

# The Retail Observer

July, 2011

AN EYE ON THE INDUSTRY SINCE 1970

Vol. 22, Issue 7

## NATIONAL HARDWARE SHOW® 2011 INNOVATIVE PRODUCT TRENDS

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## “Be the Change You Want to See in the World.”

—MAHATMA GANDHI

**B**etween economic challenges, public scandals and political elections ramping up, every day the news creates feelings of unrest and dissatisfaction. We complain about gas prices, education and health care to name a few, stirring up feelings inside us of not doing enough about any of it to make a difference.

Who hasn't thought about changing the world? If you've ever wanted to change someone or something, the following inspirational story written by a monk in 1100 A.D. offers a piece of wisdom many of us may find inspirational:

*“When I was a young man, I wanted to change the world. I found it was difficult to change the world, so I tried to change my nation. When I found I couldn't change the nation, I began to focus on my town. I couldn't change the town, and as an older man, I tried to change my family.*

*Now, as an old man, I realize the only thing I can change is myself - and suddenly I realize that if long ago I had changed myself, I could have made an impact on my family. My family and I could have made an impact on our town. Their impact could have changed the nation, and I could indeed have changed the world.”*

It's so easy to look at the big picture and think of all the problems outside ourselves that need to get fixed. What in your life might start going better for you, your family, your business or community if you were to change yourself?

Our new writer, Libby Wagner shares with us her strategy: Profit Culture—operating from integrity and high principles, through stronger relationships, shared vision and goals, with respect, empathy and genuineness. These qualities are developed from change through personal growth, creating strong leadership for a positive future.

I think that Mahatma Gandhi said it best, “Be the change you want to see in the world” - a profound statement indeed. Maybe we've been going about it all wrong. Perhaps after all these years of wanting to change the world and those around us, the reality is that “being” the change is the key.



*Here's to changing our reality,*

*Eliana Barriga*

*letters@retailobserver.com*

## The Retail Observer

JULY 2011

VOLUME 22, ISSUE 7

CELEBRATING OUR 22<sup>ND</sup> YEAR  
AS THE RETAIL OBSERVER

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## What a Distribution Channel Does for You

**P**roduct Distribution—An organization or set of organizations involved in the process of making a product or service available for use or consumption by a consumer or business user. Distribution is also a very important component of Logistics & Supply chain management. Distribution in supply chain management refers to the distribution of a good from one business to another. It can be factory to supplier, supplier to retailer, or retailer to end customer. It is defined as a chain of intermediaries; each passing the product down the chain to the next organization, before it finally reaches the consumer or end-user.

Ok, so with that definition, what does your Distribution Channel have to offer you? My guess is the world. Many distributors today, like you, are looking for new sources of revenue. As the old saying goes, 'Change Happens'. Do we stay stagnant and keep doing and selling the same items that we always have? As Independent dealers the sky's the limit for you. As members of buying groups it can get even better.

As I travel the trade show route and buy fairs my eyes are constantly open to new products and opportunities that you the retailers have available to you, but sometimes you don't even know exist. Distributors are always looking for new ways to get their products into new markets. What is displayed in your showroom that you and your staff can also be selling?

Over the past 6 months, I have been to a large number of trade shows and have met with hundreds of manufactures and distributors and I am very impressed with the diverse product mix that are at your finger tips in this vast world of Retail. At the Digital Signage Expo I had the privilege of walking the floor with an exec from a large appliance manufacturer and we found distributors of products to fulfill all one's digital marketing needs. At the HPBE I found distributors covering all facets of the outdoor world. The Hardware Show and KBIS had the most diverse distribution networks with a surprising cross over into the distribution world of CES.

Many of the distributors I meet today carry products in many categories and the shows we cover have distribution offerings that are priceless opportunities waiting to happen. The world of distribution is vast and full of new products. Visit with the distributors at these shows to see what they can offer you to grow their business and yours.



*Happy Retailing,*

Moe Lastfogel

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The  
**RetailObserver**

JULY 2011

VOLUME 22, ISSUE 7

CELEBRATING OUR 22<sup>ND</sup> YEAR  
AS THE RETAIL OBSERVER

We proudly support the following trade associations and buying groups throughout North America whose news and information greatly contribute to the quality of *The Retail Observer* and the education of our readers.



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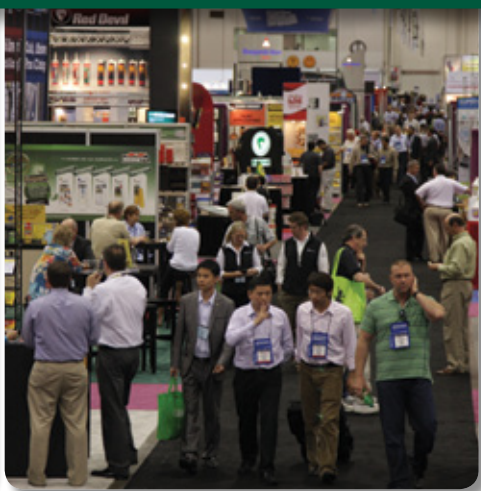
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# National Hardware Show®

CREATING A STRONG FOUNDATION FOR 2012  
WITH AN INCREASE IN BUYING & ATTENDANCE

**T**he National Hardware Show® announced that it saw a 4 percent increase in attendance this year, which is on top of the 20-percent increase last year, according to a release. Exhibitor bookings for next year's event are already up 16 percent compared to the previous year's early bookings. With nine different categories to shop from, attendees had plenty to see on the show floor which spanned more than 12 acres.

"The buzz that began with the marching band at the Opening Ceremony continued right through to the end of the Show," said Ed Several, senior v.p. and general manager of the National Hardware Show. "We are so pleased to hear all of the great feedback from attendees and exhibitors who successfully identified products and services to move their business forward. The increased attendance and increased buying on the Show floor creates a strong foundation for 2012."

And based on the feedback from attendees, they were very pleased with the event. "This was the best and most productive Las Vegas National Hardware Show PRO Group has ever experienced," said Steve Synnott, CEO of PRO Group, Inc. the

nation's largest independent hardlines group with more than \$3 billion in annual distributor sales. "We heard great speakers and met with current and new vendors and rep groups."

Paul Van Noy, managing director of Reliable Distributors said, "I will add at least 10 new vendors to our group's buying programs as a result of the two days spent at the show."

Linda Johnson, who owns Village True Value Hardware in Western Springs, Ill., said the showfloor and the seminars gave her a lot of great information to take home to her store.

"My favorite part of the show was getting to see all the new products. It's always neat to see what is out there and what we might be able to add to create excitement in our store," she said.

Patrick O'Neil from Bellevue Builder's Supply in upstate New York added that, "I was totally blown away with the selection of products to see here. It's so different from the buying shows I am used to attending. At those shows, the exhibitors are just interested in pushing the deals they are offering. Here, they actually want to talk to you about their product lines and trends that can help you."

"The Show is fantastic. The new products and depth of products we've seen here over the last three days has been phenomenal," said Tom Ruedisueli of Eymer Duchane | *continued on page 10* |



Ace Hardware in Oscoda, Mich. “I found several new products I can take back to my store.”

Ed Seval, senior vice president and general manager of the National Hardware Show, said the feedback from attendees proved that the show was a success for all who were there.

“It was fantastic. The aisles were packed. The people were very impressed with the different products that were here. The innovative discussions we heard about new ways to merchandise and go to market really shows that the future of the industry is bright,” Seval said.

Seval also said that the addition of the Outdoor Recreation area and the expanded Tailgate Pavilion opened attendees’ eyes to more possibilities at retail.

“People really liked the new categories we featured. We’ve had store owners come up and say, ‘Wow, I never thought of having that category in my store,’ and that’s created a buzz around new ways of merchandising, new assortments the fact that we had so much depth with the vendors on hand,” he said.

The 2011 show marked the debut of Independents’ Day, an entire day devoted to independent retailers and their contributions to the industry. The event was held on the North American Retail Hardware Association (NRHA) Stage and featured a variety of presentations and awards programs.

Independents’ Day also featured the NRHA’s launch of PlanItDIY, a new consumer marketing initiative designed to promote independent home improvement retailers to consumers as “the places to shop” for home projects and advice. As part of the initiative, the NRHA unveiled the PlanItDIY.com website, which promotes traffic to independent home improvement retailers and provides consumers with practical how-to advice and tips. Also making its debut was the ‘Spirit of Independents’ Awards, which recognized independent home improvement retailers and their efforts to improve their stores and their communities. The winners were: Megan Menzer, Cherryvale True Value; Jeff Cardwell, Cardwell Do it Best Home Center; and Marcus Moran, Westminster, Mass.

In one of the day’s other highlights, the NRHA awarded two Hard-Earned Vacations for Hard-Working Retailers, which went to Isobelle Swift of the International Hardware Association in Chaddlesley Corbett, U.K., and Patty Schaffer, owner of Foster’s Ace Hardware in Newberry, Mich. “One of the main reasons we came to the show was to attend the seminars on social media and we have learned so many things we can take back and put into place,” Schaffer said. “Winning this award capped off a great experience at the National Hardware Show.”

For more information on the Nation Hardware show visit [www.nationalhardwareshow.com](http://www.nationalhardwareshow.com). The show will be held next year May 1-3, 2012 at the Las Vegas Convention Center.

For more information or to join the North American Retail Hardware Association visit [www.nrha.org](http://www.nrha.org). **RO**





## CALL TO ACTION



### SEND US YOUR SHOTS

LOOKING FOR RETAILERS, DISTRIBUTORS AND MANUFACTURERS engaged in their element while at trade shows, special events, showroom openings or just plain group get-togethers. *The Retail Observer* is interested in featuring you in our new snap-shot page, "Retailers Observed", where you can see what your industry buddies are up to. Please e-mail us your hi-res photos in .jpg format. Include the captions with the photos you send for consideration and be sure to put "Retailers Observed" in the subject line. Send to: [production@retailobserver.com](mailto:production@retailobserver.com)

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## Book Review

### The Influencing Option:

THE ART OF BUILDING A PROFIT CULTURE IN BUSINESS

**T**hough the power of one's position will almost always yield short-term results and direct compliance, the constant upkeep of such interactions can be exhausting! Also, power derived purely from one's position can literally wreak havoc by causing such negative impacts on business results in the long-term as lowered morale, decreased personal initiative, under-the-radar resistance to change... and more!

Many books today offer leadership techniques, styles and philosophies that purport to overcome these negatives. However none prescribe an all-out "influencing option" that can actually educate business leaders to language and behavior that will yield results in both the short- and long-term while reversing the usual negative impacts. Plus, the consequences of an "influencing" way of leading will ultimately manifest the most sought-after results of all -- a genuine profit culture!

Fortunately, Libby Wagner's new book, *The Influencing Option: The Art of Building a Profit Culture in Business*, achieves this. Rooted firmly in values and behavior-based principles of influencing, as opposed to commanding or ordering, the book both supports integrity and drives commitment. It's a model that affords multiple options so that those using it may gain behavioral commitment from their staffers without relying on heavy-handed authority, conflict or guilt. Instead, specificity and candor are among its most compelling tools.

This unique model for leadership communication has proven time and again in the real world its capacity for developing loyal and lasting followings of participants and practitioners. Wagner consults, trains and delivers workshops for companies large and small across the globe in her quest to pass on this message. Her clients testify enthusiastically to the organizational transformations that have resulted. Invariably, attendees at her talks and public programs want to know how they too can bring this uplifting yet pragmatic model into their own organization.

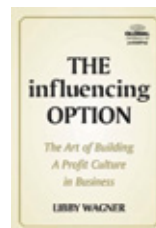
And no less than Harvard Business Review agrees that the time is right for this approach. In a recent issue focused on rebuilding trust, the HBR called on US businesses to step up to such critical challenges as loss of faith in business leaders and gross violations of ethical business conduct. The cry to "lead with integrity" has been growing steadily as business searches for ways its leaders in power positions can create profit-centered "commitment cultures" that are simultaneously transparent, participatory and sustainable. Influencing as a leadership/management strategy can fill this need, as leaders employ "influencing skills," steeped in respect, empathy, specificity and genuineness, a need that up to now hasn't been addressed by leadership and management books. **RO**

Author:

Libby Wagner, *The Influencing Coach*™,  
president of Libby Wagner & Associates.  
[www.libbywagner.com](http://www.libbywagner.com).

Publisher:

Global Professional Publishing



# Mailbag

## Clarification

ARTICLE: BACKGROUND CHECKS/DRUG SCREENING  
THE RETAIL OBSERVER MAY 2011: SERVICER NEWS

This article has created quite a stir and USA would like to clarify our position. Two statements in the article were not independently verified by USA and were found to be inaccurate after publication. USA apologizes for these mistaken comments. USA believes strongly, as does Whirlpool and PlusOne Solutions, that all independent service companies should perform background checks on all their inhome service professionals.

The first concern stated that PlusOne was “High priced at \$49.95” against a competitor offering “the same service for \$14.95”. Unfortunately, USA acted on information provided by a USA member and USA did not investigate to verify the price or the competitor services. When we compared background screening components line-by-line to the competitor, USA now feels PlusOne Solutions’ flat rate for the country is competitive. After checking the facts, we no longer believe that PlusOne is “High Priced”.

The second concern listed in the article was an assumption solely arrived at by reviewing PlusOne’s website at [www.plusonesolutions.net/services/fieldservice\\_plus](http://www.plusonesolutions.net/services/fieldservice_plus) that PlusOne Solutions is in the National Service Procurement Business.

We by no means meant to imply PlusOne was trying in any way to actively recruit technicians. Based on the information we received from PlusOne and dialog with the management, we realize that PlusOne is not recruiting technicians, but recruits Independent Servicing Companies to provide service. PlusOne Solutions complies with the FTC and the Fair Credit Reporting Act in protecting all personal information about service providers and technicians in their network. These strict government restrictions prohibit sharing data received through the drug and BGC with anyone.

Craig Reilly, Founder and CEO of PlusOne Solutions stated “PlusOne has NEVER attempted or proposed recruiting individual technicians away from their servicing companies for any reason as we hold our privacy policy and the technician information as extremely confidential”.

USA as a leader in the industry in conjunction with PlusOne Solutions and several retailers, manufacturers, and Third Party

Administrators are working together to address industry concerns on the application of criminal background and drug screens and how they should be managed in the industry.

### AN INDUSTRY CALL TO ACTION

The issue of background screening of in-home professionals is a reality today and USA supports the goal that consumers receive the best in-home service experience possible. In our current economic climate, businesses can no longer carry the burden of unnecessary costs and inefficiencies. United Servicers Association calls upon all members of the appliance repair industry to form a coalition to set the standards and procedures for background screening and drug testing for in-home service professionals in North America. We ask that all manufacturers, extended warranty administrators, trade associations, national service providers and background screen providers assemble and set the standards for the screening process and how it should be administered. Please make your views known via email to [administration@unitedservicers.com](mailto:administration@unitedservicers.com). Join USA in this important industry initiative.

*Sincerely,*  
*President, United Servicers Association*  
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*(Missed the original article to which these letter refers?  
It is available online at [www.retailobserver.com](http://www.retailobserver.com))*



## HOW TO REACH US

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We welcome your thoughts & comments, questions & suggestions.  
Letters may be edited as necessary for clarity and space

## Liebherr Extends Larger Capacity Product Line

WORLDWIDE REFRIGERATION MANUFACTURER  
INTRODUCES 2060 SERIES

German manufacture Liebherr Refrigeration North America, a worldwide leader in environmentally responsible refrigeration, announced the launch of two new exciting units, the CS 2060 and HC 2060 36" Single Door freestanding and fully integrated refrigerators.

Adding further options to Liebherr's larger capacity product line, the single door 36" 2060 series offers nearly 20 cubic feet of capacity allowing it to hold a substantial amount of groceries while meeting all food storage demands. The product's expansive and uninterrupted shelving easily accommodates oversized platters and containers while one drawer the width of the unit is perfect for meats, cheeses and dairy, two other deep drawers ensure proper care of fruits and vegetables. Gallon holders and additional storage racks permit space for all sizes of beverages and sauces and the double freezer drawers are well appointed with easy-grasp aluminum handles, handy self-closing mechanisms and maximized use of space.

"We're thrilled about the latest additions to the already popular larger capacity line," said Thorsten Platt, vice president of Liebherr Refrigeration North America. "With increasingly busy lifestyles, consumers are looking to innovative organization food systems, and the new 2060 models keep their food and their lives, simple and organized."

The 2060 series is available in freestanding, fully integrated, and stainless integrated designs, providing consumers the opportunity to customize the appliances based on their individual design preference. Additional high performance key features of the line include:

- Dual refrigeration system with separate exceptionally efficient variable speed compressors
- Elegant GlassLine fittings with large aluminum trim providing extra door storage
- Double freezer drawers mounted on smooth telescopic rails offering 6 cubic feet of storage space
- Unique LED light columns and ceiling lighting
- Vegetable and freezer drawer illumination
- An icemaker featuring the most technically advanced water filter

"The Liebherr brand continues to offer value, quality and performance through advanced refrigeration technology," said Platt. "The 2060 series is a shining example of Liebherr's product innovation and proactive approach to premium refrigeration in order to meet the expanding needs of our consumers."

Both the CS 2060 and the HC 2060 36" Single Door refrigerators are ENERGY STAR rated. Manufacturer suggested retail price of \$4,999USD for the freestanding or \$5,799USD for the fully integrated models. **RO**



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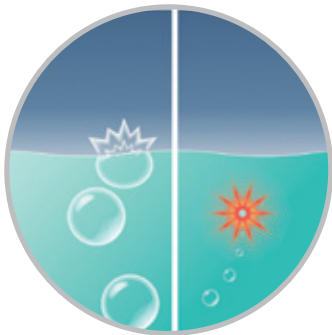
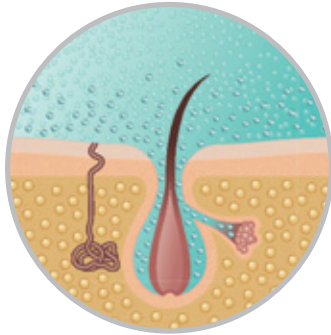
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it silky and younger looking with fewer lines and creases. MicroSilk blankets you with a supersaturated cloud of oxygen, which energizes cells, kills bacteria and promotes feelings of well being.”

“For customers who are dedicated to their health and wellness,” Jacuzzi said, “we are pleased to offer MicroSilk as a wonderful addition to our complete line of hydrotherapy baths.”

MicroSilk is available in a variety of bath designs and may be combined with other types of Jason International’s hydrotherapy bath products. The technology is available now at your local Jason Showroom.

The oxygen-packed microbubbles make MicroSilk a unique bathing experience. As they collapse, the microbubbles release their heat energy well below the surface of the water and help maintain a consistent warm bathing temperature without the need to add more hot water. Because the microbubbles clean skin without the need for the use of soaps and other cleaning agents, MicroSilk is good for bathers and for the environment.

Jason International representatives debuted MicroSilk and demonstrated the new technology at the Kitchen & Bath Industry Show (KBIS) in Las Vegas during its April 26-28 run.

For more than 25 years, Jacuzzi, his family and their company, Jason International, have been leaders in innovation in luxury-class bathing systems. This revolutionary MicroSilk hydrotherapy is the latest result from the company’s ongoing commitment to research and engineering and the family’s sustained dedication to innovation.

## JASON INTERNATIONAL REDEFINES HYDROTHERAPY LUXURY WITH MICROSILK™ DEBUT

Jason International Inc. has launched an innovative new form of hydrotherapy known as MicroSilk™ which redefines luxury-class bathing systems.

MicroSilk creates a unique therapeutic experience for body, mind and spirit through Jason International’s patent-pending process which generates billions of tiny, oxygen-rich microbubbles. The microbubbles create a delightful, effervescent sensation and provide for a gentle, deep-cleansing of skin and pores.

“A MicroSilk bath is like a facial for the entire body,” said Jason International President Remo Jacuzzi. “MicroSilk bathing rejuvenates, moisturizes and plumps the skin, leaving

## CALIFORNIA FAUCETS NAMES DPHA PRESIDENT STEVEN WEINBERG NATIONAL SALES MANAGER

APPOINTMENT EFFECTIVE JUNE 1 TO FURTHER POSITION CALIFORNIA-BASED FAUCET COMPANY AS INNOVATIVE LEADER

California Faucets, manufacturer of fine quality custom faucets, trim, and accessories, has appointed Steven Weinberg to the position of national sales manager. Beginning June 1, 2011, Weinberg will direct the Southern California headquartered faucet company’s national sales team. He will be based on the East coast to give the company a bi-coastal presence. As





current president of the Decorative Plumbing & Hardware Association (DPHA), Weinberg brings with him a wealth of knowledge and industry experience that includes past showroom ownership.

Among the many attractions that led to Weinberg's decision to accept the national sales manager position were his dealings with California Faucets in his role as a former showroom owner. "I quickly gained a great sense of respect for the company," says Weinberg. "California Faucets offers an innovative and extraordinarily well-made product," he explains. "The versatility to mix and match and create different styles and the vast selection of finishes, as well as continual rollout of innovative new products such as StyleTherm® and StyleDrain®, speaks to its great marketability potential and positive future growth prospects. In addition, they deliver on excellent customer service, positioning it as a company that has the full package."

"Steven's caliber of experience and status in the industry is a perfect fit for us," explains Noah Taft, California Faucets senior vice president of marketing and sales. "As an innovative company, we need passionate advocates like Steven who can help our select dealers leverage the competitive advantages that California Faucets provides them."

Weinberg's deep industry experience and vision has been solidified by his current term as president of DPHA, a position he has held since 2010. Weinberg is responsible for presiding over the nonprofit organization whose mission is to create competitive advantages for its nearly 400 members by advancing the business and professional development of independent dealers, manufacturers, representatives and others involved in the decorative plumbing and hardware industry.

Weinberg's high profile and influential role at DPHA was earned after two decades of ownership of The Glassmith Shop in Summit, New Jersey, a high-end decorative plumbing and hardware showroom and one of the earliest innovators of frameless shower enclosures. Weinberg notes that his past experience enabled him to gain inside perspective of the everyday pressure points within the retail showroom environment. "I have an innate sense for what showrooms need, having experienced it first hand," Weinberg explains. "Working in retail allowed me to develop an intimate understanding of how sales reps are best utilized to help their showrooms succeed." It is his insider's knowledge that, in Weinberg's estimation, will give him the edge to help push California Faucets to its full sales potential.



## ARTISAN'S NEW KITCHEN COLLECTION

Artisan's new Fleur-de-lis Collection of sinks features up to a 14 gauge heavy-duty and rugged metal construction with the four proprietary LustreGarde™ finishes including antique bronze, antique copper, nickel silver and stainless hi-lite. Both the "old world" antique bronze and antique copper has anti-microbial properties. Designers and home owners alike will love the metal patina of these gorgeous living finishes as they age naturally - year after year.

These hand-crafted sinks are well suited to either indoor or outdoor use and are so durable that they come with a lifetime warranty. They are available in single and double bowl undermount styles and are manufactured with Artisan's unique V-Therm Shield™ to deaden sound, reduce noise and vibration and provide good thermal retention.

Fleur-de-lis Collection offers a full line of complementary products to accentuate the look of your choice. A World of differences this series comes in up to 14 gauge metal thickness with single and double sink models. 5 models (FDL-LM1618 also available) are available in 4 LustreGarde™ metal finishes and 2 anti-microbial finishes that are made in USA. The patina ages beautifully and comes with a V-Therm™ Shield. Also available are designer accessories: knobs, tiles, accent plaques, sink grids, drains, and faucets to complement every designer's inspiration. All come with a | *continued on page 18* |

limited lifetime warranty. To find out more on Artisan Manufacturing Corp. call 973-286-0080 or visit the web at [www.artisanstyles.com](http://www.artisanstyles.com).



## ELICA'S ANNOUNCES ITS FULL LINE OF PROFESSIONAL COOKING PRODUCTS

**elica** For those Top Chefs who are passionate about the culinary arts or simply take their cooking a bit more seriously, Elica now offers a full range of "Professional Grade" stainless steel ventilation units to meet virtually every installation type.

Rimini offers a stylish chimney shaped range hood, which is well equipped to handle professional style cooking. The crisp lines and gleaming stainless steel provide a sense of style for any kitchen. Available in 30", 36" and 42" widths, the Rimini offers a powerful 600 CFM blower and heavy-duty push button controls that regulate 4 blower speeds and 3 halogen light settings. Elica's patented Baffle Slot filter provides easy maintenance, higher efficiency and a cleaner kitchen by capturing a higher percentage of grease and hold larger volumes of grease than traditional baffle filters.

Egadis with similar styling to Rimini is designed to support professional island cooking and compliments the kitchen with an elegant chimney shape; beneath the beautiful exterior it delivers professional cooking performance. Egadis is available in either 36" or 42" widths and features a 27" depth for extra air capture capability.

For kitchens with traditional styling, Elica offers the Calabria and Cervinia professional cooking hoods. Calabria features a full 18" height and offers a variety of options like stainless steel backsplashes and chimney extensions, plus heat lamps and warming racks. Calabria is available in 30", 36"

and 42" widths, plus a 48" wide model that's equipped with an extra-powerful 1200 CFM internal blower. Calabria comes equipped with heavy-duty rotating knob switches that control 4 blower speeds and halogen lighting with 3 light intensities plus professional high-airflow baffle filters.

Cervinia offers similar styling and features found in Calabria but is only 10" high, making it ideal for smaller kitchens and remodel projects.

Orvieto powerpacks offer professional grade performance, while being discreetly mounted inside cabinetry above the cooktop. Inserts are ideal for kitchens where space is limited, or where ventilation needs to be out of sight. Orvieto is available in 27", 33", 39" and 45" widths and has available hood liners that provide extra protection for cabinets. Heavy-duty stainless steel push button controls operate the 3-speed blower and halogen lighting.

Elica's Pro Kitchen line is designed with Italian flare and unmatched quality that the industry has come to expect from Elica. The company is recognized around the world, for providing high fashion for the kitchen, meaningful innovation and simply the best range hoods available in the market.

## APPLIANCE PARTS DISTRIBUTORS ASSOCIATION (APDA) ANNOUNCES OFFICERS, DIRECTORS AND NEW MISSION STATEMENT

Members, trade partners and guests of the Appliance Parts Distributors Association (ADPA) gathered at the Walt Disney World Swan to attend the 2011 Spring Meeting March 26-30. The APDA Spring and Fall meetings are a venue for APDA trade partners to meet with APDA members as a group and individually to review programs, exchange information and build relationships.

During the meeting, board officers and directors were elected. Bruce Swane Appliance Parts Co. in Tempe, Arizona was elected president and Phil Oraziotti, Reliable Parts Ltd. in Coquitlam, BC was elected vice president. Ron Clifton, Tribble's, Inc. in Richmond, VA serves as treasurer. Talmadge Sigmon, D & L Parts, was re-elected to the Board. Teige Fox, Fox Appliance Parts of Atlanta, is a newly elected board member. Other board members include Greg Parker, Appliance Parts Depot, | *continued on page 20* |



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Preston Tribble, Tribble's Inc, and Past-President Kirk Coburn, Coast Appliance Parts.

Trade partners attending included Airwell-Fedders Corporation, Alliance Laundry Systems, ARI Network Services, Activant Solutions, Electrolux Home Products, General Electric Consumer & Industrial, Mabe, Whirlpool Canada and the Whirlpool Corporation. "This meeting was instrumental in bringing the members and board together to formulate several initiatives including developing a member best practices survey and expanding the business statistics survey. The participation of our trade partners at the meeting contributed to strengthening our industry relationships." Also during the meeting, the Association honored APDA Past President, Kirk Coburn. "The association was energized by Kirk's leadership during his two years as president", said Swane. "With Kirk's direction, APDA produced their first marketing survey and the results confirmed the importance of the parts distributors to the industry." The APDA's Fall 2011 meeting will be held October 15 - 18 at the Ballantyne Hotel & Lodge in Charlotte, NC.

APDA is headquartered in Chicago, Illinois: 773/230-9851 or visit [www.APDA.com](http://www.APDA.com).

## MYSON STAINLESS STEEL RADIATORS ARE STYLISH, EFFICIENT AND DURABLE



Myson's new Stainless Steel Radiators are a natural... offering high corrosion resistance, superior thermal properties, and a popular finish. With 5 varied sizes, these 3 new models create an elegant designer look in a very durable and efficient hydronic radiator that is warranted for ten

full years. The new models in this collection are: Laune, Parrett and Fowey.

**Laune**—The sleek dramatic styling of this vertical tube design features straight round tubes in two heights providing high heat output up to 4,227 Btu/hr.

**Parrett**—This space-saving cylindrical tower design, featuring an internal coil, provides 1,447 Btu/hr of heat output. This radiator is an ideal heating solution when floor space is limited. It is only 7-1/2 inches wide by 72 inches in height.

**Fowey**—This classic flat tube design is available in two widths and fits into narrow spaces less than 14 inches wide. Its height is 79 inches, providing heat output of up to 2,719 Btu/hr.

For more information call 800-698-9690 or visit [www.MysonInc.com](http://www.MysonInc.com)

## 'TAP INTO COOL' WITH ELMIRA'S NEW BREW MASTER DRAFT SYSTEM REFRIGERATOR



**Elmira Stove Works** For true originals **Elmira Stove Works**

introduces the new Brew Master draft system to its expanding Northstar refrigerator line. With the Brew Master, consumers can outfit any Northstar refrigerator model, offered in nine vibrant colors, with a factory-installed draft system for continuous use and ice cold draft beer.

Available in three sizes with removable fittings, the Brew Master draft system utilizes full fridge capacity to maximize storage potential. The draft system comes complete with all the necessary accessories, including a through-the-door tap dispenser, coupler, connections, CO<sup>2</sup> cylinder and drip tray.

"We believe the Brew Master is a suitable and entertaining addition for the consumers who are attracted to our products. We are excited to be able to bring out Elmira's fun personality in the appliance and allow consumers the luxury of a cold draft beer in the comfort of their own homes," said Brian Hendrick, vice president of Elmira Stove Works.

The Brew Master can be added to Model 1950, 1951 or 1952 Northstar refrigerators. Shelving can easily | continued on page 22 |



# Finally! The Ultimate 2 in 1 Laundry Solution

## Fagor Washer/Dryer Combination Unit

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### The Ultimate 2 in 1 Laundry Solution

Fagor's washer-dryer combination units feature the benefits of two appliances in one space-saving unit. These smart front loading units perfectly accommodate apartments and small spaces with impressive results.



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be adjusted to allow for a slim 1/4 or 1/6 keg in all three models. MSRP price \$800, plus the price of the fridge.

The Northstar Collection also offers a complete line of customizable 1950s inspired appliances including ranges, microwaves, dishwasher panels, and hoods. With chrome trim, bright colors and smooth lines, the Northstar line instantly creates a retro transformation, offering a quick and easy remodeling option.

For more information on Elmira's Brew Master draft system, Northstar appliances, or the company's Antique product line, visit [www.elmirastoveworks.com](http://www.elmirastoveworks.com) or call 800.295.8498.

Elmira Stove Works has been manufacturing vintage-styled ranges since 1975, and offers full lines of "circa-1850" and retro 1950s appliances, including ranges, refrigerators, microwaves, wall ovens, range hoods and wood-burning cookstoves.



**BERTAZZONI UNVEILS NEW BUILT-IN SUITE OF COOKING PRODUCTS**

NEW COLLECTION OFFERS UNPRECEDENTED STYLE, CONVENIENCE AND CONTROL



Bertazzoni, a 129-year-old family-owned Italian manufacturer of high-quality cooking products and range hoods, today announced the launch of its new built-in oven, cooktop and ventilation line. Drawing upon Bertazzoni's 129-year history of Italian enterprise and engineering, the built-in cooking suite combines master craftsmanship and elegant design with precise performance and state-of-the-art controls to offer unparalleled style, convenience and control in the kitchen.

For over five generations, Bertazzoni has been guided by the principles of imaginative styling and advanced technology to offer products that last a lifetime," said Paolo Bertazzoni, CEO and principal of Bertazzoni s.p.a. "In keeping with this credo, we realized that the user experience of built-in cooking products had remained unchanged for several decades. With this in mind, our team of engineers and designers set out to develop a collection of built-in cooking products aimed at improving the user experience. The result is our new built-in cooking suite—a line of cooking products that meets the needs, aspirations and lifestyles of today's modern cooks."

The new Bertazzoni built-in line is offered in two distinct styles—the Design Series and the Professional Series. At the heart of the built-in line is an LCD interface which features touch controls and a clear graphic display. Designed with

| continued on page 24 |



COOL ON THE OUTSIDE

HOT ON THE INSIDE

THE BERTAZZONI DESIGN SERIES BUILT-IN OVEN



TO COOK BEAUTIFULLY  
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the user in mind, the interface is simple and intuitive and provides direct electronic control of the oven. In addition, supplemental functions such as energy saving modes reduce electricity consumption by 15 percent without compromising cooking performance.

Built-in ovens (XT models) include the exclusive Bertazzoni Assistant function. Developed in conjunction with renowned Italian chef Roberto Carcangiu, the Assistant provides a bank of cooking sequences based on the type of food and oven preparation. The cook simply selects a food category and weight as well as the desired cooking result. The Assistant also enables cooks to build a personalized library of cooking methods—all cooking sequences and recipes are stored for future use.

handle includes graphite onlays which blend seamlessly with the black monochromatic glass front oven door.

The Design Series transforms surface cooking with the introduction of the segmented cooktop. Available in a 36" width, segmented cooktops are offered in gas, induction or dual fuel combination setups. The low profile design fits the standard cut-out for a 36" cooktop and each cooktop is designed with three 12" segments per fuel type.

The Design Series also features touch-control induction cooktops—available in 30" and 36" models. Ventilation hoods in this series feature the same touch controls, graphic symbols and glass and steel design as the ovens and cooktops.



“Bertazzoni products are steeped in culinary tradition and have been developed with the homeowner’s joy of cooking in mind,” said Nicola Bertazzoni, international director, Bertazzoni S.p.A. “Our new built-in ovens, cooktops and ventilation systems deliver on this tenet and more – the collection represents a stylistically integrated kitchen while maintaining the professional-level grade performance Bertazzoni products have long been known for.”

#### A MODEL FOR EVERY KITCHEN

The Professional Series and the Design Series feature ovens, surface cooking models and range hoods that are distinct in design.

Created in collaboration with Milan Designer Stefano Giovannoni, the Design Series combines metropolitan flair and technical virtuosity. Ovens feature a molded, Italian glass handle—exclusive only to Bertazzoni. The translucent glass

#### KEY FEATURES OF THE DESIGN SERIES:

- Available in 30" width and in a single or double oven configuration with two equally equipped convection cavities
- Exclusive Dual Diagonal Convection system (all models)
- Assistant function in all cavities and a molded Italian glass handle (XT models)
- Standard full extension telescopic rack glides
- 6 models of 36" segmented cooktops feature stainless knobs
- 18,000 BTU high efficiency brass burners (all gas models)
- 30" & 36" full induction touch control cooktops
- 36" and 48" touch-through glass control range hoods
- 30" and 36" liner insert hoods featuring perimeter aspiration
- 30" built-in microwave

The Built-in Professional Series mirrors the celebrated features of the Bertazzoni Professional Series—clean lines, excellent proportions, and functional, ergonomic design. The Professional Series includes built-in ovens, drop-in | *continued on page 26* |



Featuring

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Daewoo Steam Laundry



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ELECTRONICS



cooktops and range tops. The new low-profile cooktop has five burners with an 18,000 BTU high efficiency brass burner and extra low simmer settings.

Bertazzoni Professional Series ventilation hoods are available in stainless steel and in sizes ranging from 30" – 48". They feature one or two motors (600 or 1200 CFM) and have three settings for different extraction levels.

**KEY FEATURES OF THE PROFESSIONAL SERIES:**

- Available in 30" width and in a single and double oven configuration with two equally equipped convection cavities
  - Exclusive Dual Diagonal Convection system (all models)
  - Assistant function in all cavities (XT models)
  - Standard full extension telescopic rack glides
  - 4 models of 36" range tops, low profile built-in & drop in cooktops feature 5 or 6 burners
  - 18,000 BTU high efficiency brass burners (all gas models)
  - 30", 36" and 48" range hoods include up to 1200 CFM and stainless steel pro baffle filters
  - 30" and 36" liner insert hoods include stainless steel pro baffle filters
  - 30" built-in microwave
- For more information, visit [www.bertazzoni.com](http://www.bertazzoni.com).

**ELLA'S WALK-IN TUBS IS OFFERING SHOWROOM DISPLAYS FOR ITS NEW DESIGN OF ACRYLIC WALK-IN TUBS**

ELLA'S ACRYLIC WALK-IN TUBS COME WITH THE MOST RELIABLE 80 SECOND 2 INCH DUAL DRAIN IN THE MARKET, LIFETIME WARRANTY\* AND MORE!

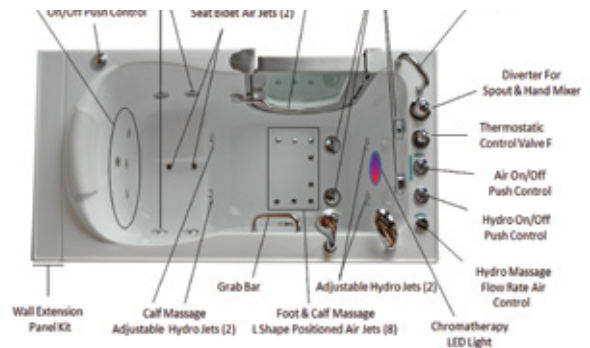


All of life's little luxuries should be affordable for everyone. Ella's Bubbles – (Ella's Walk-in Tubs) is an OEM Manufacturer of the highest quality acrylic walk-in bathtubs based in Chicago. Ella's has been specializing in acrylic walk-in bathtub development, as well as streamlining production and distribution since 2005. Ella's

welcomes businesses and industry professionals to join its fast growing dealer and professional network throughout North America. Ella's offers high quality acrylic walk-in bathtubs at the most competitive prices on single unit, truck load, or container orders delivered to your door!

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Did you know that bathrooms are the #1 location of in-home accidents and falls? Protect yourself with an affordable luxury



| *continued on page 28* |

# THE "BEST VALUE" PROFESSIONAL RANGES



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**IN STOCK NOW:  
30" and 6 burner 36"  
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Four 15,000 BTU burners found on the DRGB3001 are products of the world-renowned burner manufacturer Isphording, located in Attendorm, Germany.



The 4.2 cubic foot oven is spacious enough to hold multiple dishes at the same time, while the convection feature ensures even cooking temperatures throughout the oven cavity.  
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To find out more about Ella's Walk In Tubs or to become a dealer in your area, visit [www.ellaswalkintubs.com](http://www.ellaswalkintubs.com) or call 1-800-480-6850.

## STEAMIST® EXPANDS ITS TOTAL SENSE™ CONTROL OPTIONS

NEW, LARGER CONTROL MODELS OFFER ADDITIONAL CHOICES FOR CUSTOMIZATION



**STEAMIST®** Steamist introduced two new control models for its advanced

Total Sense Collection to further extend the array of customizable options. Both of the new controls are larger than the existing models available in the collection, offering homeowners a bold new style option and an easy-to-read user interface.

The new TSC-250T digital control features a 4.5-inch square design with brass plated metal housing, and all of the functionality of the popular TSC-250. Designed for installation inside the shower, the TSC-250T features a traditional design with touchpad operation for two user settings and a large digital readout. This control is ideal for customers who select the Instamist™ feature, which provides quick-response steam in less than a minute, and the Even Steam™, which quietly disperses steam into the shower in a smooth, even flow, modulating to consistently maintain your precise steam shower requirements.

The new TSX-220T is an on/off control that is installed outside of the shower. Like the TSC-250T, this new model is designed with brass plated metal housing and a 4.5-inch face with an attractive look that complements more traditional bathroom décor. The functionality mirrors the existing TSX-220, allowing the user to start and stop the steam before entering the shower for added convenience.

These two new controls, which are available in six finishes to ensure seamless coordination with every homeowner's bathroom style, join the existing line of Total Sense control models. Among these options are the advanced TSC-350 digital control, which offers user-friendly touchpad operation and provides the full menu of Total Sense functions within an attractive display; the Total Sense Remote Control, a radio-frequency remote control that allows the user to turn on the steam from other areas of the home; and the previously mentioned TSC-250 and TSX-220.

"We continue to enhance and expand the Total Sense Collection to provide the ideal options for each and every unique homeowner," stated Jeff Carney, Steamist vice president of sales and marketing. "These two new controls are the latest addition to the already extensive line, which is designed with complete customization in mind."

For more information about the new controls available in the Total Sense Collection, visit [www.steamist.com](http://www.steamist.com). **RO**

## STUDIO SERIES

# SEAMLESS STYLE FOR THE ULTIMATE BUILT-IN KITCHEN

### INTRODUCING THE STUDIO SERIES FROM LG

For the ultimate in luxury, look no further than the LG Studio Series. With premium features and impressive new styling, the LG Studio Series provides sophisticated design for a beautiful statement in any home. With seamless counter depth refrigerators, sleek built-in cooktops, ventilation hoods and warming drawers, the Studio Series offers the very finest appliances from LG.



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INFORMATION ON THE LG STUDIO SERIES



## Fulgor Milano Opens First U.S. Showroom

ITALIAN MODELS NOW ON DISPLAY NEAR WASHINGTON D.C.

**F**ulgor Milano is proud to announce the opening of its first U.S. showroom, conveniently located in the Washington, D.C. area. Fulgor Milano offers genuine Italian kitchen appliances that bring high-design and cooking performance to distinctive American kitchens. Now builders, architects

- 700 Leonardo ovens
- 500 Series ovens (30")
- 300 Series ovens (24" and 30")
- Largo 400 Series 42" gas cooktop
- 300 Series gas and electric cooktops (from 24" - 36")
- Induction cooktops are slated to be added to the line-up later this summer

products, and experience the Fulgor Milano difference for themselves."

Fulgor Milano brings genuine sleek Italian style and innovation to distinctive American kitchens, and is backed by the quality and staying power of parent company Meneghetti S.p.A., with a half-century of experience as the private-label



and dealers can experience the Fulgor Milano line of kitchen appliances in person. Masterfully constructed by Italian architect Ugo Marinello, the Fulgor Milano showroom features contemporary design and the sleek, modern appliances that Fulgor Milano is quickly becoming known for since its launch in the U.S.

Fulgor Milano products on display in the impressive 1,500 square-foot live showroom include:

The showroom offers an ideal space for sales meetings and private design consultation appointments. Fulgor Milano also has plans to host live kitchen/cooking demonstrations at the showroom in the future.

"Fulgor Milano is excited to invite builders, architects, dealers and the media to experience the supreme Italian beauty and functionality of the Fulgor Milano appliances," says Enrico Sasso, Fulgor Milano VP of Sales & Marketing USA. "The showroom will allow customers to touch and feel the

manufacturer for more than 400 of the world's top kitchen-appliance brands. Located in Sterling, Va., the Fulgor Milano showroom is just five minutes from Dulles International Airport and 30 minutes from Washington, D.C.

The Fulgor Milano showroom is open by appointment only Monday-Friday from 9:00 a.m. to 5:00 p.m. For more information about Fulgor Milano, its products, and the company that makes it strong, call (800) 926-2032, or e-mail [info@fulgor-milano.us](mailto:info@fulgor-milano.us). **RO**



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MADE IN ITALY



# American Households Spend More Than \$1,100 Annually on Consumer Electronics, CEA Study Finds

**T**he average U.S. household spent \$1,179 on consumer electronics (CE) products in the past 12 months, according to a new study released today by the Consumer Electronics Association (CEA)<sup>®</sup>. CEA's 13th Annual Household CE Ownership and Market Potential Study found that the average household spent \$201 less on CE devices in the past year compared to the year before.

The average adult spent \$652 on CE products in the past 12 months, down from \$794 the 12 months before. Women spent, on average, \$520 on CE, down \$111 from last year's study. Men reported personally spending \$793, down \$176 from the 12 months before. The average household reports owning 24 discrete CE products, down slightly from 25 devices last year.

"Consumer ownership of most devices has increased despite consumers spending less on CE in the past year," said Brian Markwalter, CEA's senior vice president of research and standards. "Several factors have led to a decrease in spending, including changes in consumer purchase patterns, product consolidation, decreasing price points and the high unemployment rate."

The 13th Annual Household CE Ownership and Market Potential Study also found that video products continue to be the most-owned CE device. Forty percent of televisions in U.S. households are HDTVs with LCD TVs the preferred choice. Internet-connected TVs and 3DTVs, both included in the study for the first time this year, are two new products driving video growth. In particular, broadband-enabled TVs are expected to have a quick uptake with 10 percent of consumers planning to purchase an Internet-connected TV in the next year.

Household penetration for LCD TVs grew the most of any CE device over the past 12 months as well, growing

12 percent year-over-year. Wireless CE products also gained momentum among U.S. households. Ownership of eReaders doubled to 13 percent over the past 12 months. Additionally, more than one-third of households now own a smartphone and almost one in 10 households own a tablet computer. These products are expected to see increased penetration in the marketplace this year as they were among the top devices consumers intend to purchase.

"There are a lot of new and innovative wireless technologies attracting consumer interest and excitement," said Markwalter. "The popularity of these devices and other emerging CE products will be a bright spot for the industry moving forward."

The study also showed that households are increasingly streaming video content through their devices. Subscriptions to movie rental services experienced a 40 percent growth year-over-year. With more than 28 million subscribers, content providers have enabled access to services directly through displays, game consoles and other set-top boxes connected to the Internet. Greater broadband access will continue to increase streaming video subscriptions.

The 13th Annual Household CE Ownership and Market Potential Study (May 2011) was conducted between January 27-31, 2011. It was designed and formulated by CEA Market Research, the most comprehensive source of sales data, forecasts, consumer research and historical trends for the consumer electronics industry. Please cite any information to the Consumer Electronics Association (CEA)<sup>®</sup>. The complete study is available free to CEA member companies at members.CE.org. Non-members may purchase the study for \$999 at the CEA Store. **RO**



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# Have You Heard? The New Bosch



“NOISE LEVEL

IS THE #1

FACTOR WHEN

CONSUMERS

CHOOSE A

DISHWASHER”

**R**ecently, *The Retail Observer* had the opportunity to speak with BSH Home Appliances Senior Vice-President of Sales, Mr. John Iacoviello, to learn more about how Bosch makes their dishwashers even quieter and what’s next for the Bosch brand.

**RO:** We hear that Bosch is investing \$50 million in the dishwasher category over the next several years. How do you plan to spend this investment?

**BSH:** Bosch has seen tremendous growth in our dishwasher category and development in technology that really resonates with homeowners. By investing more in this category, we have made a commitment to our customers to provide the quietest and most water and energy efficient dishwashers in the industry.

While we appreciate the recognition we have received thus far for our dishwashers, we are not about to settle. We will continue to discover newer, better technology to provide our customers with the best possible product in the market. By providing the quietest dishwashers on the market, we continue to push these limits to bring consumers the very best.

**RO:** We hear that your new dishwashers will include the decibel rating on the facial panel. What’s the strategy behind this?

**BSH:** Research has shown that noise is the #1 factor to consumers when choosing a dishwasher. By printing the decibel number directly on the product, the consumer will easily know which model is best for them. And because Bosch makes the quietest model in every price class, including the quietest dishwasher on the market at 39 decibels, the choice is even easier.

In addition, with the emergence of the “Great Room,” consumers are looking for appliances that will not interfere with their already busy lives, but rather improve their quality of life. The Bosch 800 Plus dishwasher does just that.

Never before has Bosch put forth such an effort to equip our dishwashers on the sales floor with displays and messaging to help educate the customer about their new appliance purchase. This impactful POP will explain the dishwasher features and why they matter to the consumer. We are the first company to take this bold stance and believe it will resonate with consumers as a true display of our quality and commitment



# Our Dishwashers Are Even Quieter!



to being the quietest.

We believe customers will accept this as part of our commitment and will embrace it. We see the customer reaction from this being used to push other manufacturers to follow in our footsteps and try to create similar quiet appliances.

**RO:** But will consumers understand what a decibel is?

**BSH:** When digital camera companies began putting megapixel information on the product, most people didn't know what 10 megapixels meant, but through training and consumer education people now understand the importance of these numbers and are able to use them to differentiate between products.

**RO:** How does Bosch plan on taking its leadership in the dishwasher category and expanding its role into other product categories?

**BSH:** The Bosch brand is rooted in advancements through the use of German Engineering. As a brand, we continue to evolve through our diverse background, bringing in our automotive and machinery expertise to create innovative new approaches to achieve our desired results. We don't follow our competitors and recreate what we are already seeing in appliance development, but rather pioneer, adapt and implement new ways of efficiency.

In fact, Bosch is the only brand that received a recommended rating in every built-in cooking category by a leading consumer magazine this year.

For example, with ductless venting in our condensation Axxis dryer, consumers have the flexibility to move their laundry area to any area of the home. This is important, as the current trend is to move the laundry units upstairs or into tight spaces, such as closets.

Another example is our VitaFresh French door refrigerator automatically maintains the proper humidity to keep produce fresher, longer. In addition, our induction cooktops with AutoChef technology use magnetic technology for perfect results every time. Using 90 percent of all the energy to go directly into preparing the meal, Bosch induction cooktops cook twice as fast as gas with less energy waste.

Through our dishwasher leadership, we hope to highlight Bosch as a company that continues to improve the kitchen through these engineering innovations and build our name as the efficient and quality company that we are.

**RO:** What are you doing to support the independent dealer with this new launch?

**BSH:** Bosch will promote the launch of the quietest dishwasher line and the full line of kitchen appliances through various activities including; continuing to aggressively advertise promotions and tag dealers whenever possible and conducting in-depth training in our state-of-the-art Scottsdale showroom to ensure that all associates are armed with the benefits and features of our products. In addition, we offer an independent only line of products under the name of DLX. These products are priced similarly to ones sold at National retailers with different features.

**RO:** Where does Bosch see itself in the next ten years?

**BSH:** Through our leadership in dishwashers, we plan to highlight Bosch as a full line kitchen brand. We will continue to improve the kitchen through these engineering innovations and build our name as the top brand to turn to for quality, efficiency and quietness. **RO**

# Registration Now Open for CEDIA EXPO 2011

## TOP HOME TECHNOLOGY TRADESHOW

SEPTEMBER 7-10, INDIANA CONVENTION CENTER IN INDIANAPOLIS

**R**egistration for the Custom Electronic Design & Installation Association's (CEDIA's) annual tradeshow, CEDIA EXPO, is now open at [www.cedia.org/expo](http://www.cedia.org/expo). The leading tradeshow in the residential electronic systems industry, CEDIA EXPO 2011 will feature every overlapping technology of the integrated home. The show will be held at the Indiana Convention Center in Indianapolis Sept. 7-10 (tradeshow dates Sept. 8-10).

CEDIA EXPO attracts thousands of electronic systems professionals each year to view the latest product releases and news from more than 400 exhibitors. The event is also the largest one-stop offering of CEDIA University education and features extensive opportunities for manufacturer product training and networking.

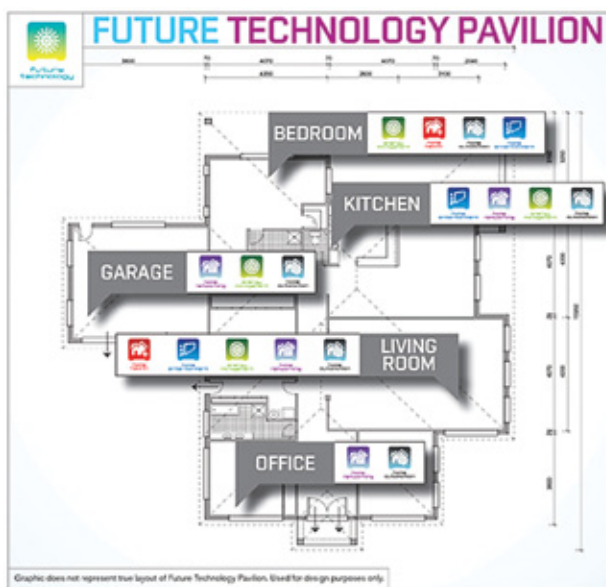
For 2011, CEDIA EXPO will offer 30 new CEDIA University courses, including an Old School vs. New School panel featuring a debate between industry veterans and newcomers. The show will also feature an expanded edition of the Future Technology Pavilion that launched at CEDIA EXPO 2010, and CEDIA members can take advantage of the \$299 Members' Only Education Pass for unlimited education at an affordable rate. Additionally, the Annual Keynote Breakfast will feature speaker Tim Costello, whose presentation "Learning to Thrive in the New Normal Economy" will help attendees find opportunities in the new economic landscape.

What's next for your business and the industry? What technologies and products are you going to be able to offer your clients? Find out at CEDIA's Future Technology Pavilion. The 2011 pavilion will simulate a future home environment with rooms focused on technologies for the kitchen, bath, bedroom, game room, and garage. Many of

the products in the 2011 Future Technology Pavilion include a massive - yet elegant- video wall, smart appliances, wireless power for cooking and charging, fully integrated home health and wellness, and immersive gaming. The pavilion offers you and your business insight on what you need to learn now to be profitable later.

"CEDIA EXPO is the main point of connection for the electronic systems profession. EXPO provides new and existing electronic systems contractors and exhibitors and opportunity to tap into new business opportunities, capitalize on recurring revenue streams and establish high-quality relationships with prospective buyers," said CEDIA CEO Utz Baldwin.

Registration is now open at [www.cedia.org/expo](http://www.cedia.org/expo). The CEDIA EXPO virtual registration brochure offers detailed information to help attendees plan their show. Early-bird registration discounts are available until July 15. For more information, visit [www.cedia.org/expo](http://www.cedia.org/expo) or call 800.669.532/317.328.4336. **RO**





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Whether you want to own your own electronic systems business or expand your existing one, the people and resources to help you succeed will be at CEDIA EXPO. It's where innovation and your business goals converge. You'll learn new strategies, explore ways to create new revenue streams in energy management, home health and more—and, experience what's new at the Future Technology Pavilion. It's where technology and business success come together.

**CEDIA EXPO**

SEPTEMBER 7-10, 2011 INDIANAPOLIS, IN

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# VDTA/SDTA Show Review

RENEWED ENERGY ABOUNDS AT 2011 LAS VEGAS  
VDTA/SDTA TRADESHOW & CONVENTION

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**M**any independent retail dealers attended the Las Vegas 2011 VDTA/SDTA Trade Show & Convention this year to keep up to date with products, technology and their businesses. There was a renewed energy throughout the show this year, and many people arrived early so they could be involved in all the excitement that began on February 22. As attendees arrived they saw new signage this year, acknowledging Miele as the 2011 Signature Sponsor.

There was so much to see and do as soon as the day began Feb. 22. Private training events, seminars, workshops and the VDTA/Bernie Epstein Charity Golf Tourney at the Las Vegas National Golf Course.

As the afternoon progressed back at the Las Vegas Hilton Hotel, 2011 SuckCess took the stage in the Hotel's Ballroom. The theme this year was "Salesmanship Matters" and panelists who each took the spotlight individually before coming together to form a roundtable panel answering industry questions/answers. The focus for SuckCess 2011 revolved around how good salesmanship is the groundwork for success.

Culminating the day's events was the evening's Opening Ceremonies and Industry Cocktail Party, co-sponsored by DOMEL Motors and GE Money. VDTA/SDTA President Judy Patterson presented awards to many industry leaders and contributors.

Cliff Brady, Ret Sobelman, Larry Overson, and Donald and Audrey LaValley were inducted into the Vacuum & Sewing Dealers Hall of Fame. Jocelyn Mullins and Matthew McAdams

were presented with the 2011 VDTA/SDTA Bernie Epstein College Scholarships. More than 25 independent dealers were honored as 30-year members of the association. Bernadette Griffith of Juki America, Inc. was presented with her Master Sewing Educator Certification, and the nine long-time vendors were honored for their support, having exhibited at every annual VDTA/SDTA Convention and most regional conventions hosted by the association.

February 23 saw the opening of the exhibit hall, where the industry's leading suppliers displayed thousands of products, including the newest innovations in vacuum cleaners, central vacuum systems, carpet care, air purification, portable heaters, cleaning chemicals, signage, point of sale software, sewing and embroidery machines, quilting machines, sergers, parts, accessories and more. This year there were 26 new vendors with products some attendees had never seen.

Kicking off February 24 was 2011 SewCess which featured presentations by industry leaders on how dealers can make today's in-store events exciting, educational and entertaining.

Both dealers and suppliers were pleased with the show this year, and there was a lot of excitement about the announcement of the new location for next year: New Orleans, LA. The show will be Feb. 26-29, 2012, at the Morial Convention Center. Exhibits will be open Feb. 27-29. Mark your calendars today! For more information about the show or to learn more about the VDTA visit [www.vdta.com](http://www.vdta.com). **RO**

## Is it Really All About the Price?

There's no doubt about it, the past twelve months have seen prices and margins fall to a new low that everyone recognizes as unsustainable. It's not good for any segment of the business—not for suppliers, big box stores or for locally-owned retailers. The only beneficiaries are consumers who we've trained to sit on the sidelines waiting for the next big "sale."

In a recent study conducted in the furniture industry by Georgia-based Impact Consulting Services/Furniture Core and reported in Home Furnishings Business, Impact Managing Partner Bob George states that although consumers often say their biggest motivator in making a buying decision is price which may just be a "knee jerk reaction."

In the world that constantly screams sale, discount and clearance — we have probably traded consumer trust and loyalty for low margin sales. Customers have to be well informed and highly skilled negotiators to get the "best" price. The rapid growth of smart phone adoption and the numerous price comparison apps on them empowers consumers to check for competitive pricing before they buy.

During promotional events, sales associates no longer demonstrate professionalism and sales expertise. Customers aren't queried to see if the low-priced product truly meets their needs. There's little effort to show the value in more feature-rich merchandise.

Will everyday low pricing models work in consumer electronics and appliances? Let's hope so. It takes courage and discipline to move from a promotional mentality to an everyday low pricing model. Dealers who make the switch, however, found increased

margins, consumer satisfaction and loyalty.

The change isn't easy, but here are some of the steps to ensure an easier transition:

- **Commit to everyday low pricing.** Develop a tag line like Jerome Furniture's "Jerry's Pricing" to define your no haggle pricing strategy, every customer gets the best price every day.
- **Communicate the strategy through-out the organization.** Associates who are used to negotiating with their prospects will have to understand the new policy and how to tell the story to their customers.
- **Merchandise your assortment to assure that all price-points and categories are represented.** Instead of reducing prices, your associates will be able to move their customers to products that best meet their budgets.
- **Give your team confidence in meeting price objections** from their customers, by pricing merchandise so that you are competitive and in-line with prices sold on similar products in your market.
- **Put your pricing on your website.** Too many dealers refuse to price products on the web for fear that customers will "shop" their pricing against their competitors. But that's exactly what customers want to do. If you're priced in concert with others, you'll give prospects a reason to come into your store rather than your rivals.
- **Build value.** Tell consumers about your professional delivery and installation. Let them know you stand behind the products you sell after the purchase. Remind them that purchases made from local retailers fuel the local economy.

- **Compensate sales associates for selling more profitable products.** Discounting is easy. Adding value and moving consumers from budget to featured merchandise is much harder. Your sales team should be rewarded for the extra effort.
- **Offer and promote a price matching policy.** Tell the world you're competitive and fair. Advertise your pricing policy on your website, your TV spots, and in your newspaper ads.
- **Make events real and special. There are times when promotions drive traffic**—holiday weekends, private customer sales and prime selling seasons. Buy promotional products that might not appear in your regular merchandise line-up to advertise and sell during these events. Limit the time you offer your discounted pricing. Abandon the "everything's on sale all the time" mentality in favor of fewer well-planned, well-executed promotions.

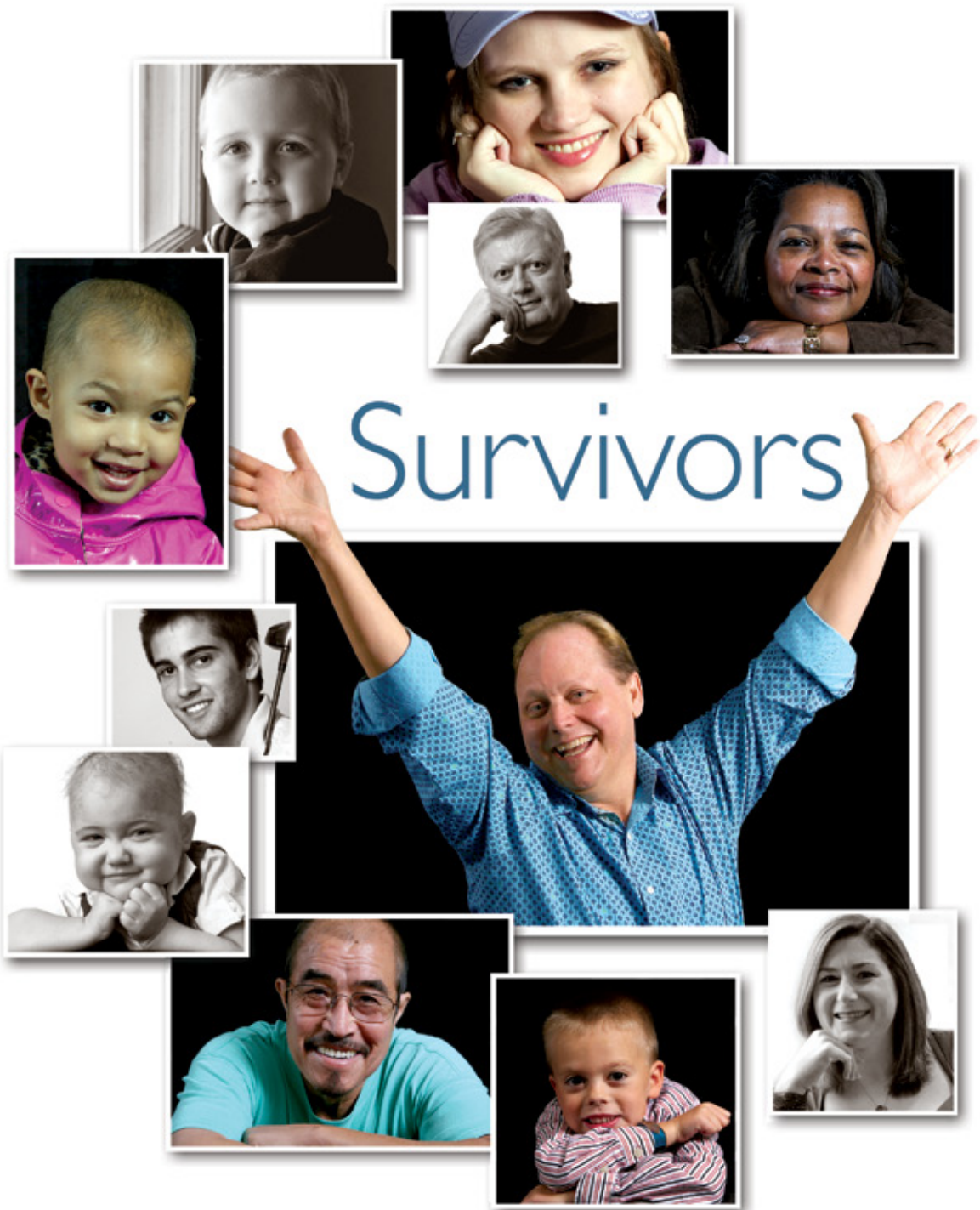
I don't live under a rock and I know how competitive today's market is. Still, I know that dealers who work to give their customers real value every day instead of chasing high volume, low profit promotions will be more profitable, have more loyal customers and even out their sales cycles. It seems like, with all there is to gain, it's certainly worth a try.

RO

Elly Valas is the Marketing Services Director for Nationwide Marketing Group. She can be reached at [elly@ellyvalas.com](mailto:elly@ellyvalas.com) or at 303-316-7569. Visit her website at [www.ellyvalas.com](http://www.ellyvalas.com).







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# Service Recovery: A Powerful Tool for Success

**S**ervice Recovery. Those two words can make the difference between success and failure. And yet most people in management positions don't know what the term means, let alone how to use service recovery to establish a loyal customer base and increase sales.

Let me give you two examples of customers who had a problem with a business. Mary meets a friend for dinner at ABC Restaurant; a few blocks away, Frank is dining with a coworker at XYZ Restaurant. Mary had made a reservation for 7 p.m. and waited for 45 minutes before being seated. Down the street, Frank's steak was under-cooked and was sent back to the kitchen.

When Mary complained about the long wait for a table, the hostess simply said, "We're very busy tonight" and went on her way. When Frank complained about his steak, his waiter apologized, immediately returned it to the kitchen, and offered Frank and his dinner companion free desserts.

Which restaurant would you patronize? I think the answer is evident. The waiter at XYZ Restaurant apologized for the problem and compensated Frank for the mistake, sending the message that the restaurant values Frank and his business.

Every organization, no matter how good it is or how awesome its service, makes mistakes. It's how employees handle those mistakes that determines the level of service the organization provides and the loyalty that service instills in its customers.

Service recovery means doing whatever it takes to solve a customer's problem—and doing it quickly. Most companies, not

only in the United States but throughout the world, don't know what service recovery is, or the impact it can have on their bottom lines.

Service recovery means providing service that is so amazing that the customer tells everyone she knows about it. That word-of-mouth advertising is cheap and powerful and will bring more customers—and their money—through your doors.

If you'd like to grow your business, focus on service recovery by taking these four steps:

**1. Act Quickly**—If you can solve a customer's problem quickly, in 60 seconds or less, you not only maintain that customer's loyalty, you save your organization money. How? The cost to move a complaint up the ladder takes more time and increases the cost of resolving the situation by getting others involved. The real magic happens when a frontline employee handles the situation.

**2. Take Responsibility**—Most employees, when faced with a complaining customer, take the attitude, "I didn't cause the problem, so why should I apologize?" They take complaints personally rather than merely apologizing for the situation and then work quickly to resolve it. Instead of running for cover, you should simply say, "I'm so sorry for the problem; let me take care of this for you."

**3. Be Empowered**—In order to put service recovery into practice, it's imperative that managers and supervisors

empower their employees. That means giving them the authority to do whatever is necessary to take care of the customer.

**4. Compensate the Customer**—Every organization has something of low cost but high value that it can give a customer as compensation for a problem. A hotel can upgrade a guest's room to a suite, a cell phone company can give a client 1,000 free minutes, and an appliance company can extend a warranty for a year. In each of these cases, the cost to the company is virtually zero.

There is a distinction between customer service and service recovery. If I buy a refrigerator and discover that it does not work, and the store gives me a new refrigerator, that's customer service. If, however, the store replaces that refrigerator and gives me an extended two year warranty at no charge, that's service recovery.

When you practice—and perfect—service recovery, your customers will sing your praises to anyone who will listen. That word-of-mouth advertising will bring in new customers and strengthen your bottom line. Service recovery is a powerful tool for success that you can't afford to ignore. **RO**

*John Tschohl - described by Time and Entrepreneur magazines as a customer service guru, is also an International strategist and speaker. He can be contacted at [John@servicequality.com](mailto:John@servicequality.com)*



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## Take a Page from Southwest

Recently, I relocated from my home state of Wisconsin to hot, sunny North Carolina, taking a job that requires me to travel quite a bit. This move has led to two very fortunate discoveries: East Carolina Barbecue and Southwest Airlines.

If you live in a city served by Southwest, you may have seen their ads, which feature regular-looking airline workers helping travelers out of jams by offering free luggage checking, easy-to-use frequent flyer programs, intuitive Web site, and friendly service.

If you are a regular flyer on Southwest, you know how well these ads represent reality. I have never had such a consistently good experience with any company, let alone an airline.

My point in telling you all this is not to go on about how great Southwest is—and no, I did not receive promotional considerations for this column—but instead to discuss the branding lessons that can be learned from Southwest. Marketing-wise, they do a lot of things right, so here are just a few:

### GO AGAINST THE CONVENTIONAL WISDOM

Just about every major airline charges exorbitant fees to carry your luggage. Your luggage! This causes a lot of people to feel like they're being taken every time they fly, with hidden fees here and surcharges

there. The conventional wisdom is airlines need to charge these fees to survive in these tough times.

But Southwest has taken a different approach. They don't charge for bags. They don't hit you with penalties for changing your flight. How can they do this? I haven't seen their books, but my guess is they're doing okay.

So what is the conventional wisdom in your industry that, when you look at it, just doesn't make sense? What are some things you can do that may appear to cost you money, but will be appreciated by your customers? If your competitors are all taking the same approach, taking a different approach will get you noticed.

### MAKE IT EASY TO DO BUSINESS WITH YOU

One of the things Southwest is best at is eliminating the little annoyances and roadblocks that make it hard to purchase their product. Their Web site is intuitive, and buying a ticket is downright fun. You don't get penalized for changing flights, so you're not worried if your trip isn't set in stone, so you're more apt to buy.

Many businesses make their customers jump through unnecessary hoops for the privilege of buying from them. If there are any hoops in your buying process, work to eliminate them. Customers will

often take the path of least resistance. Do your best to provide that path.

### HAVE FUN

The economy is tough for airlines, and all of them, Southwest included, have had to cut back. They don't offer any food, just peanuts or pretzels. Their seats are average and their flights are full. All the old niceties of air travel are gone.

But Southwest makes up for those sacrifices by having fun - flight attendants that give the safety instructions in a rhyme, even some of their pilots tell jokes! It's very refreshing to be served by people who seem to genuinely enjoy their jobs. That kind of thing cannot be faked, and the thing is, it's those little things that don't cost anything extra, make a big difference.

If you and your employees enjoy the work you do and are proud of your jobs, it shows. Your customers notice it, remember it, and they can't help but feel good about working with you.

That's the kind of thing that creates loyalty and builds brands. **RO**

## BUILD


Christopher Thiede owns BUILD Communications, a branding and PR firm. Read Chris' blog at [www.buildcommunications.com](http://www.buildcommunications.com).





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**KOBE**<sup>®</sup>

# If You Dislike CHANGE...

YOU ARE GOING TO HAVE A HARD TIME COPING WITH IRRELEVANCE

**I**s business *bad* or are we becoming *irrelevant* in the eyes of our customer? That is a scary thought and something we all need to consider. Why? Because in a time period where retail business is tougher than ever, a giant has emerged that has changed the rules in less than 10 years, has done more business per square foot company wide than the wildest dreams of the greatest retail executives, and sells their merchandise at full price, and NEVER has a sale, in the most cut-throat and price sensitive of all of retail categories. Of course, I am talking about Apple.

This past week Apple released sales data to the press. Their stores average over \$4200 per square foot. I actually thought it was more but their Downtown Manhattan store does over 400 million dollars and is open 24/7. There are expressions such as “gym rat” or “mall rat”. Now we have “Apple Rat.” I have become one. It is just a cool place to go, to learn new ways to do things, and hang out with a cross section of people coming together in a way that must be confusing the hell out of pinpoint marketers and demographic practitioners.

### WE HAVE A CRISIS IN RETAILING TODAY AND IT'S ALL ABOUT CHANGE

Maybe Charles Darwin, the great British Naturalist and author of the Theory of Evolution in the mid 1800's, holds the key to our success. He said, “It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.”

Read these facts and you might be in

awe as well. Many of these are just subtle shifts in behavior to which we have all become a part.

- 40% of smart phone users report that they have checked competitive prices online with phones in the store
- 79% of Americans use the internet
- The average U.S. internet user views 2,750 web pages per month
- 1/3 of US consumers spend three or more hours online EVERYDAY
- One out of every 8 minutes online is spent on Facebook
- 24% of adults have posted comments or reviews online about the things they buy, becoming word of mouth advertising on steroids
- 40% of Facebook's user base is age 35+
- Web-based e-mail usage is on a steep decline (drops of 40 to 59%) among people under the age of 45, a steady decline from 45 to 60 and is increasing in popularity among 60+ year olds. My prediction is that within 10 years e-mail will be as popular as the fax machine is today
- U.S. internet users spend 3 times more minutes on blogs and social networks than on e-mail
- 1 in 5 mobile phone owners use their device to make a purchase every month
- 91% of e-mail users have unsubscribed from a company/store's email to which they previously opted-in
- Companies that blog get 55% more website visitors
- 67% of Business to Consumer companies who use Facebook credit it

for attracting new customers to their business

- 66% of professional marketers describe a company blog as “critical” or “important” to their business
- 84% of professional marketers describe Facebook as “critical” or “important” to their business

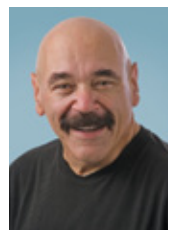
Our marketing & advertising has shifted from “telling and selling” to building relationships first. The Chief Creative Officer from J. Walter Thompson (the world's 4th largest ad agency) summed it all up like this: “We need to stop interrupting people in what they are interested in and Be What People Are Interested In.”

Let me leave you with the first lesson we all need to learn.

- We can *buy* attention: That's called *advertising*
  - We can *beg* for attention: That's called *PR*
  - We can *bug* people for attention: That's called *selling*
- OR




We can *earn* attention by creating something interesting and valuable and then sharing it on a blog, YouTube, a report, Twitter, or on Facebook. **RO**

*Rick Segel, author of The Retail Kit for Dummies, helps retailers and vendors partner so everyone sells more! Visit Rick's website at [www.ricksegel.com](http://www.ricksegel.com)*



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## The Kitchen is “Haute” Once Again with Inline Cooking

A hot design trend in Europe for the past several years, “inline” cooking, has finally arrived in the U.S.

In the chaotic atmosphere of a restaurant kitchen, where an intricate ballet of boiling water, open flames, sharp pointy things as well as a cast of many, all moving about to create a meal for one or a hundred and one, we find that safety and efficiency are at the heart of the commercial kitchen. To avoid burning or scalding oneself and to keep from reaching over a pot or pan to stir another, we find the burners are all neatly align in a single horizontal row, all in easy reach and control of the chef. Now we find this simple, but brilliant idea available for the American home.

Inline cooking is not a new idea, but an idea borrowed across the isle from our restaurant or commercial side of the house. When seen for the first time, it is one of those, “I should have thought of that” moments that seem so clear, that we have to ask ourselves why we did not do it in the first place. The standard American cook-top has evolved very little over the years with same 4 burners laid out front to back with a griddle or landing in the center. But the inline cook-top is a brilliant concept with its leaner layout of burners running in a straight line from left to right.

The applications are endless, I like the idea of setting the unit in a cutting board with the unit set to the back allowing a 9” to 10” area in front of the burners for chopping and preparing ingredients to be added as needed. Another application allows you to bring the burners forward,

allowing for a space behind the cook-top for cooking oils, seasonings and utensils for easy access. Or the unit can be placed in the center of an island for easy accessibility from either side or by more than one chef.

Though available from only a handful of manufacturers, these cook-tops will be available in gas, electric and induction variations in the near future.

Inline cooking doesn’t end with the



cooktop, as we find that this new aesthetic has moved to built-in cooking equipment as well. The 60 x 60cm (24”x24”) oven size has been the European standard for over 30 years. It was introduced in Germany in the mid-1970’s as a form of consumer protection.

This standard form of oven size would allow consumers to replace their oven with newer models with new options, features and aesthetics, not on the size of the hole left by the old oven. The U.S.

appliance industry could learn a thing or two from their European cousins, as almost every U.S. manufacturer builds their product to their own standard, forcing the American consumer to purchase a new oven from the same supplier or having to remodel the existing kitchen to allow for new appliances.

Now, for the first time in nearly 30 years, a new size matrix of 60 x 45cm (24”x18”) has been introduced into the U.S. market by the Europeans. First launched by a few European manufacturers in the form of a steam-convection oven and then as an integrated coffee machine.

Now most German, Italian and Spanish appliance manufacturers are offering a complete range of kitchen products including standard convection, steam-convection, micro-convection as well as coffee systems, and now for the U.S. market—a fully integrated TV to round out the matrix.

If you thought that the kitchen was “haute” before, it just got “Hauteur” as this new aesthetic opens up a whole new design opportunity for personalization, with the ability to introduce inline cooking as well as the opportunity to place smaller and multifunctional cooking elements throughout the kitchen and living areas. **RO**

Kevin M. Henry is an international speaker on market trends and sustainable kitchen design in the kitchen industry for more than 30 years. Contact: [Kmhenry@group42.net](mailto:Kmhenry@group42.net)





# Retail Resources

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# “You Can’t Go Home Mad”

**M**ulti-generational businesses have always fascinated me—even though I had no desire to continue in my parent’s butcher shop.

What does it take to perpetuate a family enterprise? How can you get along? How do you learn to agree to disagree?

Researching The Mom & Pop Store, I visited many multi-generational businesses. One of the oldest is Wassler’s Meat Market on the west side of Cincinnati, which was founded by immigrants from Alsace-Lorraine in 1894, and is now being run for the fifth generation of the Wassler family.

“Ours is truly a family business,” said Eugene “Pop” Wassler. “All our wives and children, girls as well as boys, have worked at some time in the business.”

Gene’s father, Fred, “never did retire,” said Gene. “He worked every day until a week before his death in 1985 at the age of ninety-one.”

Theirs is a compact little shop, with showcases and displays packed with Wassler’s specialties: cold cuts, fresh brats, cottage hams, and fine beef cuts. Friendly neighborhood banter fills the air.

Fourth-generation brothers Kenny and David Wassler run the business today, along with their sons, Michael and Chris, both in their twenties. When asked if they always wanted to be in the business, David said, “I don’t think we had much of a choice”—an answer that made

Kenny laugh. “You worked through high school and you stuck with it. It’s been good. When I graduated from high school, I drove our delivery truck for about two years. Then my father said, ‘We gotta get you off that truck so you can learn how to cut meat.’ ”

Kenny’s story was virtually the same. After high school, “I didn’t want to do anything else. It’s all I’ve ever known. Other than cutting grass, I didn’t have any other jobs. I like working for myself. You set your own hours, even though they are long. You control your own destiny.”

For members of the Wassler family “as soon as you were tall enough to see over the counter, you went to work in the store. We were taught that you were in it for the long haul and you were honest with all the people that you dealt with,” said Carol Wassler, a member of the third generation. “Today, we employ fourteen people—of which six are blood relatives.”

When I conducted the interview over lunch with the brothers at a local restaurant, Kenny confessed that this was the first time he had ever had a sit-down lunch with his brother during a workday. “We always eat standing up. If my grandfather saw this, he’d be rolling over in his grave. My grandfather and my uncle instilled in us that if you’re going to make it, you have to work hard. You work until you’re done. The whistle doesn’t blow at four o’clock. That’s pretty much

standard in the retail industry.”

Wassler’s is well known for making its own goetta, which is a peasant family food of German origin that is similar to scrapple. Goetta, which is primarily comprised of ground meat and pin head or steel-cut oats, can usually be found frying on a Sunday morning breakfast skillet in the German American households on the west side of Cincinnati. Almost every day of the week, the Wasslers prepare goetta in four-hundred-pound batches, which they sell in their store or wholesale to local restaurants.

“One Saturday, we ran out of goetta,” said Kenny. “I thought we were going to have riots. People screamed, ‘What am I going to do for Sunday morning breakfast?’ ”

When Kenny talked about working with his grandfather, he’d smile at his memories. “Every once in a while, my grandfather would get his feathers ruffled. He’d speak his mind. But in all the years that I worked with my dad and my uncle I never heard them argue or raise a voice to one another. My brother and I are the same way. You have to be. You can’t go home mad. It just doesn’t work.” **RO**

*Robert Spector is the author of The Nordstrom Way to Customer Service Excellence and The Mom & Pop Store. Robert can be contacted at [robert@robertspecter.com](mailto:robert@robertspecter.com).*





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# The Bottom Line i

## WHAT'S CULTURE G



WHAT WOULD YOUR  
PROFIT-AND-LOSS  
STATEMENT LOOK LIKE  
IF YOU FOCUSED ON  
CREATING A PROFIT  
CULTURE WHERE THE  
WORKING ENVIRONMENT  
WAS LESS FOCUSED ON  
CASH FLOW AND MORE  
ATTENTIVE TO THE FLOW  
OF IDEAS; LESS ENGAGED  
WITH SALES FIGURES,  
AND MORE ENGAGED  
WITH EMPLOYEES?

**W**hen it comes to business, conventional wisdom says you should focus on your bottom line if you want to *build* your bottom line. It makes logical sense to streamline costs, increase productivity, and hit sales goals if you want your company to increase revenues. But what if you, as a business leader, threw that whole idea right out the window? What if you focused on creating a Profit Culture instead, where the working environment was less focused on cash flow and more attentive to the flow of ideas; less engaged with sales figures, and more engaged with employees? What would your profit-and-loss statement look like at the end of the year?

According to Harvard professor John Kotter, the numbers would blow you away. Kotter's research revealed that companies that invest in their culture versus those who don't, come out way ahead. Revenues are 300% greater; stock prices, more than 900% greater with net income nearly 800% higher, and job growth almost 250% ahead of the pack.

If you create an environment where the free-flow of ideas is accepted, everyone is aligned with your vision, and every action is based on whether it impacts the ability to fulfill that mission and upholds the values that differentiate you, the result will always be a win-win – a victory for both the leaders, and those they lead. Let's be clear; we're not saying you should pay no mind to the bottom line, just pay *more* attention to the path that gets you there.

It's important to know what a Profit Culture looks like. It's an environment where people work together to create positive outcomes for their organizations or groups. In a retail business, the bottom line is abundant; the money in exceeds the money out and employees are engaged in growth-related activities to support the economic interchange. They're so in tune with the company, they're able to create, innovate, shift and change, and scale back or forge ahead when needed, because all their actions ideally support some contribution to the common good of the organization, its employees, customers and suppliers.

Most importantly, a Profit Culture is sustainable because it is ethical, has integrity and strives to operate on high principles. If you're able to create a Profit Culture, it's because you've:

- Developed stronger relationships based on trust and personal power
- Been able to gain commitment to shared vision and goals
- Used language and tools to get what you want while increasing trust and decreasing defensiveness, and...
- Consistently delivered high dimensions of the core of a profit culture: Respect, Empathy, Specificity and Genuineness

As a retailer, building and maintaining a Profit Culture is critical. Many businesses have died a slow and painful death because the sales force and the distribution team didn't

# s at the Bottom . . .

## NOT TO DO WITH IT?

communicate, blaming each other when the end result was less than stellar. Or, the head of the company wasn't specific enough about the goals/vision and didn't create buy-in, so staffers guessed at what he wanted and turnover was constant. Those who remained weren't loyal or committed enough to execute high sales numbers and provide the top-notch customer service, which is a big key to success in the industry.

Focusing so much on profits, and assuming they'll grow out of sheer will and determination is always a mistake. If you build a Profit Culture, your team must be fully committed and the customers will come. But how can you build one?

First, assess your *organizational drag*: high absenteeism, increased miscommunication, missed goals and deadlines, HR grievances, missed opportunities for innovation, and then "Clear the Swamp." Get rid of obstacles to high performance, productivity and morale. If employees are sidetracked, creating workarounds, or sabotaging efforts, you don't have commitment. Saying they're committed and actually being committed are entirely different. Create a plan for your whole team, with behavioral agreements and performance expectations they can adhere to, and make them responsible for reaching those goals. Everyone, from HR, to sales, distribution, customer service – even the mailroom and delivery staff – needs to know what's expected of them and what success looks like.

Agree ahead of time that you'll assess and influence them as a team, so they know they're all accountable for the team's success. Give them regular feedback, both positive and constructive, and deliver your message consistently and endlessly, until the mantra is ingrained in everyone's head. Then, step back and empower them, delegate to them, back off and let them do their jobs. If you've done this successfully, your team will know how to act and react even when you're not there to direct them.

Make sure, in communication and practice, you balance accountability with respect. If you're honest, one of a leader's most critical, but underused skills, you'll be clear about goals and outcomes, specific about feedback, and you'll encourage growth

and development. You can deliver the accountability message with respect, which includes showing care and concern, soliciting a two-way conversation, and offering praise and recognition for a job well done. The result is a balance that creates the most effective leadership and communication. If you tip the scales too much in one direction, the workplace balance will always be off, and so will the results.

So, where are you? Think of your workplace as a map, and envision "you are here." You will have to take steps to close the gap, to help people focus and get them on board with the way you do business, and to dream big – to envision what real success looks like. You will have to be out front, though, and it won't always be easy. Identify your vision; what makes you the best version of yourself as a leader and what experiences have shaped you? If you can do this, others will listen. When you carry the flag, they'll follow.

In the retail business, the bottom line is *absolutely* important, but it cannot be your only focal point—you need the Big Picture, which is why creating and sustaining a Profit Culture is so essential. Your competition will always be knocking at the door, promising better prices, faster delivery, and exceptional customer service. Your secret weapon, your company's Profit Culture, will beat them every time, and more than that, you'll develop resilience, something that will carry you into future success.

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*Libby Wagner, president of Libby Wagner & Associates, is one of the only poets regularly welcomed into the boardroom. Often called the The Influencing Coach™ by her clients, Libby's expertise in leadership, strategy, management, and executive team development helps organizations create environments where clarity and increased trust lead to unrivaled results. Libby's work has shaped the cultures of numerous Fortune 500 clients, including The Boeing Company, Nike, Philips, ST Microelectronics, Diageo and Costco. In addition, her contributions to the consulting profession have garnered international acclaim as evidenced by her 2008 induction into the prestigious Million Dollar Consulting® Hall of Fame. [www.libbywagner.com](http://www.libbywagner.com)* **RO**

# Follow-up Tips for Tradeshows

While a lot of planning goes into the preparation for a tradeshow, few companies spend as much effort during the critical follow-up period after the show is over.

It becomes easy to overlook follow-up activities after returning to work and finding a full inbox of e-mails, voicemails, and other deadlines to catch up on.

Others assume that prospects will call them because they gave them their business card or brochure. Overall, tradeshow success requires immediate follow-up on leads generated from the show floor.

#### A FEW TIPS TO IMPROVE YOUR FOLLOW-UP STRATEGY:

- Follow-up should begin before the show ends by taking detailed notes on each prospect you meet and rating them (such as hot, cold, etc.)
- Prioritize your follow-up plan, starting with the most serious prospects
- While you should wait a day or so for attendees to get settled back into their offices, you want to follow-up quickly while your conversations are fresh in their memory
- In addition to calling, send prospects you visited with personally an old fashioned, hand-written note via snail mail that addresses specific interests or needs the customer mentioned while visiting your booth
- Send special gifts to qualified leads that will remind your prospect about your company, such as a flash drive, flashlight, or envelope opener. Avoid cheap token items such as pens which are given out in abundance at the show
- E-mail all other booth attendees who provided e-mail contact information (regardless if they were a cold prospect) and tell them you will be in contact in the next few weeks, unless they need to reach you sooner. Whether or not they are ready in the buying cycle, you can create top of mind awareness for your business
- Design and print follow-up postcards, as well as the bulk of a follow-up e-mail messaging prior to the trade show to save valuable time. When you return, you can easily personalize the message and send it out
- Don't assume prospects will contact you for more information, since they likely saw your competition as well and are waiting to see who can earn their business **RO**



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28-31

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2-7

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8-10

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[www.cedia.net](http://www.cedia.net)

28-OCT 2

**CERSAIE**  
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### OCTOBER

22-27

**FALL HIGHPOINT MARKET**  
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### 2012 JANUARY

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15-18

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26-29

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### MARCH

6-9

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10-13

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# Employee Loyalty

## IT'S NOT WHAT YOU THINK

**A**re your customers loyal to your company or to an employee? If you are a one man operation that question is easily answered. Your customers are loyal to you, the business owner; because you are the one they depend on, you are the one who knows them by name, you are the one your customers feel the most comfortable with. For larger businesses with more than one employee, the question is not so easily answered.

We all like to think that customers use our companies because of “you” the business owner. We call this lovingly the “inside perspective.” It is this “inside perspective” syndrome that inflates our egos, makes us feel good and causes us to miss some very valuable information on the real reason a customer uses our businesses, when we are designing our customer satisfaction surveys.

Most of today’s customer satisfaction surveys are designed to measure how your customers view your company. We call this “The Outside Perspective.” The information collected from these surveys help guide the business owner when reviewing the effectiveness of the company’s current customer service policies.

I recently read an article written by the CRC (Customer Retention Club) suggesting that recent research indicates “what many companies are missing with their research is individual employee loyalty.” What that means is while a customer may not rate the company high in customer satisfaction

scores, they may rate an employee high.

If you take a minute and think about it, this makes perfect sense. How many times have you returned to an establishment because of an employee who treated you well or helped you at the end of a trying day? Let me give you a couple of personal analogies.

Generally I prefer to go to the same diner (or eatery if you’re not from the northeast). Not so much for the food but because of a more personal experience with the owners and servers who know me by name. Remember the theme song from the TV show, *Cheers*?

“ MAKING YOUR WAY IN  
THE WORLD TODAY  
TAKES EVERYTHING  
YOU GOT.  
TAKING A BREAK FROM  
ALL YOUR WORRIES  
SURE WOULD HELP A LOT.  
WOULDN'T YOU LIKE  
TO GET AWAY?  
SOMETIMES YOU  
WANT TO GO  
WHERE EVERYBODY  
KNOWS YOUR NAME. ”

Another example: There are two grocery stores that I can choose from

that are right on my way home. Neither of which I would give high scores to in terms of company satisfaction.

I can buy the same groceries at both stores but I choose one in particular because of the service I get from a couple of the checkers. They are always attentive and help me get quickly through the lines, and, they know my name. Without those great individual employees, I would be less likely to frequent that store.

I’m sure you probably have a few examples of why you frequent a particular establishment. Great employees can create great customer loyalty just as a bad employee can cause a customer to avoid your establishment. But do we remember to measure customer loyalty to our employees in our customer satisfaction scores?

I know you may not want to hear this but, it may not be your company that is keeping the customer coming back - it just may be your employees. Be sure to measure your customer’s employee loyalty in your next customer satisfaction survey and don’t forget to recognize and thank those great employees for the first class job they are doing for your business. **RO**

*Ralph E. Wolff*  
MCAP, CSM  
Industry Relations, PSA

*Service News features alternating writers discussing topics of the service industry.*







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# Monitor Audio Joins Specialty Electronics Nationwide as a Group Vendor

**M**onitor Audio, a leading British manufacturer of premium loudspeakers for home theater, music and custom installation applications, announced today a new partnership with Specialty Electronics Nationwide (SEN) the Buying Group.

“Kevro and Monitor Audio are proud to be associated with such a fine organization as Specialty Electronics Nationwide,” remarked Ross Ginn, president of Kevro International, Inc. “We are very much looking forward to working with SEN’s members and contributing to helping them grow their business.”

“Specialty Electronics Nationwide is thrilled to welcome Monitor Audio to the group,” said Jeannette Howe, executive director of SEN. “We love their products and the way they conduct business. They offer differentiated loudspeaker solutions to our members that allow us to tell their compelling story.”

Since 1972, Monitor Audio’s near fanatical commitment to quality in every aspect of speaker design

has inspired global recognition and acclaim. Monitor has become the world’s foremost proponent of metal dome drivers, utilizing an ongoing refinement of Ceramic Coated Aluminum Magnesium alloy. C-CAM® is extremely light-weight, yet very rigid, allowing for instantaneous response time whilst holding its shape even at maximum excursion. Known for their excellent performance and widest array of styles and finish choices, they manufacture loudspeakers of every type: on-wall and in-wall with or without back-boxes, floor and stand-mounting, sub/satellite and

finish-matched powered subwoofers. Their speakers may be used together to create the perfect blend of color, shape and timbre-matching for any room. For more information on Monitor Audio and its many fine products visit [www.monitoraudiousa.com](http://www.monitoraudiousa.com) or call 800-667-6065.

Specialty Electronics Nationwide is the Specialty Consumer Electronics division of the Nationwide Marketing Group. Nationwide Marketing Group is the umbrella for several other buying groups including Nationwide (appliances and mainstream CE), Rent Direct (Rent-to-Own Buying Group) and Furniture Smart (Furniture Buying Group).

The Nationwide Buying Group leverages the \$12 billion combined buying power of more than 3,000 independent appliance, consumer electronics, outdoor and furniture retailers—selling through more than 10,000 storefronts—to obtain competitive pricing from a carefully selected roster of 150 high quality manufacturers and vendor

partners. The SEN Buying Group is dedicated to the specialty independent dealer offering custom installation services. Monitor Audio will be displaying at Nationwide’s PrimeTime! buying show and conference to be held August 21 - 24 at the Gaylord Texan in Dallas, TX. To learn more about the Nationwide Marketing Group or the Specialty Electronics Nationwide buying group, visit [www.specialtyelectronics.com](http://www.specialtyelectronics.com) or contact SEN Director of Membership Barrie McCorkle at 970-984-0545 or [bmnationwide@gmail.com](mailto:bmnationwide@gmail.com). **RO**



LOOK WHO'S READING...

# The **RetailObserver**



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# BrandSource Unveils

## OFFERS MEMBERS A POWERFUL, CUSTOMIZABLE

The new BrandSource.com platform boasts a robust 24/7 sales and marketing tool designed to attract customers and increase sales.

BrandSource has unveiled an all-new web platform that brings a sophisticated, powerful and easy-to-use web experience to customers and members alike. The new BrandSource.com features an attractive new design and front-end functions with products presented in a style that invites customers to explore its many sections in-depth. Shoppers can browse through image-rich appliance and/or electronics catalogs and get detailed model features and specs, information on pricing including “request a quote” options and use its lead generator to connect with their local BrandSource member’s website or store.

The new BrandSource.com was designed to make the online shopping experience fast and easy with a one-page checkout that offers registration, the latest e-commerce applications, installation, delivery and warranty options, as well as a secure payment gateway.

The features on the new BrandSource.com are seamlessly integrated into participating members’ individual sites; this easy-to-implement solution offers state-of-the-art technology and an impressive online presence at a fraction of the typical cost. BrandSource.com also offers members instant access to searched terms, product reviews, product specifications, customer reviews and even an update on the most viewed products. A store locator on BrandSource.com also drives traffic to individual member stores.

“BrandSource is the only buying group in the industry that provides a powerful, customizable website for its members,” said Bob Lawrence, CEO of BrandSource. “Our new web platform offers robust, world-class



technology designed to keep members competitive. It’s designed to help elevate their profile and drive both online sales and in-store traffic.”

### SEARCH ENGINE OPTIMIZATION (SEO)

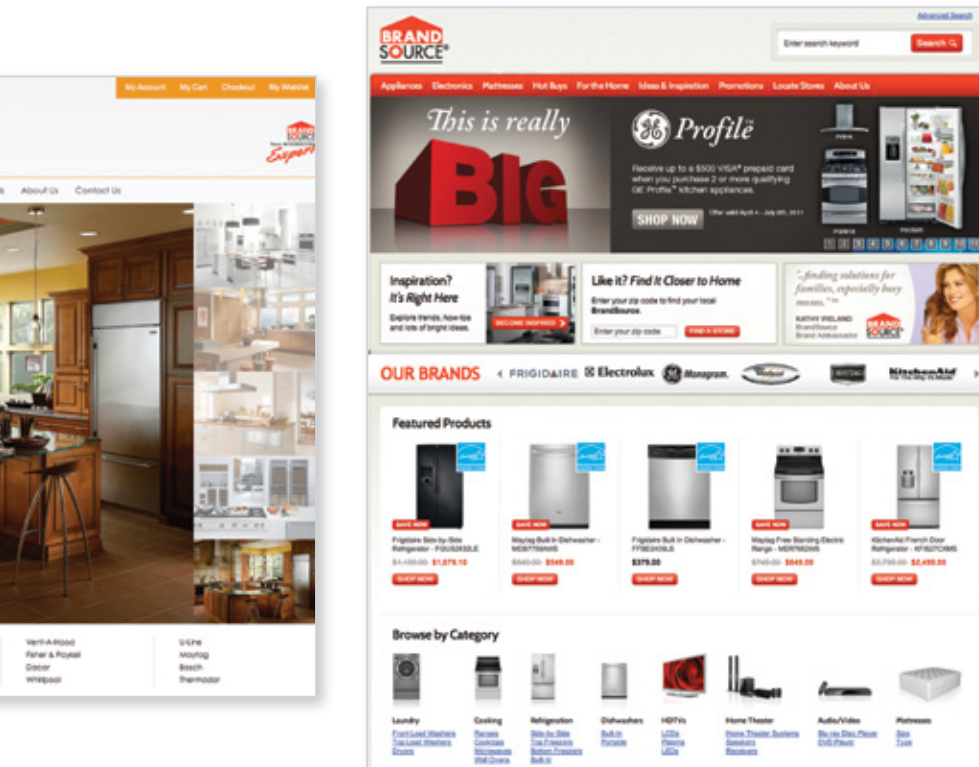
Before they even step into a store, many customers research products online. With the sophisticated search engine tools on the new platform, the website auto-generates URLs for every model and brand in the member’s catalog. As a result, and depending on the market, when a consumer searches for a specific model, the member’s website will be included in the organic search results.

### CUSTOMIZATION AND ADMIN PANEL

Unique customization and administration features allow members to determine which items to include in

# New Web Platform

LE WEBSITE TO GROW THEIR BUSINESSES



their online catalogs and gives them control over site content. They can also collect and store customers' email addresses for ongoing email marketing campaigns. For purchases made online, the site will automatically generate invoices.

## ONLINE CATALOG

A full feature product catalog allows customers to browse by price, manufacturer, color, controls, Energy Star®, ratings and highly detailed specs such as depth, height, capacity and other criteria unique to each product and category. Checkout options allow customers to select in-home delivery or in-store pick-up and choose installation and warranty options. The Pro Website offers promotional marketing tools, such as instant and mail-in rebates and money-saving coupons, as well as a separate clearance catalog, rounds out the customer shopping

experience and helps generate traffic and, ultimately, sales.

BrandSource members have access to a wide variety of reports including: Searched Terms, Product Reviews, Customer Reviews, Abandoned Carts and Most Viewed Products. Google Analytics reports are available to view website traffic and improve marketing efforts, as needed.

## BRANDSOURCE MEMBER SITE OPTIONS

BrandSource offers its Pro website, a customized premium solution; the Gold website, which is turnkey solution for small-to mid-sized retailers; or a solution that falls between the two.

**Pro Website:** The Pro Website is the ultimate solution with a feature-rich "Admin Panel" that allows complete control over site management. It includes tools for inventory management, the ability to edit promotions and pricing for

an entire catalog, configurable product packages, multiple catalog management (for multiple locations), customized page design with links to the store and a host of additional features, including automated email marketing reminders for registered customers.

**Gold Website:** The Gold Website is a turnkey solution for small- to medium-sized retailers looking to display and sell products online while promoting their stores, services and specials. BrandSource members can connect with consumers directly by providing product information via an online catalog featuring thousands of products. This professional, turnkey solution seamlessly moves local stores online with an easy-to-use interface, comprehensive catalog and user-friendly shopping cart.

For more information on the new Pro or Gold website solutions, please visit [www.brandsourcemarketing.com](http://www.brandsourcemarketing.com) and its Website Services section or call 1-800-545-7380 x331.

## Capital Gives Indoor Cooking Performance to the Outdoor Chef

Reviewing Capital Cooking's Precision Grill Series brings the same response as Capital's indoor offering. Leading edge engineering, unparalleled fit and finish and high performance cooking features - but offered for the backyard. The Precision Grill Series is all stainless construction and available in 30", 40" and 52" sizes in built-in and freestanding formats.

Here are some of the key features of the Precision Grill Series:

- **Hidden Rotisserie**

Competitive products have a heavy rotisserie box that sticks out the side and actually needs to be stored when not in use. Capital's rotisserie is integrated into the unit so you don't see it, offering



As an accessory for the outdoor kitchen, Capital manufactures both single and double extra burners. Shown here is the steel body constructed double with two 15,000 BTU sealed burners, electronic ignition and cast iron grates.

better aesthetics and ease of use.

- **Innovative Hot Surface Ignition System**

No clicking! Perfect for lighting on a windy day and provides more reliable ignition.

- **Unique Design of Ceramic Rod Burners for Even Heat Distribution**

The burner is shaped like a "W" but has crossbars coming over at the front. In a typical BBQ configuration, the front is usually a cool zone. This Capital design feature ensures that the surface has even heat distribution from front to back.

- **Zone Cooking**

Just like a high performance range! Every burner has a baffle to isolate the zone from the next. You can control low, medium and high heats on the grill surface, which make it easy to sear on high and then move to a low burner. Cooking multiple foods at the same time that require different heats has never been better.

- **...and Worth Mentioning**

- Night lights for easy viewing of grilling surface
- Spring Assisted Lid: A noiseless spring system that reduces the weight of the lid by about 50%
- InfraRed Burner available for Searing (25,000 BTUs)
- Comes FULLY ASSEMBLED
- Unique Stainless Steel encased ceramic rods for longer life and flare-up suppression
- All seamless construction means no sharp corners



Capital's 40" freestanding Precision Grill shown here with optional birch wood cutting boards, features an integrated rotisserie. Its infrared rotisserie burner packs 13,000 BTUs of power.

- Die-cast chrome plated knobs with black trims (cabernet red optional) and stainless steel bezels
- Double lined hood minimizes heat discoloration and warping
- Beautifully constructed carts with drawers and cabinets

In addition to the built-in and freestanding grills, Capital can furnish the outdoor kitchen with extra burners in both single and double burner configurations and a unique built-in, large capacity cocktail station that holds five, 20 pound bags of ice offers easy drainage via a well-placed plug. It also includes internal condiment containers and has a wide mouth front cavity for extra bottle, cans and tool storage. **RO**

# There are two lines that matter to your business: The Capital line and your bottom line.

Restaurant style or professional style: Your customers now have the choice and you have impressive power to show off with Capital's Culinarian (open burner) series and Precision (sealed burner) series. Known for precise, innovative engineering and immaculate fit and finish, Capital is devoted to giving residential chefs the best high performance features in well-styled ranges that take their place in beautiful kitchens. Capital gives you two more outstanding lines to exceed every expectation for those who truly love to cook.



capital-cooking.com 866.402.4600

THE ART OF PRECISION™

## Culinarian 48" Self-Cleaning Range

Open burner system 23,000 BTUs down to 145° F on all burners

Broil Burner Grill 18,000 BTU - Hybrid Radiants with Ceramic Rods encased in stainless steel for reduced flares

Thermo-Griddle™ 18,000 BTU on 12" width

Stay-Cool™ Die cast, chrome plated metal knobs with plastic trim

Easy to remove and clean drip trays

FlexRoll™ oven racks for smooth operation

Heavy duty, motorized rotisserie system

Infrared broiler under glass - more intense heat distribution over large area; no flareups

Commercial oven capacity [fits 18"x24" trays]

Most even air circulation

Handcrafted and hand built to order

10 different color finishes available



## Precision 48" Self-Cleaning Range

Sealed burner system 19,000 BTUs down to 145° F

Infra-Q™ BBQ grill 18,000 BTU on 12" width

Thermo-Griddle™ 18,000 BTU on 12" width

Stay-Cool™ Die cast, chrome plated metal knobs with plastic trim

Easy to remove and clean drip trays

FlexRoll™ oven racks for smooth operation

Infrared broiler under glass - more intense heat distribution over large area; no flareups

Heavy duty, motorized rotisserie system

Commercial oven capacity [fits 18"x24" trays]

Most even air circulation

Handcrafted and hand built to order



# Lifestyle Elements

THE LATEST



## SKYLINE DESIGN

### DREAMSCAPE OUTDOOR FURNITURE

An aesthetically pleasing integration of elements; the typical way of life of an individual, group, or culture. A balanced lifestyle - this was the inspiration for the latest collections by Skyline Design. Providing designs for their outdoor furniture with as much attention to an individual's lifestyle as one would for their indoor furniture. Collections that capture the essence of people's needs, ideas and surroundings. Skyline Design Superb quality we are proud to offer.

[www.skylinedesign.com](http://www.skylinedesign.com)

## KOHLER ELEVANCE TUB

A stylish alternative to walk-in and institutional-looking options, the Elevance Rising Wall bath offers the relaxing bathing experience you desire, with added accessibility. This bath is designed to allow you to sit down with ease as soon as you enter, unlike walk-in or traditional baths. It is sized for a standard 5' alcove so it can replace an existing bath or be used in new construction.

[www.us.kohler.com](http://www.us.kohler.com)



## MTI SAVOY TUB

Available with or without optional pedestal base, the stunning Savoy is reminiscent of the classic-design "Slipper" tub.

[www.mtiwhirlpools.com](http://www.mtiwhirlpools.com)



## IN LUXURY DESIGN

### **ROBERN TV MED CABINET**

M Series cabinets offer sophisticated function with additional options including electric shelf, defogger, night light, cold storage and integrated TV.

[www.robern.com](http://www.robern.com)



### **SHADESCAPES PAPILLON SHADE**

The Papillon's brilliant roll-up canopy concept offers an extra large shaded area when needed, and folds away easily when not in use. Opening and closing can be done by one person with absolute ease. Fully opened it shades overhead light, partially closed it provides morning and late afternoon shade. Perfect for creating evening ambiance! Idyllic, balanced, and extremely captivating.

[www.shadescapescanadas.com](http://www.shadescapescanadas.com)

### **OUTDOOR GREAT ROOM COMPANY**

#### **SONOMA ISLAND**

A Grill Island and outdoor greatroom all-in-one! 10ft grill island complete with a Sonoma Mocha arched pergola and lattice. Includes raised back bar on outdoor kitchen for seating and entertaining. The outdoor kitchen is finished with tan supercast tops and an Ameristone stucco finish. The kitchen is constructed with 22 gauge galvanized steel frames. A Cook Number 24" stainless steel grill sits on the left hand side allowing space on the right side for food preparation and entertaining. Accessories include a 27" access door, paper towel dispenser and slide out cooler drawer. The beautiful stone-like Super cast counter top has the same characteristics and properties as concrete and natural stone.

[www.outdoorrooms.com](http://www.outdoorrooms.com)



## Whirlpool Brand's New ADA-Compliant Ranges & Resource Efficient Induction Cooktops

### WHIRLPOOL BRAND MEETS HOMEOWNER ACCESSIBILITY NEEDS

New ADA-Compliant Ranges Whirlpool brand is helping make cooking more accessible and for all homeowners with the introduction of two ADA-compliant\* (American with Disabilities Act) ranges. The Whirlpool® 30-inch drop-in self-cleaning ranges meet accessibility guidelines established by the ADA to make daily activities easier for those with limited mobility.

“With Baby Boomers approaching retirement age, it has become increasingly important for builders and remodelers to furnish homes with appliances and controls that are easily accessible for all, without sacrificing aesthetics,” said Terri Connett, senior manager contract marketing and design, Whirlpool Corporation. “Whirlpool brand’s new ADA-compliant ranges are an excellent addition to our existing line of ADA-compliant appliances, which not only support seniors, but anyone with limited mobility.”

The electric ceramic glass model features a cooktop with two 6-inch and two 6-inch/9-inch radiant elements, while the electric coil cooktop has two 6-inch and two 8-inch coil elements. Both cooktops accommodate pots and pans of varying sizes and feature 4.5 cubic feet of capacity and the AccuBake® temperature management system, which surrounds food with even temperatures for consistent results every time. Each range also features the Delay Bake and Delay Clean functions, which allow pre-programmable baking and cleaning

With more than 150 ADA-compliant Whirlpool brand appliances to choose from, homeowners have several options at their fingertips for an accessible kitchen.

Prime examples of these ADA-compliant appliances include: appliances that have handles, buttons and graphics located on the front, positioned closer to the user; appliances with labeling that is 48 percent larger for easier visibility; ovens with large windows; and drawer dishwashers.

*\*Model meets applicable ADA requirements and must be installed in compliance with current ADA Standards.*



### WHIRLPOOL BRAND OFFERS MAXIMUM RESOURCE EFFICIENCY, CLEANABILITY WITH NEW INDUCTION COOKTOP

With a keen eye on efficiency and the technology of tomorrow, Whirlpool brand introduces its most resource-efficient cooktop ever—the Whirlpool induction cooktop, a new cooktop option designed to save homeowners considerable time and energy.

Unlike conventional cooktops that create

heat below a pot, induction cooking theoretically turns pots and pans into heating elements, resulting in faster, more even and more energy-efficient heating. This advanced electromagnetic technology transfers up to 90 percent of energy directly to magnetic cookware, using 25 percent less energy than traditional ceramic-glass cooktops and 58 percent less energy than gas cooktops\*. And, by using the cooktop's Boost element, homeowners can boil water up to 52 percent faster than with traditional gas or electric burners\*\*. Homeowners could power a 60-watt light bulb for seven hours with the energy saved every time they boil water.

In addition, because induction heats only the cookware and its contents, the cooktop remains cool, preventing spills from burning or baking on to it. For this reason, it is also Whirlpool brand's easiest to clean cooktop and ideal for kitchens that incorporate universal design.

“With our new Whirlpool induction cooktop, we provide our trade customers with yet another option to offer homebuyers that adds convenience to their lives and increase their home's energy efficiency,” said Terri Connett, senior manager contract marketing and design at Whirlpool Corporation.

*\* Based on boiling 3.6 liters of water with a 9-inch, 3,200-watt induction element, compared to a traditional 9-inch 2,500-watt radiant element or 12,500 BTU gas burner.*

*\*\*Compared to boiling 3.6 liters of water with a traditional 9-inch, 2,500-watt radiant element or 12,500 BTU gas burner. **RO***

# Fresher Longer.

Better than  
Any Other Brand.\*

KitchenAid® side-by-side refrigerators take freshness to new levels with the Preserva™ Food Care System. Sequential dual evaporators provide independent control of temperature and humidity to minimize freezer burn and keep produce fresher. This innovative approach to food preservation also includes features that reduce common food odors and delay over-ripening of produce.

The Preserva™ Food Care System adds innovation to a well-equipped kitchen. And it's only available from KitchenAid. These refrigerators will be available to order beginning third quarter 2011. Contact your regional representative to ensure timely delivery to your store.

\*Compared to the leading premium brand refrigerator with dual evaporators. Based on commonly purchased produce stored in the crispers.



FOR THE WAY IT'S MADE.®

For additional information about  
KitchenAid® appliances, visit [KitchenAid.com](http://KitchenAid.com)

®Registered trademark/™Trademark/the shape of the stand mixer is a registered trademark of KitchenAid, U.S.A.  
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Italy's heritage and style in **your kitchen.**



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### Italian Heritage

Founded by Francesco Bertazzoni in 1882, Bertazzoni has the longest cooking appliance tradition in Italy.



### Style

Ranges are available in eight luxury, handcrafted colors.

**Bertazzoni ranges embody the rich culinary heritage and exquisite styling for which Italy is known.**

And Purcell Murray delivers these exceptional cooking machines to you through California's premier appliance retailers. Visit one of our exquisite showrooms, our culinary blog or call **866.457.6383** to get more information from a real, live person.

**BAY AREA SHOWROOM:** Brisbane, CA 94005 // **SO. CAL SHOWROOM:** Huntington Beach, CA 92649  
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