

Fireplace Warehouse, Blaze Urban Living, and Black Hills Fireplace Unite Under One Brand: Flatirons Fire



Denver, Colorado Sep 11, 2025 ([Issuewire.com](https://www.issuewire.com)) - Three trusted names in the hearth and outdoor living industry — **Fireplace Warehouse, Blaze Urban Living, and Black Hills Fireplace** — have officially come together under a single, unified brand: **Flatirons Fire**. The rebrand reflects the company's vision to provide homeowners, designers, and builders with a seamless experience and a curated selection of premium fireplaces, stoves, fire pits, outdoor kitchens, and lifestyle products — all through one modern platform.

With the transition now complete, visitors can explore everything Flatirons Fire offers at the new website, FlatironsFire.com, where the full range of brands and products carried by the former companies are now available in one place. All previous domains — fpwhs.com, blazeurbanliving.com, and blackhillswirefireplace.com — now redirect seamlessly to the new site, ensuring continuity and convenience for customers.

A Legacy of Quality, Reimagined for the Future

For more than a decade, each of the three companies built reputations for excellence, craftsmanship, and customer care within their regions. The decision to unite under the **Flatirons Fire** name represents a shared commitment to offering a more elevated and streamlined experience while expanding into a national presence.

“This rebrand isn’t just about a new name — it’s about building on our legacy and delivering an even higher level of service and inspiration,” said **Bob Kahn, CEO of Flatirons Fire**. “By bringing all of our brands together, we’re making it easier for customers to explore, imagine, and create beautiful spaces centered around the warmth and power of fire.”

What Customers Can Expect

- **A single destination** for fireplaces, inserts, stoves, outdoor living products, and accessories.
- **Expanded design inspiration**, both online and in showrooms, with personalized guidance from knowledgeable experts.
- **The same trusted service and support**, now enhanced under one cohesive brand.

Flatirons Fire currently operates showrooms in **Denver, Colorado** and **Rapid City, South Dakota**, with plans to expand its footprint in the years ahead. Whether customers are renovating a single room or designing a dream home, Flatirons Fire offers the products and expertise to transform spaces into inviting sanctuaries that reflect personal lifestyle and taste.

About Flatirons Fire

Flatirons Fire is a premier provider of fireplaces, stoves, inserts, fire pits, grills, and outdoor living products. Born from the unification of Fireplace Warehouse, Blaze Urban Living, and Black Hills Fireplace, Flatirons Fire combines decades of industry expertise with a modern vision for creating warmth, beauty, and connection in every home. With both in-person showrooms and a comprehensive online store, Flatirons Fire serves homeowners, architects, designers, and builders nationwide.

For more information, visit www.FlatironsFire.com.

Press Contact:

Flat Irons Fire
5353 N. Bannock St
Denver, CO 80216
United States

Bob Kahn
(303) 296-3823

Media Contact

Flatirons Fire

*****@flatironsfire.com

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