

Make Your Room Enchanting with a Fireplace or Stove

By Virginia K. Murphy, Chamber Staff

March is known for coming in like a lion and going out like a lamb. This year, the opposite was true. Our world changed as Massachusetts residents, and indeed, as citizens of the world.

A state of emergency went into effect, schools closed, non-essential workers were ordered to stay at home, and dining in restaurants came to an abrupt halt. Suddenly, we became hermits in our own homes, and so began our life of quarantine.

We took to social media where people showed off their gourmet cooking skills; first in the kitchen, and as the weather warmed, by grilling in their backyards. We shared TikTok videos, boredom busters on YouTube, and made long-awaited home improvements.

With the passing of July's heatwave into the dog days of summer, many are thinking ahead to the changing of seasons and ways to make their homes more comfortable and save on their heating bills for the upcoming winter. Let us introduce you to a Chamber member of 10-years, Enchanted Fireside.

Located at 728 West Boylston Street in Worcester, Enchanted Fireside has been in business for 25 years. Husband and wife owners, Rocco and Karen DiVerdi, first opened their doors in the town of West Boylston before moving down the street to their current location in 2001.

Their product offerings include fireplaces, fireplace inserts, stoves, glass doors, mantels, outdoor cooking grills, and awnings, among other accessories. A full-service shop, they offer maintenance plans, and repair services for the homeowner and their business clients in Central Massachusetts.

"Our passion for making home heating beautiful and efficient fuels our goals to provide outstanding service and superior product knowledge when you purchase a product from Enchanted Fireside."

During the quarantine over the past five months, how many times have you looked at the most-used rooms in your home and pondered what would make your home more energy-efficient?

The experts at Enchanted Fireside help their customers identify energy-efficient and cost-effective options to offset heating bills. Their piece de resistance is helping clients create an ambiance that is relaxing, maintainable, and enchanting while conforming to each homeowner's unique style.

Husband Rocco DiVerdi is proud of their customized approach, "Our goal is to make the experience of enhancing your home environment enjoyable, rewarding, and to exceed your expectations."

According to Karen DiVerdi, fireplace inserts are their biggest seller, largely because they are easier, cleaner, and more efficient than masonry or metal fireplaces.

For those who do not already have a fireplace, but love the look and feel of one without the maintenance, they suggest customers consider a gas, pellet, or electric fireplace. They offer the warmth and charm of a wood, pellet or gas stove to the corner of any room. Today's hearth appliances are clean, efficient, and friendly to both the indoor and outdoor environment.

For the chef in the family, Enchanted Fireside also sells the Big Green EGG ceramic grill, an all-in-one grill that cooks like an oven and a smoker without adding heat to the kitchen. Better yet, the EGG can be used all year long. To keep your outdoor deck or patio cool and comfortable while grilling or relaxing, Enchanted Fireside also offers high-quality awnings with optional heating and lighting as well as the ability to manage the amount of shade with a remote control.

This environmentally conscientious company has



Rocco and Karen DiVerdi pose in front of one of the fireplaces available at their Worcester store, Enchanted Fireside.

a long-standing partnership with the Massachusetts Clean Energy Center where they have helped customers replace old, high-emissions wood stoves with cleaner, much more efficient wood and pellet stoves keeping our air cleaner.

In the community, Enchanted Fireside strives to help those who help others. Now in its third year, their #PayItForwardToTeachers campaign donates hundreds of dollars of "wish list" supplies to one lucky teacher selected in a random drawing. Nominations of teachers were accepted through August 17.

Enchanted Fireside is a 2017 Worcester Regional Chamber of Commerce Small Business Award winner and three-time recipient of the Best Of Business Central Massachusetts award. Offering friendly service and expertise in the hearth sales and service industry, the team at Enchanted Fireside helps people find the best fireplace or stove to fit their home and lifestyle.