

STORY **HEATHER WRIGHT**
PHOTOGRAPHY **KEVIN BELANGER**



Kim Reid, General Manager,
Cyndi Cartwright, Sales & Administrative Associate,
Jodie Matthiesen, Owner

KEEPING THE HOME FIRES BURNING

THE COMPANY: With community roots that extend back almost a century, **Hubert's Fireplace Consultation + Design** started in Hintonburg as a family-run stove and heating company. In 2017, during their 95th anniversary year, they moved to their current location in Ottawa's east end. This company has

evolved over the years to reflect trends and to meet the needs of their growing client base. Hubert's is now a specialized hearth retailer, with custom fireplaces and outdoor grills. They focus not only on personalized customer service (concept to completion all done by in-house staff including unit install, framing, tiling,



custom mantels and cabinetry) but also emphasize customer education in order to ensure clients are choosing the best possible product or service for their needs. This is the only hearth store in Ottawa that is owned and operated by women, which is noteworthy in a mostly male industry. Owner Jodie Matthiesen is following in the footsteps of her trailblazing mother, who cleared a path for her into the industry a generation ago.

CURRENT FIREPLACE TRENDS: This season there is an uptick in demand for wood burning stoves and fireplaces. In gas burning, there is demand for more modern styles such as sleek linear designs with clean contemporary finishes. Custom fireplaces continue to be popular. Hubert's work is proudly on display around the city at Tanger Outlets, Cabelas, the Keg (Stittsville and the Market locations) and Movati Athletics (Train Yards and Orleans locations).

OFF-SEASON PLANNING: Although the focus in the winter is on making your indoors warm and inviting, the season provides a great opportunity to start thinking about how to improve outdoor living for the warmer months. An outdoor kitchen requires a lot of planning, like water, gas and electrical requirements, equipment layout, cabinet design and material selections for counters and cabinet finishing. Using the winter for planning and prep allows for early installation as soon as warmer weather arrives. Additionally, outdoor wood and gas fireplaces and radiant heaters can add extra warmth to outdoor living areas and extend your comfort outdoors well into the fall months.

GET THERE: 1290 Old Innes Rd., Unit 703, Ottawa | 613.728.3786
hubertsfireplaces.com **OH**



Sleek and unique: Hubert's offers a variety of styles for every taste.