



Copycat Hearth & Home Expands Outdoor Line as Area Dealer for Breeo X Series

September 02, 2026

WEBSTER, WI - September 02, 2026 -

Copycat Hearth & Home is serving as an exclusive-area dealer for Breeo X Series smokeless fire pits as homeowners prepare outdoor spaces for fall gatherings. The addition aligns with seasonal use of patios and yards as evening temperatures decline across northwestern Wisconsin and nearby Minnesota.

Breeo X Series units are the manufacturer's flagship smokeless fire pits. They are made in Lancaster, Pennsylvania, using heavy-gauge 304 stainless steel and Corten steel. Available sizes include the X19, X24, X30, and X42. Patented X Airflow design, double-wall construction, and secondary combustion openings are intended to support a cleaner burn once a fire is established. Corten models arrive with a blue-steel appearance and develop a weathered patina over time. Stainless models are offered for those who prefer a consistent finish.

The line is compatible with Breeo live-fire cooking accessories, including grill systems, griddles, kettle hooks, lids, spark screens, and heat deflectors. That combination allows a single outdoor fire feature to serve both as a gathering point and as a cooking surface during cooler months. Copycat Hearth & Home already stocks related outdoor products such as gas fire pit tables, wood fire pits, and hearth accessories, and the

Breeo lineup extends that category for customers seeking a smokeless wood-burning option.

Fall is a typical period for outdoor fire use in the region. Shorter days and cooler nights increase demand for heat sources that can remain in place on a patio without requiring a full masonry project. Dealers report that customers often evaluate fire pits alongside existing hearth equipment, including fireplaces, stoves, and inserts already shown in the Webster showroom.

“Fall is when many households spend more evenings outdoors and look for a reliable fire source that does not fill the yard with smoke,” said Bill Estridge, Owner of Copycat Hearth & Home. “Serving as the area dealer for the Breeo X Series gives local customers a place to see the units in person and match size and finish to their space.”

The company provides on-site consultation for outdoor placement, including consideration of surfaces, clearance, and accessories such as bases and spark screens. Installation and related masonry work remain available for customers who want a more permanent surround. Service technicians already support hearth and spa products, and outdoor fire equipment is handled as part of the same home-comfort offering.

Reviews of the business have cited installation quality and staff assistance on hearth and spa projects. Those comments speak to project coordination rather than to any single product line. The Breeo dealer role is a product-category expansion rather than a change in ownership or location.

“Customers can compare sizes and cooking accessories before they commit to a layout,” Estridge said. “That is the same approach the store uses for fireplaces and other outdoor equipment.”

Copycat Hearth & Home began in 1982 as Copycat Fabricators in Danbury, Wisconsin, founded by Russ Estridge. The business started with stove production in a garage. In 1998, Rick and Terri Estridge purchased the company, relocated it to Webster, and expanded the product mix. In 2021, Bill and Jessie Estridge assumed ownership as the third generation, keeping the name and location.

The Webster facility includes more than 4,000 square feet of showroom space and more than 28 live burning displays. Inventory covers fireplaces, stoves, and inserts in gas, wood, pellet, and electric formats, along with hot tubs, swim spas, Tylö saunas, stone products, décor, lighting, and gift items. Services include repairs and installations for most brands, chimney cleaning and repairs, water analysis, trade-ins, test soaks, winterization, and masonry using cultured and real stone.

The company serves communities across northwestern Wisconsin and nearby Minnesota. Adding Breeo X Series smokeless fire pits places another outdoor heating and cooking option within that existing service area as fall use of yards and patios increases.

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For more information about Copycat Hearth & Home, contact the company here: Copycat Hearth & Home
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Copycat Hearth & Home

Copycat Hearth & Home is a family-owned hearth, hot tub, and home comfort store with deep roots in northern Wisconsin. Since 1982, we've helped homeowners stay warm, relax, and make the most of their living spaces.

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