

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13G
Under the Securities Exchange Act of 1934
(Amendment No.)*

Profire Energy, Inc.
(Name of Issuer)
Common Stock
(Title of Class of Securities)
74316X101
(CUSIP Number)
September 11, 2020
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to
which this Schedule is filed:

- Rule 13d-1(b)
 Rule 13d-1(c)
 Rule 13d-1(d)

*The remainder of this cover page shall be filled out for a reporting person's
initial filing on this form with respect to the subject class of securities,
and for any subsequent amendment containing information which would alter
the disclosures provided in a prior cover page. The information required
in the remainder of this cover page shall not be deemed to be "filed"
for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act")
or otherwise subject to the liabilities of that section of the Act but shall
be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 74316X101

1.
Names of Reporting Persons.
Askeladden Capital Management, LLC
2.
Check the Appropriate Box if a Member of a Group (See Instructions)
(a)
(b)
3.
SEC Use Only
4.
Citizenship or Place of Organization
Texas
Number of Shares Beneficially Owned by Each Reporting Person With:
5.
Sole Voting Power
0
6.
Shared Voting Power
2,419,548
7.
Sole Dispositive Power
0
8.
Shared Dispositive Power
2,419,548
9.
Aggregate Amount Beneficially Owned by Each Reporting Person
2,419,548
10.
Check if the Aggregate Amount in Row (9)
Excludes Certain Shares (See Instructions)
11.
Percent of Class Represented by Amount in Row (9)
5.05 %
12.
Type of Reporting Person (See Instructions)
PN, IA

CUSIP No. 74316X101

1.
Names of Reporting Persons.
Askeladden Capital GP, LLC
2.
Check the Appropriate Box if a Member of a Group (See Instructions)
(a)

(b) [x]
3.
SEC Use Only
4.
Citizenship or Place of Organization
Texas
Number of Shares Beneficially Owned by Each Reporting Person With:
5.
Sole Voting Power
0
6.
Shared Voting Power
89,022
7.
Sole Dispositive Power
0
8.
Shared Dispositive Power
89,022
9.
Aggregate Amount Beneficially Owned by Each Reporting Person
89,022
10.
Check if the Aggregate Amount in Row (9)
Excludes Certain Shares (See Instructions) []
11.
Percent of Class Represented by Amount in Row (9)
0.19%
12.
Type of Reporting Person (See Instructions)
PN

CUSIP No. 74316X101

1.
Names of Reporting Persons.
Askeladden Capital Partners, LP
2.
Check the Appropriate Box if a Member of a Group (See Instructions)
(a) []
(b) [x]
3.
SEC Use Only
4.
Citizenship or Place of Organization
Texas
Number of Shares Beneficially Owned by Each Reporting Person With:
5.
Sole Voting Power
0
6.
Shared Voting Power
89,022
With:
7.
Sole Dispositive Power
0
8.
Shared Dispositive Power
89,022
9.
Aggregate Amount Beneficially Owned by Each Reporting Person
89,022
10.
Check if the Aggregate Amount in Row (9)
Excludes Certain Shares (See Instructions) []
11.
Percent of Class Represented by Amount in Row (9)
0.19%
12.
Type of Reporting Person (See Instructions)
PN

CUSIP No. 74316X101

1.

Names of Reporting Persons.

Samir Patel

2.

Check the Appropriate Box if a Member of a Group (See Instructions)

(a)

(b)

3.

SEC Use Only

4.

Citizenship or Place of Organization

United States

Number of Shares Beneficially Owned by Each Reporting Person With:

5.

Sole Voting Power

0

6.

Shared Voting Power

2,419,548

7.

Sole Dispositive Power

0

8.

Shared Dispositive Power

2,419,548

9.

Aggregate Amount Beneficially Owned by Each Reporting Person

2,419,548

10.

Check if the Aggregate Amount in Row (9)

Excludes Certain Shares (See Instructions)

11.

Percent of Class Represented by Amount in Row (9)

5.05%

12.

Type of Reporting Person (See Instructions)

IN, HC

Item 1.

(a) Name of Issuer

Profire Energy, Inc.

(b) Address of Issuer's Principal Executive Offices

321 S 1250 W #1, Lindon,

UT 84042, USA

Item 2.

(a) Name of Persons Filing

This statement is being jointly filed by and on behalf of each of Askeladden Capital Management, LLC, a Texas limited partnership ("Askeladden"), Askeladden Capital GP, LLC, a Texas limited company ("the General Partner"), Askeladden Capital Partners, LP, a Texas limited partnership (the "Fund"), and Samir Patel.

The Fund and separately managed accounts on behalf of investment advisory clients ("Managed Accounts") of Askeladden are the record and direct beneficial owners of the securities covered by this statement. The General Partner is the general partner of, and may be deemed to beneficially own securities owned by, the Fund. As the investment adviser to the Fund and Managed Accounts, Askeladden may be deemed to beneficially own the securities covered by this statement. Mr. Patel is the Member of, and may be deemed to beneficially own securities owned by, Askeladden.

Each reporting person declares that neither the filing of this statement nor anything herein shall be construed as an admission that such person is, for the purposes of Section 13(d) or 13(g) of the Act or any other purpose, the beneficial owner of any securities covered by this statement.

Each reporting person may be deemed to be a member of a group with respect to the issuer or securities of the issuer for the purposes of Section 13(d) or 13(g) of the Act. Each reporting person declares that neither the filing of this statement nor anything herein shall be construed as an admission that such person is, for the purposes of Section 13(d) or 13(g) of the Act or any other purpose, (i) acting (or has agreed or is agreeing to act together with any other person) as a partnership, limited partnership, syndicate, or other group for

the purpose of acquiring, holding, or disposing of securities of the issuer or otherwise with respect to the issuer or any securities of the issuer or (ii) a member of any group with respect to the issuer or any securities of the issuer.

(b) Address of Principal Business Office or, if none, Residence.
129 Timberline DR N, Colleyville, Texas, 76034

(c) Citizenship

See Item 4 on the cover page(s) hereto.

(d) Title of Class of Securities

Common Stock

(e) CUSIP Number

74316X101

Item 3. If this statement is filed pursuant to 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is:

(a) A broker or dealer registered under Section 15 of the Act (15U.S.C.78o);

(b) A bank as defined in Section 3(a) (6) of the Act (15U.S.C.78c);

(c) An insurance company as defined in Section 3(a) (19) of the Act (15 U.S.C. 78c);

(d) An investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C.80a-8);

(e) An investment adviser in accordance with 240.13d-1(b) (1) (ii) (E);

(f) An employee benefit plan or endowment fund in accordance with 240.13d-1(b) (1) (ii) (F);

(g) A parent holding company or control person in accordance with 240.13d-1(b) (1) (ii) (G);

(h) A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);

(i) A church plan that is excluded from the definition of an investment company under Section 3(c) (14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);

(j) A non -U.S. institution in accordance with 240.13d-1(b) (1) (ii) (J);

(k) A group, in accordance with 240.13d-1(b) (1) (ii) (K).

If filing as a non-U.S. institution in accordance with Rule 13d-1(b) (1) (ii) (J), please specify the type of institution:

Item 4. Ownership.

(a) Amount beneficially owned: See Item 9 on the cover page(s) hereto.

(b) Percent of class: See Item 11 on the cover page(s) hereto.

(c) Number of shares as to which such person has:

(i) Sole power to vote or to direct the vote: See Item 5 on the cover page(s) hereto.

(ii) Shared power to vote or to direct the vote: See Item 6 on the cover page(s) hereto.

(iii) Sole power to dispose or to direct the disposition of: See Item 7 on the cover page(s) hereto.

(iv) Shared power to dispose or to direct the disposition of: See Item 8 on the cover page(s) hereto.

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following .

Item 6. Ownership of More than Five Percent on Behalf of Another Person.
Not applicable.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person.
Not Applicable.

Item 8. Identification and Classification of Members of the Group.
Not Applicable.

Item 9. Notice of Dissolution of Group.
Not Applicable.

Item 10. Certifications.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect other than activities solely in connection with a nomination under 240.14a-11.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

September 11, 2020

Askeladden Capital Management, LLC

By:/s/ Samir Patel

Name: Samir Patel
Title: Managing Member

Askeladden Capital GP, LLC

By: /s/ Samir Patel

Name: Samir Patel
Title: Managing Member

Askeladden Capital Partners, LP

By: Askeladden Capital GP, LLC
its general partner

By:/s/ Samir Patel

Name: Samir Patel
Title: Managing Member

Samir Patel

/s/ Samir Patel

EXHIBIT INDEX

Exhibit	Description of Exhibit
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99.1	Joint Filing Agreement (incorporated herein by reference to Exhibit 99.1 to the Schedule 13G, as amended, filed on September 11, 2020 by the reporting persons with the Securities and Exchange Commission).
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JOINT FILING AGREEMENT

September 11, 2020

Pursuant to and in accordance with the Securities Exchange Act of 1934, as amended (the "Exchange Act"), and the rules and regulations thereunder, each party hereto hereby agrees to the joint filing, on behalf of each of them, of any filing required by such party under Section 13 or Section 16 of the Exchange Act or any rule or regulation thereunder (including any amendment, restatement, supplement, and/or exhibit thereto) with the Securities and Exchange Commission (and, if such security is registered on a national securities exchange, also with the exchange), and further agrees to the filing, furnishing, and/or incorporation by reference of this Joint Filing Agreement as an exhibit thereto. This Joint Filing Agreement shall remain in full force and effect until revoked by any party hereto in a signed writing provided to each other party hereto, and then only with respect to such revoking party.

IN WITNESS WHEREOF,
each party hereto, being duly authorized, has caused this Joint Filing Agreement to be executed and effective as of the date first written above.

Dated: September 11, 2020

Askeladden Capital Management, LLC

By:/s/ Samir Patel
Name: Samir Patel
Title: Managing Member

Askeladden Capital GP, LLC

By:/s/ Samir Patel
Name: Samir Patel
Title: Managing Member

Askeladden Capital Partners, LP

By:Askeladden Capital GP, LLC
its general partner

By:/s/ Samir Patel
Name: Samir Patel
Title: Managing Member

Samir Patel
/s/ Samir Patel