a slight odor may be present. This is normal and should not occur again unless the heater is not used for a long period of time.

Remote Control (Control panel ON/OFF switch must be ON to use remote control.)

NOTICE

Aim the remote control at the **remote receiver**. Make sure you **hear a beep each time you press the button!** If not, the fireplace **will not respond** to the signal.

BUTTON	FUNCTION	ACTION & INDICATION
 ON/OFF	ON: Turns on. Note: 1. The unit can only be turned on when turns off the flame effect and heating, enable the last memorial function. 2. All the functions are off in the standby mode, it will memorize the working condition of flame effect and heating. OFF: Returns the unit to standby mode. Turns off flame effect and disables all the remote control functions.	1. Press. The flame effect and the remote control functions are enabled. The flame setting will display on the remote control screen. 2. Press. The flame effect and all the functions will turn off. The remote control screen will go blank.
 FLAME	Controls the flame effect brightness. Cycles through 4 levels of flame brightness .	1. Press once to turn the flame effect on. 2-4. Press again to cycle through 4 levels of flame brightness .
 HEATER	Press once turns Fan on, and 10s later Low heat on. (Pilot lights illuminated ●○) Press again turns on High heat. (Pilot lights illuminated ●●) Press third time turns heat off. 10s later fan off (Pilot lights illuminated ○○)	1. Press. The heater turns on low heat. 2. Press. The heater turns on high heat. 3. Press. Turn off the heat.
 TEMP	Controls the thermostat setting. Thermostat: Automatically turns the heater on and off to maintain the temperature. If the thermostat is set below the room temperature, the heater will turn off. NOTE: The thermostat only works when the heater is on. NOTE: The heat will not change as the room temperature change when there is no temperature shows on the remote screen. NOTE: It will change between °C and °F after pressing the button for 3s. 60-84°F corresponds to 16-28°C. It can not be operated in the standby mode, but the temperature still displays on the remote control screen.	1. Turn the heat on. Press. The temperature displays 24°C. 2-13. Press again to increase the temperature by 1°C interval up from 16°C to 28°C (maximum setting). 14. Press again. The thermostat turns off. No temperature is displayed. 15. Press. Start at 23°C.
 TIMER	Controls the timer settings. The timer turns off the fireplace at the set time, from 0.5 hours to 9.0 hours.	1-10. Press . Timer setting: 0.5H, 1.0H, and then each hour up to 9.0H.  11. Press. Off. No time is displayed.

CARE AND MAINTENANCE



ALWAYS turn the heater **OFF** and **unplug the power cord from the outlet** before cleaning, performing maintenance, or moving this fireplace. Failure to do so could result in **electric shock, fire, or personal injury**.

Cleaning



NEVER immerse in water or **spray with water**. Doing so could result in **electric shock, fire, or personal injury**.

Metal:

- Buff using a soft cloth, slightly dampened with a citrus oil-based product.
- **DO NOT** use brass polish or household cleaners as these products will damage the metal trim.

Glass:

- Use a good quality glass cleaner and dry thoroughly with a paper towel or lint-free cloth.
- **NEVER** use abrasive cleansers, liquid sprays, or any cleaner that could scratch the surface.

Plastic:

- Wipe gently with a slightly damp cloth and a mild solution of dish soap and warm water.
- **NEVER** use abrasive cleansers, liquid sprays, or any cleaner that could scratch the surface.

Vents:

- Use a vacuum or duster to remove dust and dirt from the heater and vent areas.
- Clean the exterior of the fireplace with a slightly damp cloth or duster.

Maintenance



Risk of electric shock! DO NOT OPEN! No user-serviceable parts inside!



ALWAYS turn the heater **OFF** and **unplug the power cord from the outlet** before cleaning, performing maintenance, or moving this fireplace. Failure to do so could result in **electric shock, fire, or personal injury**.

Electrical and Moving Parts:

- The fan motors are lubricated at the factory and will not require lubrication.
- Electrical components are integrated in the fireplace and are not serviceable by the consumer.

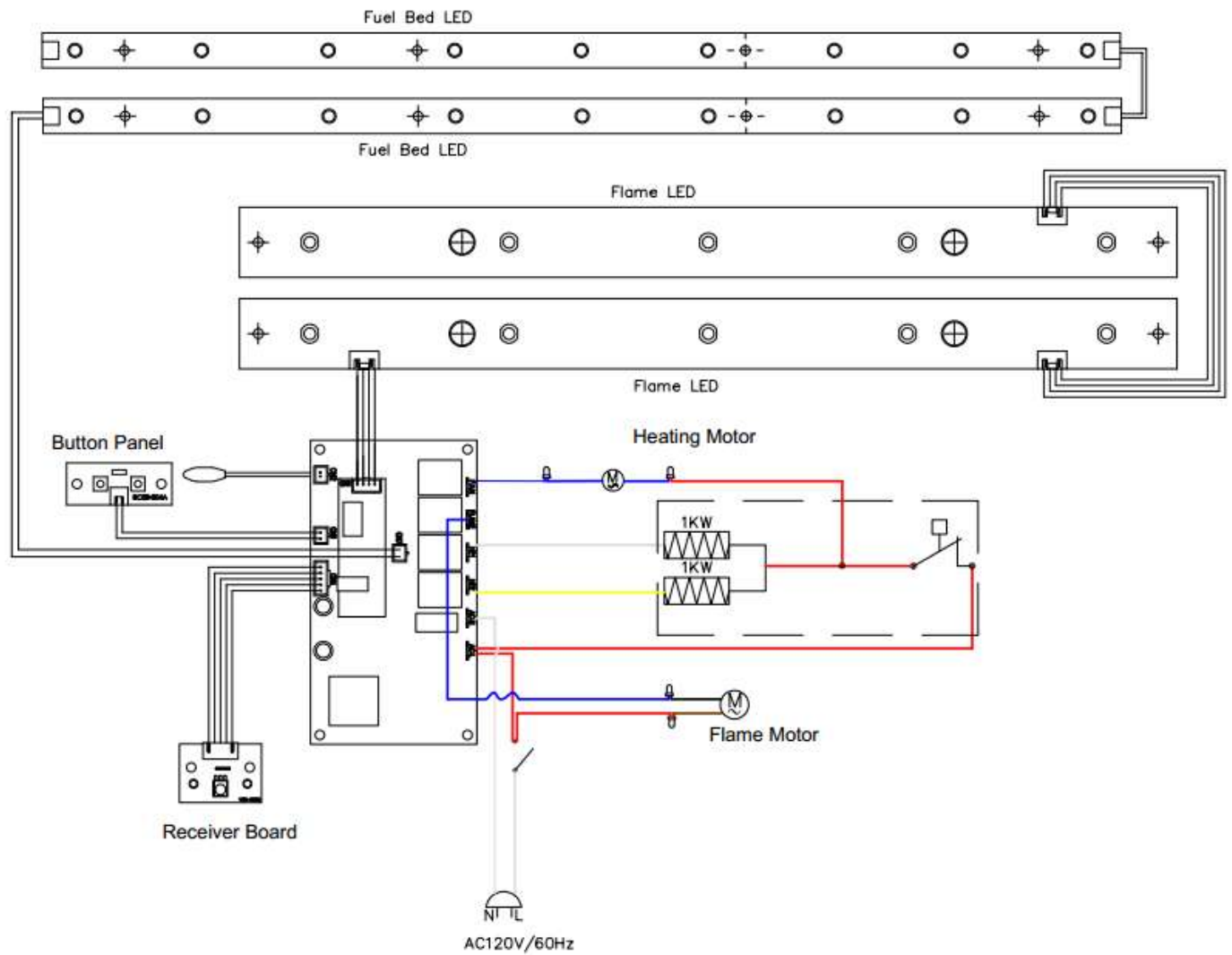
Storage:

- Store heater in a clean dry place when not in use.

Replacement parts:

- Use only replacement parts supplied by the manufacturer. Use of any other parts, or modifying the fireplace in any way, will void all warranties.
- No internal parts are replaceable or serviceable.

SCHEMATIC DIAGRAM



FAQ - FREQUENTLY ASKED QUESTIONS

- **Why does the fan blow before the heat comes on, and after the heater is turned off?**
Heat and cool gradually. The fan blows when the heater is first turned on, and the heat is still heating up. After the heater turns off, the fan will continue to blow air for 10 seconds. This allows the fireplace to cool slowly, and helps prevent overheating.
- **What does the fireplace beep? Can I turn the beeping off?**
The beeps indicate that the signal from the control panel, or remote control has been received by the fireplace. The beeping cannot be turned off.
- **Why doesn't the fireplace function change when remote control setting changes?**
It is probably because the remote control does not aim at the indication light. Aims at the remote receiver, try again.
- **Why does the remote control not work, or only work sometimes?**
Check to make sure the batteries are good. If necessary, change to new batteries. If the remote control is not aimed properly, if you are too far away, or if you are too far off to the side, the signal may not reach the fireplace. Get closer, aim at the upper right corner of the screen (where the red heat indicator light is located), and try again.
- **How do I change from high heat to low heater?**
The heater is controlled by the heater button on the control panel, or the heater and temp buttons on the remote control.
- **Is the thermostat setting accurate?**
The temperature within a room can vary. Room size, fireplace location, air flow, sunlight, wall type (interior vs. exterior), insulation, etc. all affect temperature. The fireplace setting may not match your home thermostat exactly. This is normal. Try different thermostat setting on your fireplace until you find one that is right for you.

TROUBLESHOOTING GUIDE

PROBLEM	SOLUTION
There is no power to the fireplace, or it does not turn on.	<ol style="list-style-type: none"> 1. Make sure the power cord is plugged into a functioning and properly grounded 15 Amp 120V AC electrical outlet. 2. Make sure the ON/OFF switch on the control panel is ON. 3. If the unit had been working, but then turned off by itself, the temperature limiting control may need to be reset. 4. Check for damage to the power cord or plug. If damaged, DO NOT USE.
The control panel functions do not work.	<ol style="list-style-type: none"> 1. Make sure the ON/OFF switch on the control panel is turned on. If it is OFF, the functions will not work. 2. If the ON/OFF switch is ON, and the functions do not work, please e-mail us at customerservice@puraflame.com
The FLAME button doesn't work.	<ol style="list-style-type: none"> 1. Make sure the ON/OFF switch on the control panel is ON. 2. If the ON/OFF switch is ON, and the functions do not work, please e-mail us at customerservice@puraflame.com
The flame effect does not turn off when I press the flame button.	<ol style="list-style-type: none"> 1. Make sure the batteries are installed properly. If it still can not work, please e-mail us at customerservice@puraflame.com
The heater does not work.	<ol style="list-style-type: none"> 1. Make sure the ON/OFF switch on the control panel is turned on. 2. Control Panel: Press the heater button on the control panel to override the thermostat at any time. 3. Remote control: Make sure the thermostat is not set too low. If the thermostat is set lower than the room temperature, the heater will not turn on. Or try to turn off the thermostat on the remote control. 4. If none of these solutions work, please e-mail us at customerservice@puraflame.com
The heater does not blow hot air when it turns on and off.	This is normal. The fans blow cool air while the heater gradually heat up. The fans blow after the heater turn off to cool the heater and prevent overheating.
The remote control does not work.	<ol style="list-style-type: none"> 1. Make sure the battery is properly installed. 2. Make sure the ON/OFF switch on the control panel is turned on. The remote control will not work unless the ON/OFF switch on the control panel is turned off. 3. Aim the remote control at the receiver. 4. Remove objects that may be in the way. Items between the remote control and the remote control receiver will block the signal. 5. Don't press the remote control buttons too quickly. Give the unit time to respond to your commands.
The thermostat (TEMP button) does not work.	<ol style="list-style-type: none"> 1. Make sure the heater is turned on. The thermostat will not work unless the heater is turned on. 2. Make sure the thermostat is not set too low. If the thermostat is set lower than room temperature, the heater will turn on.

LIMITED WARRANTY

This warrants to the original purchaser that this product is free from defects in material and workmanship as of the date of purchase and that it will, under normal use and proper care, remain so for one year from the date of purchase. Missing or initially defective parts will be replaced free of charge during the period of this limited warranty. If parts are unavailable, comparable replacement of refund will be given. **The original dated sales receipt is required for all warranty claims.** This warranty does not cover damage which has occurred during transport from the point of purchase to the consumer's home. This warranty does not cover glass, light bulbs, batteries, transportation, labor, or other issues not associated with the manufacture of the product.

This product is for residential use only. Any and all commercial use of this product voids all warranties, and frees the manufacturer from all liability.

Read and understand all assembly and operating instructions, and all safety information and warnings, before use. The following will void this warranty: Damage caused from tampering with, modifying, or altering the fireplace insert in any manner; Damage due to incorrect assembly, improper care, misuse, or abuse; Damage from being used with the wrong power source; Water damage; Damage caused from this insert being used outdoors; Damage caused from this insert being used for excessive periods of time; Damage caused by the insert being used in a commercial application; Damage from use as a primary heat source; Other misuse or abuse not specifically listed herein.

This product is not intended to be used as a primary heat source. It is for supplemental heating purposes only.

Thank you for purchasing this product! If you have questions about assembly or operation of this product, are missing parts, or if the product is damaged, please e-mail us at:

customerservice@puraflame.com

