



URBANA

LUXURY FIREPLACES

OVER 30 YEARS IN HEARTH

Sherwood Industries Ltd. is the manufacturer of Urbana alongside Enviro and has been an industry leading hearth company for over 30 years. Our factory is nestled in the Pacific North West, where hard work and ingenuity come together to create innovative fireplace products that our customers can enjoy and appreciate for years to come.





- Painted Steel Liner
- Clear Glass Media
- Adjustable LED Lighting



- Fluted Liner
- Glass Media
- Glass Bezel



- Infinity Glass Liner
- Glass Media
- Glass Bezel



U30

Floating Install Kit

Painted Steel Liner

Traditional Log Set

Glass Size:

FRONT: 19" h x 30" w

Viewing Size:

FRONT: 17" h x 30" w

U30 S

Fluted Liner

Steel Bezel

Driftwood Log Set

Screen Size:
FRONT: 19"h x 30"w

Viewing Size:
FRONT: 17"h x 30"w



- Painted Steel Liner
- Glass Bezel
- Shale
- Traditional Log Set



- Fluted Liner
- Steel Bezel
- Shale
- Traditional Log Set



- Infinity Glass Liner
- Glass Bezel
- Shale
- Traditional Log Set



U30

Infinity Effect Combination

- Infinity Glass Liner
- Black Glass Media
- Glass Bezel

Glass Size:

FRONT: 19" h x 30" w

Viewing Size:

FRONT: 17" h x 30" w



- Painted Steel Liner
- Glass Bezel
- Driftwood Log Set



- Fluted Liner
- Steel Bezel
- Driftwood Log Set



- Infinity Glass Liner
- Glass Bezel
- Driftwood Log Set





- Painted Steel Liner
- Clear Glass Media
- Adjustable LED Lighting



- Fluted Liner
- Glass Media
- Glass Bezel



- Infinity Glass Liner
- Glass Media
- Glass Bezel



U30 T

Fluted Steel Liner

Driftwood Log Set

Glass Bezel

Shale

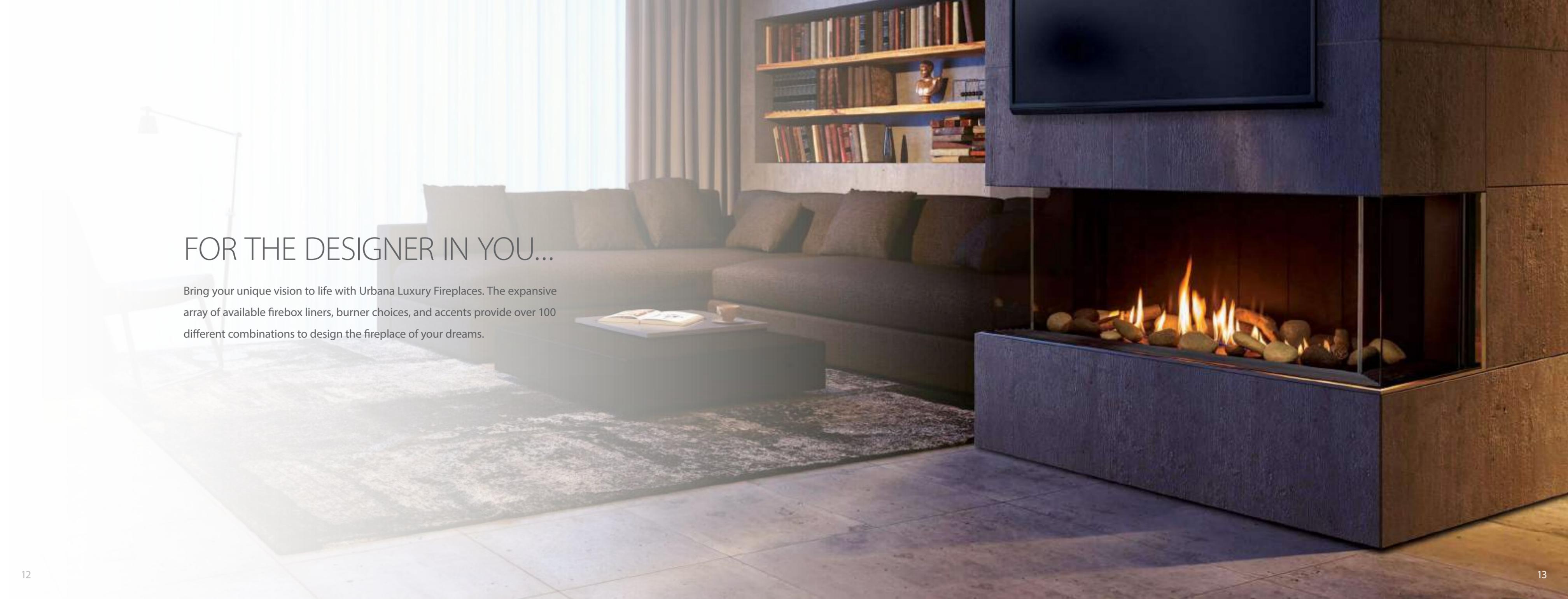
Glass Size:

FRONT: 26" h x 30" w

Viewing Size:

FRONT: 24" h x 30" w





FOR THE DESIGNER IN YOU...

Bring your unique vision to life with Urbana Luxury Fireplaces. The expansive array of available firebox liners, burner choices, and accents provide over 100 different combinations to design the fireplace of your dreams.

U50

Right Corner Install

Painted Steel Liner

Glass Bezel

Shale

Traditional Log Set

Glass Size:

FRONT: 19" h x 50" w

Viewing Size:

FRONT: 17" h x 50" w



- Painted Steel Liner
- Glass Bezel
- Shale
- Traditional Log Set



- Fluted Liner
- Steel Bezel
- Shale
- Traditional Log Set



- Infinity Glass Liner
- Glass Bezel
- Shale
- Traditional Log Set





- Painted Steel Liner
- Vermiculite
- Glass Bezel



- Fluted Liner
- Vermiculite
- Glass Bezel



- Infinity Glass Liner
- Vermiculite
- Glass Bezels



U50 S

Fluted Liner
 Steel Bezel
 Driftwood Log Set
 Screen Size:
 FRONT: 19" h x 50" w
 Viewing Size:
 FRONT: 17" h x 50" w



U50

Infinity Glass Liner

Glass Bezel

Shale

Traditional Log Set

Glass Size:

FRONT: 19" h x 50" w

Viewing Size:

FRONT: 17" h x 50" w



- Painted Steel Liner
- Glass Bezel
- Driftwood Log Set



- Fluted Liner
- Glass Bezel
- Driftwood Log Set



- Infinity Glass Liner
- Glass Bezel
- Driftwood Log Set





- Painted Steel Liner
- Vermiculite
- Glass Bezel



- Fluted Liner
- Vermiculite
- Glass Bezel



- Infinity Glass Liner
- Vermiculite
- Glass Bezel

U50 T

- Left Corner Install
- Painted Steel Liner
- Glass Bezel
- Shale
- Traditional Log Set
- Glass Size:
- FRONT: 26"h x 50"w
- Viewing Size:
- FRONT: 24"h x 50"w



U70 S

Infinity Glass Liner

Glass Bezel

Traditional Log Set

Glass Size:
FRONT: 19" h x 70" w

Viewing Size:
FRONT: 17" h x 70" w



- Painted Steel Liner
- Glass Bezel
- Traditional Log Set



- Fluted Liner
- Glass Bezel
- Shale
- Traditional Log Set



- Infinity Glass Liner
- Glass Bezel
- Traditional Log Set





- Painted Steel Liner
- Adjustable LED Lighting
- Clear Glass Media



- Fluted Liner
- Steel Bezel
- Vermiculite



- Infinity Glass Liner
- Black Glass Media



U70

Left Corner Install
 Painted Steel Liner
 Glass Bezel
 Traditional Log Set
 Glass Size:
 FRONT: 19" h x 30" w
 Viewing Size:
 FRONT: 17" h x 30" w

U70

Infinity Glass Liner
Adjustable LED Lighting
Clear Glass Media
Driftwood Log Set
Glass Size:
FRONT: 19" h x 70" w
Viewing Size:
FRONT: 17" h x 70" w



- Painted Steel Liner
- Glass Bezel
- Driftwood Log Set



- Fluted Liner
- Steel Bezel
- Driftwood Log Set



- Infinity Glass Liner
- Glass Bezel
- Driftwood Log Set





- Painted Steel Liner
- Adjustable LED Lighting
- Clear Glass Media



- Fluted Liner
- Steel Bezel
- Vermiculite



- Infinity Glass Liner
- Black Glass Media



U70 T

Infinity Glass Liner
 Glass Bezel
 Traditional Log Set
 Glass Size:
 FRONT: 26"h x 70"w
 Viewing Size:
 FRONT: 24"h x 70"w





U50 – Flush Install, Driftwood Log Set, Infinity Glass Liner



U50 – River Rock Set w/Twigs, Painted Steel Liner



U70 – Traditional Log Set, Painted Steel Liner



U50 – Driftwood Log Set, Fluted Liner

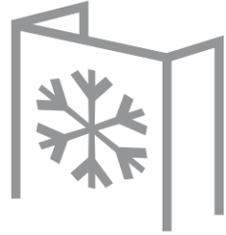


U70 – Glass Media, Infinity Glass Liner



U70 Tall – Driftwood Log Set, Fluted Liner

THE URBANA ADVANTAGE U30 | U50 | U70



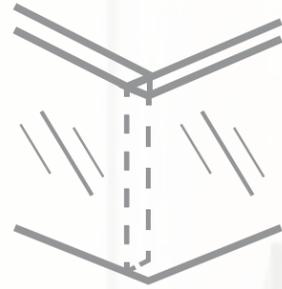
COOL WALL

Fireplaces can be framed in with combustible materials such as drywall, veneer, shiplap, etc.



3D STAINLESS STEEL BURNER

A stunning new three dimensional fireplace design that adds a "wow" factor to your flame.



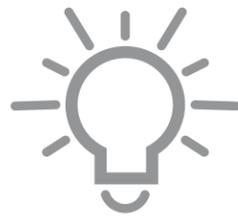
INVISISEAL SYSTEM Patent Pending

The interior glass panes seal to each other using our proprietary Invisiseal System. Invisiseal uses formed silicone for a no-mess, airtight and re-usable glass seal.



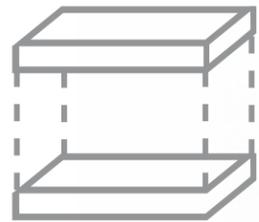
DOUBLE GLASS OR SCREEN

Urbana fireplaces use either a second layer of glass for hot surface protection or alternatively a single layer combined with an invisimesh safety screen.



TOP FIREBOX LIGHTING

Adjustable top lights come standard on all Urbana fireplaces and are controlled via an included remote.



NO STEEL PILLARS

Don't like steel bars? Urbana fireplaces are available with a transparent glass-to-glass construction that lets you enjoy the fire from any angle.



COOL SURFACE SYSTEM

Our Cool Surface System helps channel rising heat within the chase, protecting wall mounted valuables such as paintings or HDTVs.



FIREBOX MEDIA

A large selection of burner media and firebox liners give Urbana units plenty of variation in their flame presentation.



BAY FIREPLACE

By design, all Urbana units are built to be installed as a Bay Fireplace.

These bay units are available with either a second layer of glass for hot surface protection or a removable safety screen. Their modern aesthetic and innovative presentation make bay fireplaces a perfect centerpiece for your home.



SINGLE SIDED INSTALLATION

The U50 and U70 units can be installed flush with the wall using a Single Sided Installation Kit. This option gives the fireplace a traditional linear appearance while retaining its impressively tall *Cool Touch Glass*. With double glass surface protection there's no need for the steel safety screen.



CORNER INSTALLATION

An Urbana Fireplace can be installed in a corner using a left or right corner install kit. All "non-screened" units can be easily converted for either corner giving you more creative freedom to design your perfect living room. Please see the part number breakdown to identify the corner kit you need for your install.

FLOATING INSTALLATION

The U30 unit can be installed as a floating design using the Floating Installation Kit. This installation kit gives you more creative freedom with your fireplace to suit your unique vision. This suspended design is built to be a focal point within your home, while providing the cozy and homelike atmosphere that you expect from your hearth product.



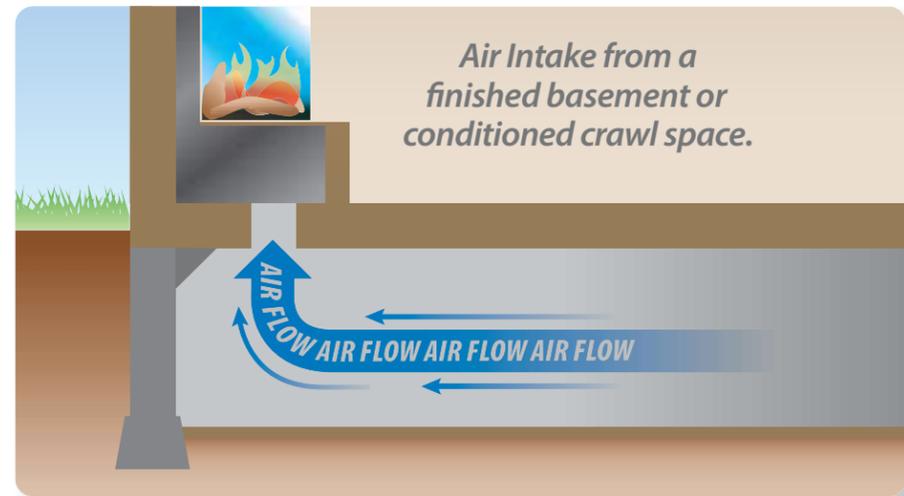
URBANA INSTALL STYLES

A three-dimensional fireplace creates further design opportunities that fit your project. An Urbana Fireplace removes the design barriers of a classic mantel and allows you to create the perfect framing style that fits your vision. Here are some of the many design ideas that you can achieve with your U Series Fireplace.



U30 | U50 | U70 VENTING SOLUTIONS

Every Urbana fireplace is designed with our COOL SURFACE SYSTEM which allows air coming into the fireplace to be heated and rise up safely within the chase, protecting wall mounted valuables from unsafe temperatures. This gives you the freedom to decorate your room without the worry of heat damage over the long term. Rising heat exits the top of an open chase; however, we have additional venting options if you wish to frame the chase all the way up to the ceiling.



HIDDEN INTAKE CONSTRUCTION — URBANA EXCLUSIVE

Where approved by local codes and the building's HVAC supplier, the chase intake air may be supplied from a basement or conditioned crawl space below if no visible open area is desired at the bottom of the chase.



SHADOW LINE

Fans pull air into the unit through a gap beneath the fireplace's "plinth" or "lower construction".



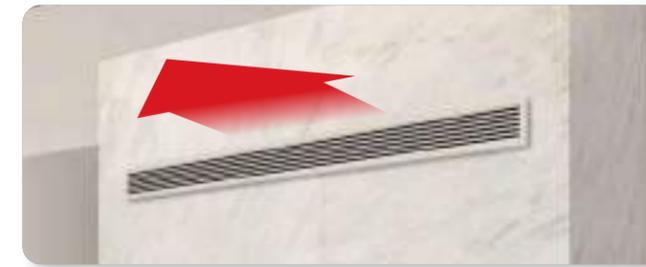
FLOOR VENTS

The "plinth" or "lower construction" is finished to the floor and optional floor vents are installed on the left and right sides to allow for air intake.



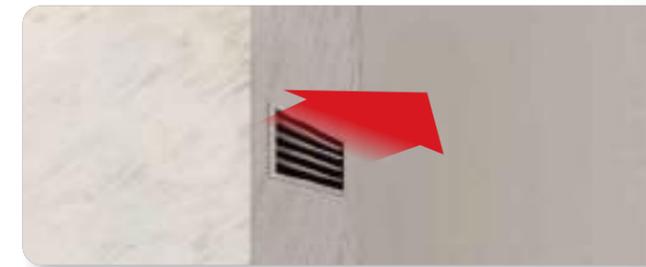
TOP SHADOW LINE

The chase is constructed leaving an open gap at the ceiling allowing rising heat to freely enter the room.



FORWARD FACING VENT

Optionally, you can channel the rising heat through a forward facing vent with a paintable bezel.



SIDE VENTS

Side vents are also available and operate by exiting hot air out the left and right sides of the chase.



HDTV SAFE

HDTVs are able to be wall mounted as low as 4" from the top of the glass.

Aesthetic Features U30 - U50 - U70

Fluted Liner



Painted Steel Liner



Infinity Black Glass Liner



Traditional Log Set



Driftwood Log Set



Glass Media



L/R Corner Install Kit



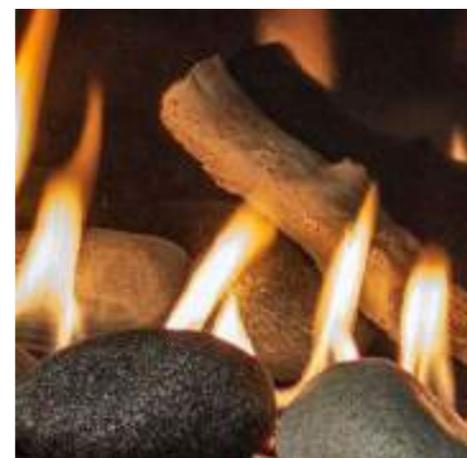
Bezel - Black Glass



Bezel - Antique Rust



River Rock Set



Adjustable LED Lighting



Shale



TRADITIONAL GAS FIREPLACES

Introducing the U37 and U44 traditional gas fireplaces. These models feature clean, contemporary aesthetics and a wide variety of options allowing you to truly personalize the centerpiece of your room. Offered in a well-known square or eye-catching arched configuration, the U37/U44 can be customized to fit any design. Pair the unit with a traditional log set or a modern glass configuration. No matter what you are looking for, the U37/U44 delivers.



U37

Black Enameled Liner
Birch Log Set
Glass Size: 30"h x 35"w



- Traditional Log Set
- Black Enameled Steel Liner



- Black Glass Media
- Black Enameled Steel Liner



- Driftwood Log Set
- Black Enameled Steel Liner



- River Rock Set w/Twigs
- Black Enameled Steel Liner



- Traditional Log Set
- Ledge stone Liner



- Birch Log Set
- Ledge stone Liner



- Traditional Log Set
- Herringbone Liner (Sandstone)



- Birch Log Set
- Herringbone Liner (Umer)



U37

Arch Fireplace
 Traditional Log Set
 Ledge stone Liner
 Glass Size: 30”h x 35”w

U37

Rustic Brick Liner
Birch Log Set
Forgeworks Face
Glass Size: 30" h x 35" w



- Traditional Log Set
- Rustic Brick Liner



- Birch Log Set
- Rustic Brick Liner



- Traditional Log Set
- Painted Black Steel Liner



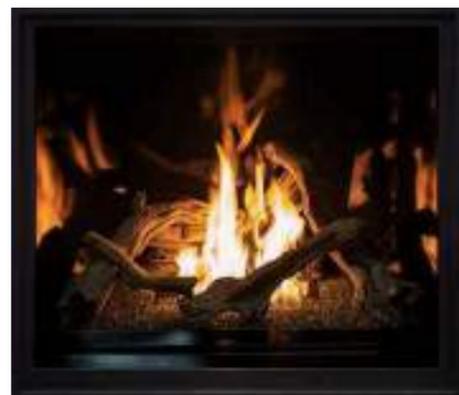
- Birch Log Set
- Painted Black Steel Liner



- Traditional Log Set
- Black Enameled Steel Liner



- Glass Media
- Black Enameled Steel Liner



- Driftwood Log Set
- Black Enameled Steel Liner



- River Rock Set w/Twigs
- Black Enameled Steel Liner



U44

Black Enameled Liner
Birch Log Set

Glass Size: 36" h x 42" w

U44

Umber Herringbone Liner
Traditional Log Set

Glass Size: 36" h x 42" w



- Traditional Log Set
- Ledgestone Liner



- Birch Log Set
- Ledgestone Liner



- Traditional Log Set
- Herringbone Liner – Umber



- Birch Log Set
- Herringbone Liner – Sandstone



- Traditional Log Set
- Rustic Brick Liner



- Birch Log Set
- Rustic Brick Liner



- Traditional Log Set
- Painted Steel Liner



- Birch Log Set
- Painted Steel Liner



U44

Herringbone Liner

Steel Bezel

Birch Log Set

Glass Size: 36" h x 42" w



U44 – Traditional Log Set, Sandstone Herringbone Liner



U44 – Glass Media, Black Enameled Liner



U44 – Birch Log Set, Ledgerstone Liner



U37 – Traditional Log Set, Rustic Brick Liner



U37 – Birch Log Set, Rustic Brick Liner



U44 – Driftwood Log Set, Black Enameled Liner



U44 – River Rock Set w/Twigs, Black Enameled Liner

U33

COMING 2022

Single Side Install

Fluted Liner

Traditional Log Set

Glass Size: 34" h x 31" w



OR



U33T

COMING 2022

See Through Install

Traditional Log Set

Painted Steel Liner

Glass Size: 74" h x 31" w



OR



Aesthetic Features U37 & U44

Rustic Brick Liner



Painted Steel Liner



Reflective Liners - TWO OPTIONS



Traditional Log Set



Birch Log Set



Driftwood Log Set



Ledgestone Liner



Herringbone Liner - SANDSTONE



Herringbone Liner - UMBER



River Rock Set w/Twigs



Glass Media



Shale



Specifications

	U30 U30 S U30 T	U50 U50 S U50 T	U70 U70 S U70 T	U37	U44										
BTU Max. Input NG / LP	22,500 BTUs	38,000 BTUs	52,500 BTUs	47,000 BTUs	63,000 BTUs										
P4 Efficiency	65.9% 65.9% U30 T	68.5% 68.5% U50 T	59.2% 59.2% U70 T	36.6% 46.6%†	37.6% 47.6%†										
Turn Down	Up to 33%	Up to 33%	Up to 33%	Up to 33%	Up to 33%										
Valve Configuration	IPI	IPI	IPI	IPI	IPI										
Venting	6 5/8"	8"	8"	8" or 11"	8" or 11"										
Flex Venting	Up to 40'	Up to 40'	Up to 40'	N/A	N/A										
Average Weight (Including liner and media)	255 lbs	355 lbs	500 lbs	400 lbs	489 lbs										
Viewing Area	1042 in ² 1,440 in ² U30 T	1,390 in ² 1,920 in ² U50 T	1,737 in ² 2,400 in ² U70 T	1,112 in ²	1,586 in ²										
Glass Dimensions <i>Safety Screen replaces outer glass on screened units</i>	H 19 3/4" 26 3/8" U30 T	W 30"	D 15"	H 19 3/4" 26 3/8" U50 T	W 50"	D 15"	H 19 3/4" 26 3/8" U70 T	W 70"	D 15"	HEIGHT 30 5/16"	WIDTH 35 3/16"	HEIGHT 36 5/16"	WIDTH 42 3/16"		
Unit Dimensions	HEIGHT 40" 46 5/8" U30 T	WIDTH 30 3/4"	DEPTH 21"	HEIGHT 47" 53 5/8" U50 T	WIDTH 50 3/4"	DEPTH 21"	HEIGHT 47" 53 5/8" U70 T	WIDTH 70 3/4"	DEPTH 21"	HEIGHT 44 1/2"	WIDTH 46 1/4"	DEPTH 24 1/4"	HEIGHT 50 1/2"	WIDTH 53 1/2"	DEPTH 27 1/2"

*See owner's manual for detailed fireplace specifications.

† Based on in-house testing using an 8" vent

U30/U50/U70

DESIGN FEATURES

- Left/Right Corner Installation Kits
Not applicable with screened units
- Single Sided Installation Kit
Not applicable with screened units
- Top Firebox Lighting
- Ventilated Chase Design
- 3D Stainless Steel Burner
- Cool Surface System
- Power Vent Compatible
(Approved for Duravent CVS 5"3")
- Optional Bezels
(Black Glass, Antique Rust)
- Optional Chase Comfort Kit
- Floating Installation Compatible (U30)

FIREBOX MEDIA

- Driftwood Log Set
- Traditional Split Log Set
- River Rock Set w/Twigs
- Adjustable Color LED Lighting
- Glass Media
- Vermiculite
- Bezel w/Glass or Vermiculite
- Shale

LINER OPTIONS

- Painted Steel Liner (Included)
- Fluted Liner
- Infinity Glass Liner - Black

U37/U44

DESIGN FEATURES

- Clean Face Design
- IPI Pilot System
- Compatible with NG & LP
- Top Firebox Lighting
- ClearView Safety Screen
- Stainless Steel Burner
- Cool Surface System
- Power Vent Compatible
- Optional Chase Comfort Kit

OPTIONAL FACE

- Forgeworks Face

FIREBOX MEDIA

- Driftwood Log Set
- Birch Log Set
- Traditional Split Log Set
- River Rock Set w/Twigs
- Glass Media
- Shale

LINER OPTIONS

- Painted Steel Liner (Included)
- Rustic Brick Liner
- LedgeStone Liner
- Herringbone (Sandstone) Liner
- Herringbone (Umber) Liner
- Black Enameled Steel Liner
- Black Glass Liner

COMPATIBLE WITH MOST FINISHES

The low heat nature of Urbana fireplaces allow you to use a large variety of combustible finishes during framing. Here are some examples.



Wallpaper Drywall Shiplap Tile Fabric Wood Imitation Stone Marble

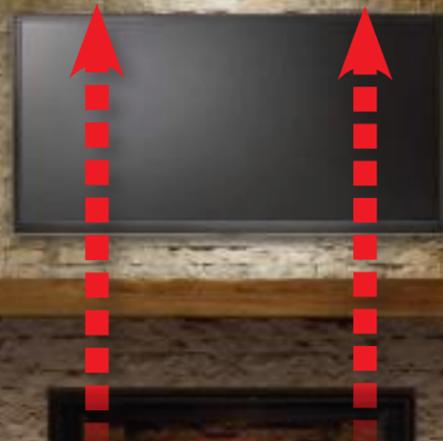
INCLUDED WITH THE U37 & U44 COOL SURFACE SYSTEM

The Cool Surface System allows the fireplaces rising heat to move safely up the chase without creating excessive surface temperatures that can damage HDTV's or other wall mounted valuables.

Rising heat is evenly vented forward into the living space above the chase

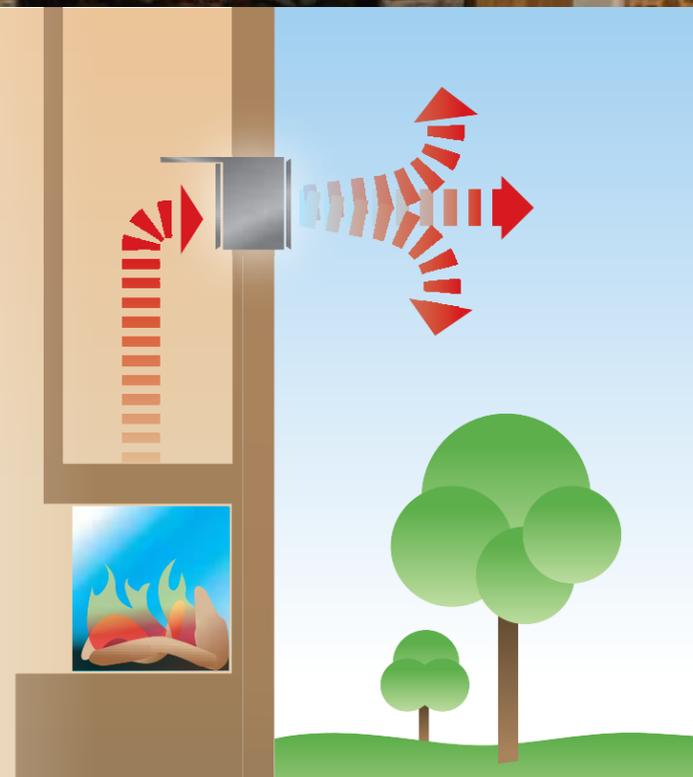
Rising heat is channeled safely past valuable wall mounted items such as a TV

Heat radiates forward from the fireplace window



COMFORT KIT

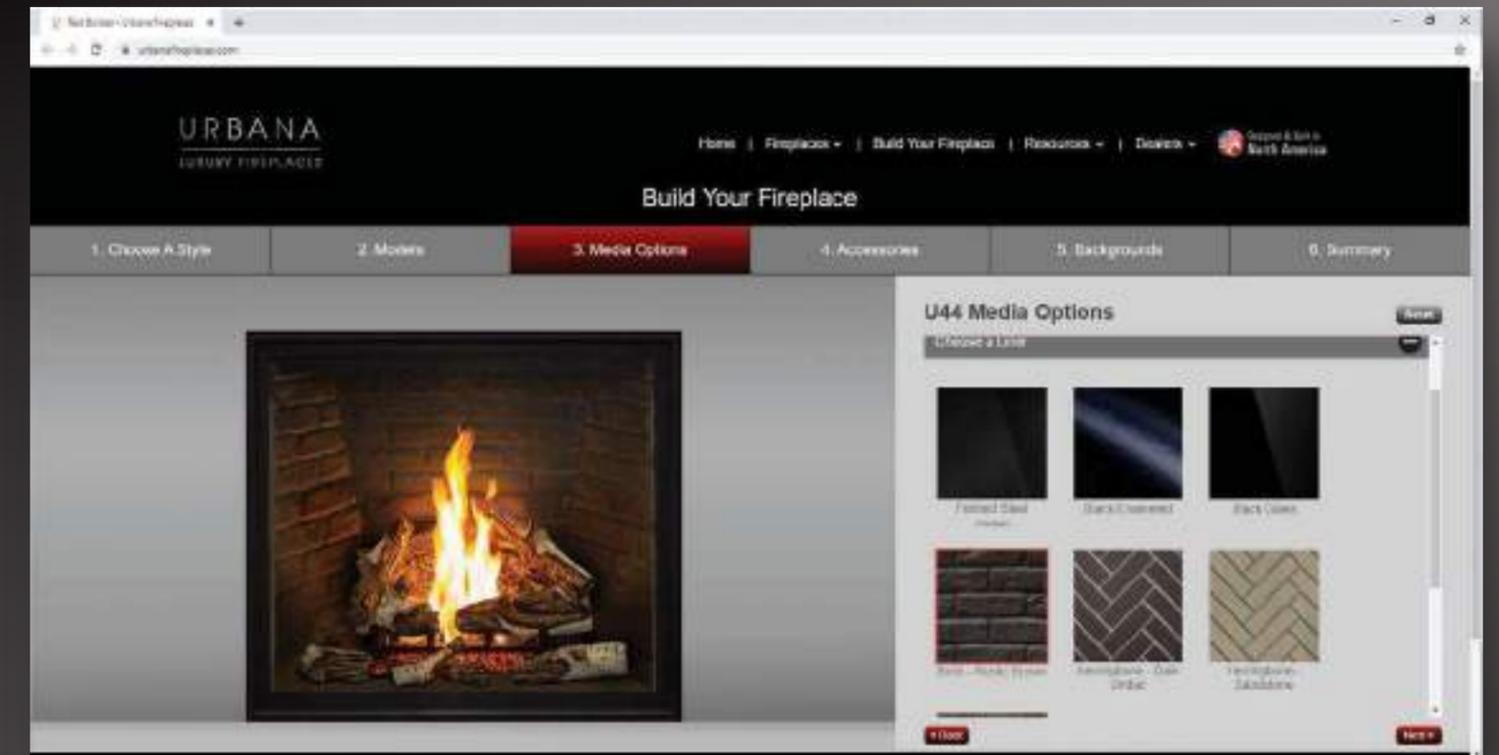
Our available Comfort Kit is an installation option that allows excess rising heat to be channeled outside through an exterior wall behind the fireplace. This setup allows you and your loved ones to enjoy a beautiful flame at comfortable temperatures.



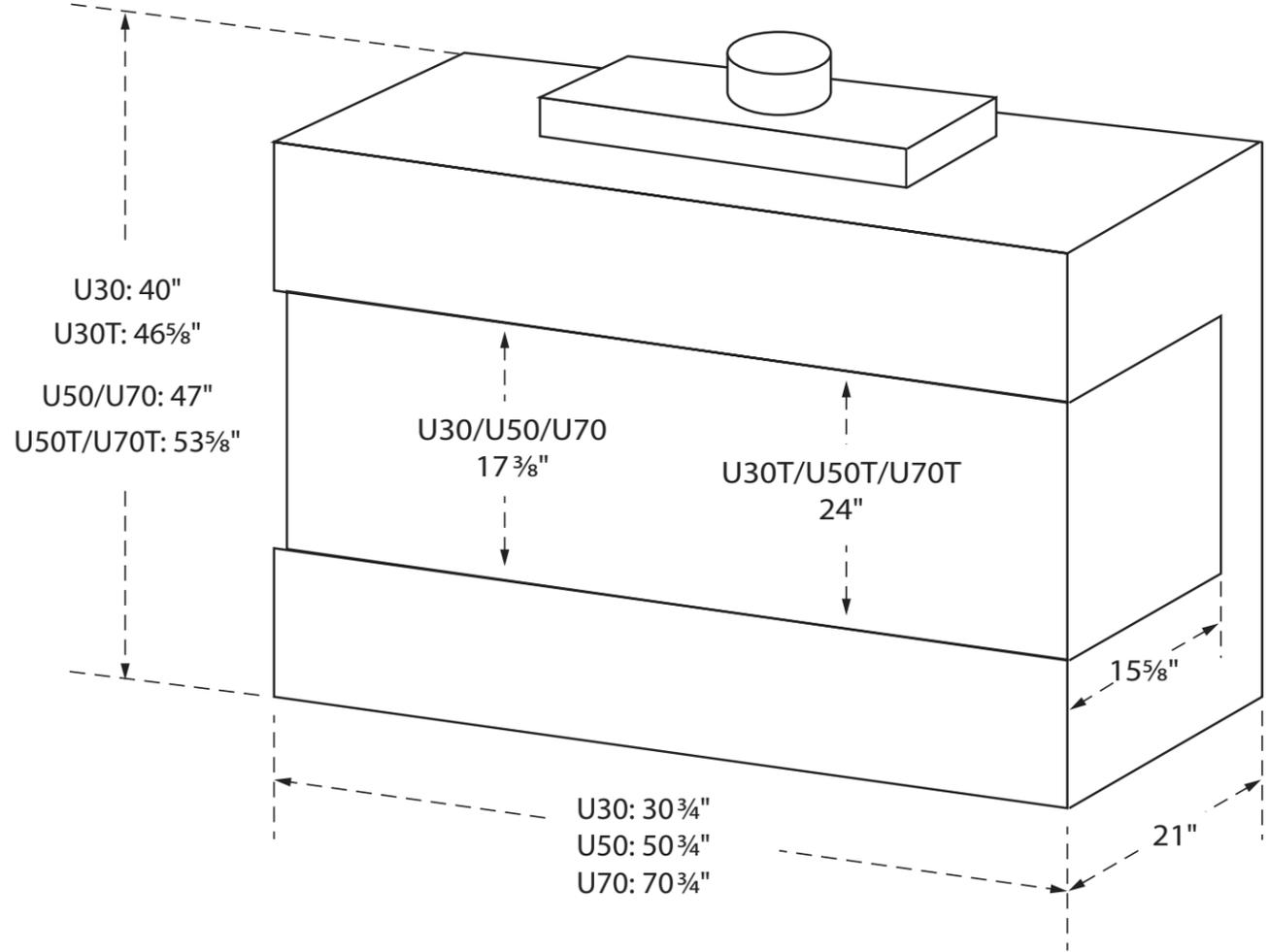
BUILD YOUR FIREPLACE

Find the ideal combination of logs and liners with the Urbana Fireplace Builder. This tool includes the ability for customers to receive a PDF of their fireplace as well as provide a list of authorized dealers in their area.

Visit urbanafireplaces.com/fireplace-builder to build your dream fireplace today

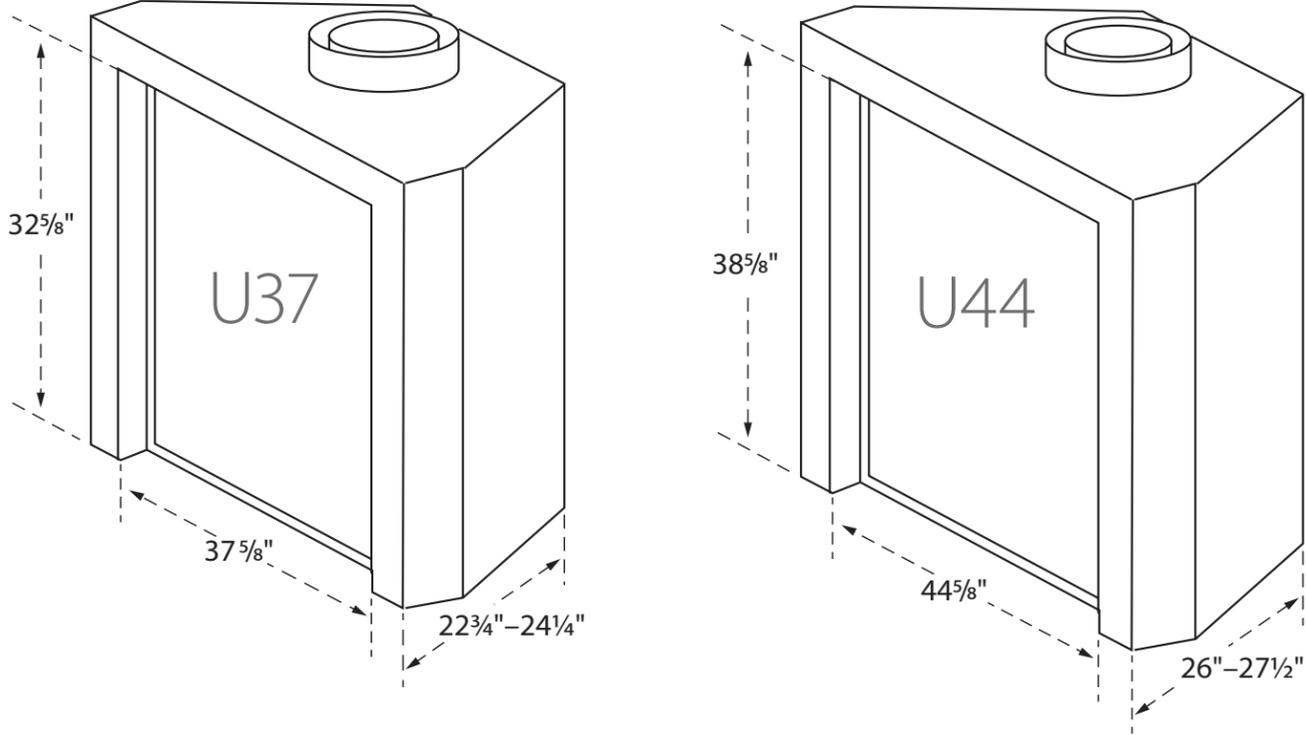


U30/U50/U70 DIMENSIONS



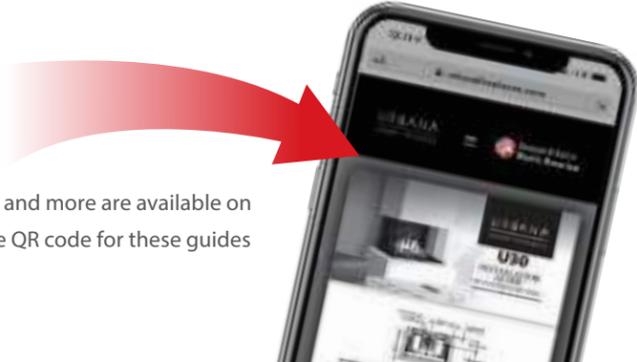
Note: U30/U50/U70 dimensions also apply to screened editions.

U37/U44 DIMENSIONS



Full Install Details
 Available online

Venting, Clearances, Install guides and more are available on our website. Please scan the above QR code for these guides and more detailed information.



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