

The Retail Observer

July, 2012

AN EYE ON THE INDUSTRY SINCE 1970

Vol. 23, Issue 7

2012 NATIONAL HARDWARE SHOW®

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Keeping an Eye on the Industry

As the industry becomes more specialized and retailers continue to look for new opportunities to expand into different markets, trade shows, like the recent 2012 Hardware Show are seeing an increase in attendance. The most positive feedback is coming from events and exhibits that not only showcase products but educate the retailer. This is encouraging news for *The Retail Observer* because it allows us to keep you informed of the rapidly changing industry trends.

According to KBIS, as the economy improves, the emphasis towards aesthetic upgrades including products that beautify and add style are in higher demand. Also, products with multiple uses that take up less space, are more efficient and environmentally friendly are popular this year. Don't forget the demand for technology that is now being incorporated into all living spaces.

Many of our contributing writers attend the tradeshow and are experts in the areas they write about. Elly Valas works one-on-one with independent retailers across the country everyday. Elly's articles are rich with proven advice on what not to do and what to do in order to remain successful. In this issue, she focuses on High Tech Shopping which like the transition to POS will be a determinate to how well you are perceived by your customers and your ability to service them.

John Tschohl, a leader in the customer service arena encourages retailers to take a step back and see their business through their customers' eyes. If you think you know everything, just watch an episode of Undercover Boss and see how much owners do overlook that could make or break their businesses.

Libby Wagner, a well known author and trainer on building healthy work environments reminds us about the importance of trust. How many of us go to buy products we are unfamiliar with but make a purchase because we trusted the sales professional who serviced us? Libby shares with us how to build a culture of trust that employees and customers will respond to.

The Retail Observer encourages you to attend as many tradeshow as you can since the value of return you will get is immeasurable. But if you can't, know that we will continue keeping an eye on the industry and what's happening on and off the show floor for you.



Keeping you informed,

Eliana Barriga
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The Retail Observer

JULY 2012

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CELEBRATING OUR 23RD YEAR
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Missed Another Tradeshow?

I'd like to start out by saying thank you for all your feedback from last month's article. It seems like many people were in agreement with my comments on the importance for the independent retailer to attend tradeshows like KBIS.

This month, I would like to address this topic from the perspective of those who aren't able to attend. This could be the smaller business owner who wears all the hats or for those who have small children still in school. There are many legitimate reasons for not attending so here are some ways you can still benefit from the tradeshows:

- **Exhibitor lists**— Most tradeshows publish a list of exhibitors that will have a booth at the event. These lists provide company contact information including website addresses and the types of products and services they offer. The exhibitor list from KBIS even provides information for the company representatives who will be managing the booth for even easier follow-up.
- **Press releases**— These are written by the show and exhibitors before, during and after each event. You can find press releases on the media page of most exhibitor sites including the organization hosting the event. These releases are great ways to find out about keynote speakers, show specials and new product launches.
- **Seminars** — Let's face it, it's nearly impossible to attend every seminar, listen to every presentation or watch every product demo. So some tradeshows offer recorded DVD's and podcasts of the highlighted events. This is a great resource for those of us who couldn't be there and those of us looking for a refresher on what we've learned.
- **Newsletters**— Sign up for exhibitor and tradeshow newsletters to get updates on company news, industry trends, show highlights, and special events. This is a valuable source of information for all independent retailers and will keep you in the know all year round. So think twice the next time you delete an industry email message before reading it.

I still believe that you will get the most benefit from tradeshows by attending them, whether it's KBIS, CES or one hosted by your Buying Group. So for the benefit of your business, make a concerted effort to attend as many as you can. But if you can't, the organizations that are part of these events have provided you with simple ways to get the information provided at the shows so you won't miss out on everything.



Happy Retailing!

Moe Lastfogel

moe@retailobserver.com

The Retail Observer

JULY 2012

VOLUME 23, ISSUE 7

CELEBRATING OUR 23RD YEAR
AS THE RETAIL OBSERVER

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© 2012 Miele Inc. Miele received the highest numerical score for dishwashers in the proprietary J.D. Power and Associates 2011 Kitchen Appliance StudySM. Study based on 11,701 total responses measuring 18 brands and measures opinions of consumers who purchased refrigerators from a retail store or their new-home builder during the previous 24 months. Proprietary study results are based on experiences and perceptions of consumers surveyed in March-April 2011. Your experiences may vary. Visit jdpower.com



2012 National Hardware Show®

A HIT WITH ATTENDEES AND EXHIBITORS

The 67th Annual National Hardware Show® is over, but attendees and exhibitors are still buzzing about the energy and optimism that was evident during the three-day event.

The 2012 National Hardware Show was held May 1-3 at the Las Vegas Convention Center attracted 2,500 exhibitors and over 27,000 industry professionals from around the world, and had a 5% increase in show attendance over 2011.

“We couldn’t be more pleased with how the show went,” said Rich Russo, event director. “Each year we listen to what attendees tell us and we strive to make the show bigger and better than the year before, and based on the feedback we’ve received from both attendees and exhibitors, this year we hit a home a run.”

Though the 2012 show only lasted for three days, it was jam-packed with products to see, educational opportunities for attendees, special buying programs and more.

“We’ve had a great show,” said Rocco Falcone of Rocky’s Ace Hardware, which operates 26 retail locations in Florida, Massachusetts and New Hampshire. “There were a lot of exhibitors to visit with and a lot of product to see. It’s just great to come here and find out about all the new things that are going on out there.”

Other buyers expressed similar sentiments about their time at the show.

“This has been by far, one of the most productive National Hardware Show’s that I have attended,” said Linda Johnson of Village True Value in Western Springs, Ill. “On the first day, I attended seminars, walked the floor to find new products and already placed some orders, and I still had a full slate of items on



my to-do list for (the next day).”

Matt Noonan of Noonan’s True Value in Springfield, Ill., echoed Johnson’s statements.

“I wasn’t necessarily planning on doing a lot of spending while I was here but I just found so many things that I thought would work for us,” Noonan said. “You see a lot of things at the wholesaler shows, but here there is just so much more for you to look through and buy.”

SPECIALTY AREAS

In response to feedback from attendees, the National Hardware Show added and enhanced some of the special areas on the show floor. New highlights this year included a brand new area featuring new and never-before-seen products called the Innovation Station, which featured the Inventors Spotlight and New Product World; three Made in USA exhibits and displays, as well as areas highlighting energy-efficient products and pet products.

“This is my second time coming to the National Hardware Show,” said Kirk Reams of Hooten’s Hardware in Texas, who was browsing the Innovation Station. “Seeing all these new products is really great, and the vendors are coming up with so many new ideas that it really makes coming to the show worthwhile. Not only is the array of products great but it just gives me so many ideas as to what I can carry in my store.”

Attendees also flocked to some of the specialty product areas like the Made in USA display, the Tailgating & Outdoor Recreation area and browsed the enhanced selections of Pet Products and energy-efficient items on the show floor.

[continued on page 10]



A PARTY IN THE SUN

The Tailgate & Outdoor Recreation area is always a big draw during the show, featuring everything from grills and grilling accessories to coolers and pop-up tents.

The Tailgate & Outdoor Recreation area was located directly outside the main entrance to the convention center and also hosted the third annual Tailgate Party.

Retailers and manufacturers alike were pleased with the Tailgate & Outdoor Recreation Pavilion. “The show has really expanded since last year,” said Sara Williams, account manager for FireWire, Innolabs. “There were a lot of people out here.”

Retailer Adam Busscher and his wife Christine agreed. “The samples in the tailgate area are great because it allows you to really test out the product before deciding to introduce it into your store,” Adam said.

Doug Gregory of Morrison Terrebonne Lumber and Central Network Retail Group also enjoyed his time in the sun while shopping the Tailgate & Outdoor Recreation area.

“This show is just great,” Gregory said. “I have seen some great products. I particularly enjoyed the tailgating area and saw lots of good ideas to bring back to Baton Rouge this football season.”

AN ENLIGHTENING OPPORTUNITY

While buying and selling are always the major focus at the National Hardware Show, this year’s event was also packed full with opportunities for attendees and exhibitors to network with one another and learn about industry trends and more.

“I love the show,” said Ron Cicuttini, who owns three Home Hardware retail locations in Ontario. “I have been coming to the National Hardware Show for years, and while I like being able to see all the new products and talk with manufacturers, I also really enjoy the educational aspect of the show. I think that the kind of educational programs they offer at the show are key to anyone being able to be successful in the industry today. You can never stop educating yourself.”

Not only was Cicuttini one of the attendees eager for educational opportunities at the National Hardware Show, he also participated in one of the educational sessions as part of a panel discussion held on the North American Retail Hardware Association (NRHA) Village Stage.

The NRHA Village Stage hosted dozens of seminars and events throughout the show as part of the NRHA Rethink Retail Conference, which was held concurrently with the event.

Topics ranged from a State of the Home Improvement Industry report delivered by Kevin Gilbert of the NPD Group to a keynote address from former Walmart executive Michael Berghdahl called “How to Compete and Thrive in a Walmart World.”

In addition to the several speakers and educational sessions that were held on the NRHA Village Stage, the NRHA Rethink Retail Conference also held a series of breakout sessions aimed at providing retailers in attendance at the show with actionable information to help improve their operations.

Topics covered during these breakout sessions ran the gamut from how to effectively utilize a POS computer system to loss prevention and succession planning.

“Our entire mission at NRHA is to help home improvement retailers become better and more profitable merchants,” said Bill Lee, NRHA president and CEO. “The National Hardware Show is the ideal event for us to provide this kind of educational information. We have had a long-standing relationship with the National Hardware Show and we hope to continue building on this relationship for years to come.”

RECOGNIZING THE INDUSTRY

Because the National Hardware Show is the premier gathering place for the home

improvement industry it provides a perfect setting for honoring the industry's innovators. Many awards programs were held throughout the show. Awards ceremonies held during the three-day event included:

- HomeChannel News magazine's 28th Annual Golden Hammer Awards
- Homeworld Business magazine and the National Hardware Show's Homewares

Innovation Awards

- NRHA Young Retailer of the Year Awards
- NRHA's Packaging & Merchandising Awards
- Hardware Retailing magazine's Industry Top Gun Awards
- Casual Living magazine and the National Hardware Show's Outdoor Living

Innovation Awards

- The National Hardware Show's New Product Launch Spotlight Awards
- The United Inventors' Association Awards
- Hardware Retailing magazine's Retailers' Choice Awards
- Tailgate Gameball by Tailgater Magazine
- New Product World sponsored by DIY Network

For complete information on these awards and the winners, please go to:

www.nationalhardwareshow.com/2012Awards.

IN THE SPOTLIGHT

The final award ceremony held during the show also cast a spotlight on some of the big-time media outlets and personalities who were in attendance at the event. On the final day of the show, Kevin Harrington, who formerly appeared as one of the "sharks" on ABC's hit TV program, "Shark Tank," handed out awards to three inventors who participated in the Pitch Tank program at the show.

More than 70 inventors submitted their products to the Pitch Tank and three winners were chosen.

"I have the toughest job in the world because we sat through over 70 amazing presentations...we really had a tough job deciding on the top three," Harrington said during the awards ceremony. The products recognized were:

- **First Place**—*Jewelry in the Dishwasher*, which allows the user to clean jewelry in a dishwasher.
- **Second Place**—*Dot Marks the Spot*, a marking system that can be used for hanging pictures, shelving, television mounts and any product that has a hidden fastening system.
- **Third Place**—*The Heft*, which quickly snaps on to any shovel, rake or round-handled tool and makes the tool more ergonomic and easier to use.

Other notable media on hand for the event included DIY Network and Lifetime Television Network's "Designing Spaces," which was shooting footage for a special half-hour special that will air later this spring titled, "Designing Spaces: On the Road to the National Hardware Show."

In 2013 the National Hardware Show will return to Las Vegas from May 7-9, 2013. From its early beginnings in New York during the post-World War II housing boom and eventual move to Chicago in the 1970s to today's current location in Las Vegas, the National Hardware Show® continually evolves through the industry's involvement, commitment and passion to improving America's quality of life through their homes. Today, the National Hardware Show® is the place for global manufacturers, associations, organizations and the media to unveil their new products, ideas and insights to a broad spectrum of home improvement resellers.

For more information on the National Hardware Show, please visit:

www.NationalHardwareShow.com. **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

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Book Review

Word of Mouth Marketing

HOW SMART COMPANIES GET PEOPLE TALKING

Are your customers talking about you? Business owners like to tout their followers on Twitter or how many likes they've received on Facebook. They agree that the Web is the place to promote themselves, but they don't offer anything unique. While many turn to social media as a driving force to get the word out, is it really the solution for everyone? The answer is "No." Instead, it is far more important, especially for small businesses, to generate a strategic word of mouth strategy to gain fans of your business and drive customer loyalty.

The plan is relatively simple and easily put into action. At its core, there are three necessary components to generate positive word of mouth.

- **Ask happy customers to write a review** – You can't get what you don't ask for. Most happy customers will gladly take the time to write something. The ask should be genuine – not driven by incentives.
- **Give them one great reason to talk about you** – Being good just isn't enough. Be creative and give them something to remember you by. Take that extra step to be relevant.
- **Be ready to turn negatives into positives** – Often times negative customers who are handled correctly can turn into your biggest word of mouth advocates. They are most likely to tell others of their positive experience.

With all of today's social tools, negative word of mouth has become a more pervasive problem than ever. One bad review on Yelp or Angie's List can have a direct effect on your business. According to Sernovitz, these negative reviews can be combated and avoided. The first step is to respond quickly – don't let the issue linger. Next, respond like a person – make a personal connection with the customer to diffuse their angst. Lastly, work with the customer to fix the problem so they can feel good about how it was handled and they'll be more likely to spread the good word!

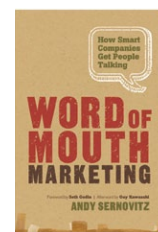
According to Sernovitz, "Word of mouth is a movement. It will change the way we do business and starts with one very simple idea in mind – be nice to people. Social media is an important tool, but certainly not the only tool. How many people visit the Facebook page of their local dry cleaner or pizza shop? Instead, these businesses and many others survive and thrive on word of mouth." **RO**

Author: Andy Sernovitz created the Word of Mouth Marketing Association and the Association for Interactive Marketing. He teaches companies to earn the respect and recommendation of their customers.

Foreword: Seth Godin

Afterword: Guy Kawasaki

Publisher: Greenleaf Book Press





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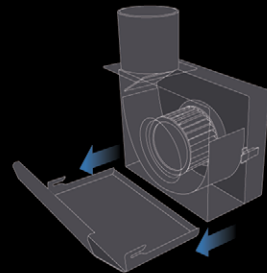
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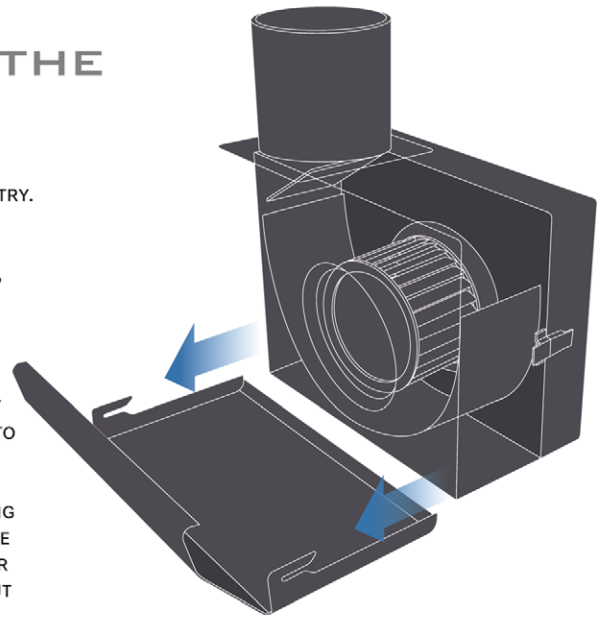


DIRTY LITTLE SECRETS IN THE KITCHEN REVEALED.

THERE'S A DIRTY LITTLE SECRET THAT LURKS IN KITCHENS ALL ACROSS THE COUNTRY. IT'S CALLED... THE RANGE HOOD. MOST PEOPLE AVOID CLEANING THEM BECAUSE THE TASK SEEMS OVERWHELMING. BUT LEFT UNTOUCHED, GERMS AND ODORS CAN LINGER THERE, AND GREASE CAN BUILD UP. THAT MEANS WALLS, DRAPERIES, FURNISHINGS AND OTHER SURFACES BECOME LANDING STRIPS FOR THE COOKING RESIDUE THAT FLIES THROUGH THE AIR BECAUSE IT CAN'T GET OUT THROUGH CLOGGED FILTERS.

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EUROCHEF USA INTRODUCES VERONA®, VERONAPRO™ AND CUSTOMIZABLE ILVE® RANGE, OVEN AND COOKTOP COLLECTIONS

EuroChef EuroChef USA, importers and distributors of fine European and internationally recognized appliances, has announced the introduction of their Verona®, VeronaPro™ and ILVE® range, oven and cooktop collections. The EuroChef USA family of quality cooking appliances is exquisitely designed and manufactured in Italy by old world craftsmen and has been the benchmark for durable and beautiful European professional appliances since 2001. The EuroChef USA line of appliances is available through select distributors and dealers in North America

VERONA

The Verona family of color ranges is in stock in 30" & 36" and ready to be shipped with no long waits for the appliances to ship from overseas. Available in stainless steel, matte black, burgundy or antique white, most units feature:

- Powerful 17,000 BTU sealed burners
- 304 stainless steel surface, chrome knobs and handles

- Porcelainized cast-iron grates and caps
- Electronic ignition
- Multi-function programmable oven with European convection
- Digital clock and timer
- Thermostatically controlled warming drawer or storage compartment

The Verona line also offers 24" & 48" range options, a complete line of cooktops, ranging from 12" to 30" and unique 24" gas or electric wall oven options. There are endless options to build your professional kitchen.

VERONAPRO

The new high-performing VeronaPro line offers 30" & 36" ranges featuring high power German brass burners that are built for performance and can simmer at 450 BTU or heat up to 18,500 BTU. The collection offers quality features such as:

- Individual ignition on each burner
- 304 stainless steel surface, knobs, bezels and handles
- Continuous porcelainized cast-iron grates and caps
- Flame failure safety device
- Touch control digital clock and timer
- Available in stainless steel or high-gloss red or black finish.

The VeronaPro line also offers a distinctive 30" gas wall oven and 36" pro gas range top to compliment the line of ranges.

ILVE

The final collection offered by EuroChef is its premier brand – ILVE, representing over 50 years of tradition, all hand-assembled in Italy. EuroChef imports the dual fuel Majestic Collection, all gas Nostalgic Collection and an exclusive Induction Top Range. Renowned for innovation and superior design by experienced artisans, the ILVE collections are available in 8 colors and 3 trim finishes allowing for customization to suit any taste. Luxury features such as full-size warming drawers and rotisserie are standard in most ILVE ranges, which are available in 24", 30", 36", 40", 48" and 60" sizes. You can choose from a variety of cooktop configurations and accessories that will enhance your cooking enjoyment and complement your lifestyle.


"With EuroChef pricing significantly less than the competition, the EuroChef product line is becoming an integral part of the supply chain for appliance distributors, an essential showroom piece for retailers, and a trusted source for designers," states Melissa Haber, director of sales & marketing, "Our mission is to distribute, from stock, a unique collection of European professional appliances with

distinctive design, consistent high quality and superior performance. With the new EuroChef appliances you can be sure your kitchen will always look good and function at peak performance.”

The full product line of EuroChef includes: dual fuel ranges, gas ranges, gas wall ovens, electric wall ovens, gas pro range tops, gas cooktops, electric cooktops, and range hoods. Popular Verona and VeronaPro lines offer optional accessories including extended depth backguards island trims, a stainless steel range top griddle and cutting board to sit inside, and a cast iron grill/griddle. Options in the ILVE line include chopping board, cast iron steak pan, basin for steam cooking and gas barbecue grill—all which make cooking possibilities endless. Color-matched range hoods are also available.

EuroChef USA is the national distributor of professional style major appliances by Verona, VeronaPro and ILVE brand names. They market and sell a full line of ranges, ovens, professional style hoods and cooktops through a highly skilled network of regional distributors and dealers nationally. For more information call (866) 844-6566 or visit www.eurochefusa.com

ENKEBOLL INTRODUCES THE LEGACY HOOD COLLECTION

Enkeboll  The first in a series of Designer Hoods from Enkeboll Designs, the Legacy Hood, featuring moulding details from their Legacy Collection of architectural moldings, Acanthus, Vineyard and Villa Collection will be available in the exclusive Enketallic™ finish.

This classic styled design is available in 36”, 42”, 48” and 60” as well as custom sizes upon request to accommodate a variety of range and cooktop options.

Enketallic™, is a cold spray process employed to transform each design into a stunning alchemized accent piece, creating a true focal point that will define your kitchen.

Enketallic™ is the perfect alternative to chrome plating, foundry metal, metallic paint finishes, metal plating, vacuum metallizing, and other metallic processes. Enketallic™ is a great green alternative to metal casting due to the use of a cold spray process which uses no heat for curing or drying, so there is no impact on the substrate or surrounding environment. Due to the unique nature of the process there is no off-gassing in the final product.



The Legacy Hood Collection is available in all ten Enketallic alchemized finishes, including Enkeboll Gold, Rose Gold with Black Patina, Bronze with Black Patina, Bronze Verdigris, White Bronze, Nickel Silver with Black Patina, Copper with Black Patina, Copper Verdigris, Blacken Iron and Rusted Iron as well as special finishes upon request.

The Legacy Hood Collection by Enkeboll includes an blower and hood liner from Vent-A-Hood®, a 75 year old manufacturer, featuring the patented Magic Lung centrifugal grease extractor. The combination of art and technology will ensure that your investment will not only look beautiful, but will perform flawlessly for years to come.

Enkeboll has been crafting fine architectural details and furniture since 1956. The Company’s Products, inspired by great design traditions from around the world are known for being exquisitely carved and richly detailed. Founder Raymond Enkeboll insisted that only the finest materials be used to produce the over 1,000 plus items available. Enkeboll Elements are used by architects, interior designers, kitchen and bath specialists, as well as builders and contractors the world over.

For more information about Enkeboll and the Legacy Hood Collection®, please visit enkeboll.com® or call 800.745.5507.

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THE ONLY INTERCHANGEABLE BACKSPLASH ON THE MARKET — KITCHEN PALETTE



Kitchen Palette, the only interchangeable backsplash available on the market, made its debut during this year’s KBIS Show. Kitchen Palette, the brainchild of Karen Drake, president of Kitchen Palette, was developed to make kitchen design dramatic, flexible and affordable.

“Kitchen Palette allows you to quickly change the look and feel of your kitchen simply by swapping out your backsplash. Change your backsplash for the season, for a special occasion or anytime you want a new look or pop of color. Now there’s no reason to live with the same backsplash for years,” says Drake.

Designed to fit behind conventional cooktops and ranges, Kitchen Palette is available as a blank system (frame and palette) that is completely customizable and —coming soon—

both a ready-to-go print gallery system (frame and printed palette) and a ready-to-go stock tile gallery system (frame and tiled palette). Both galleries offer a wide selection of images and designs to complement virtually any style— and color— kitchen. “With our galleries and our completely customizable palettes, design possibilities are virtually limitless,” says Drake.

Another great feature is its ease of installation. “Kitchen Palette is simple to install; it only takes about 30 minutes to install the frame and when you’re ready for a change, just swap the palette out for another design—in less than a minute. The patented latching system stays secure, no matter how often you change your palette. Kitchen Palette can be installed anywhere you want flexible design options—in a bar, bathroom, or can be used as a hiding place for a safe,” says Mike Trego, Director of Sales for Kitchen Palette.

Created in Michigan and manufactured in the USA with the highest quality materials, including recycled plastic, Kitchen Palette offers a 1-year warranty on all parts.



ARTISAN MANUFACTURING SIGNS EXCLUSIVE SINK & FAUCET DEAL WITH ELECTROLUX GLOBAL

ARTISAN TO PRODUCE LINE OF HIGH-END KITCHEN SINKS & FAUCETS FOR FRIGIDAIRE DISTRIBUTION IN U.S. & CANADA



Licensing to launch a line of high-end kitchen sinks and faucets under the Frigidaire brand across the United States and Canada. For nearly 100 years Frigidaire has been an industry leader in the production of home appliances including refrigerators, freezers, and ranges. Their decision to partner with Artisan to further expand its brand in the kitchen, area speaks to the quality of Artisan sinks and faucets. It also recognizes Artisan as an established brand that will be quick to market with the new Frigidaire line.

| continued on page 20 |



THE NEW KOBE BRILLIA SERIES

Affordable, Energy Efficient, Seamless Designs & Innovative Technology



KOBE BRILLIA CHX30 Series Range Hood

Versatile multi-exhaust options allows both top and rear venting.



Parametric panel technology provides more efficient performance by limiting the space for air to flow and increasing static air pressure to more efficiently draw smoke and oil from the range beneath.

Provides 50% more effective smoke capture and over 98.9% oil capture rating.*
*in accordance to IEQ61591:2005 Standards



glass parametric panel



stainless steel parametric panel

“This partnership demonstrates that Artisan’s products are recognized for their high quality and durability and that our company can deliver when it comes to supplying these products to an industry giant such as Electrolux,” said Joseph J Amabile, Artisan chief operating officer. “We look forward to providing those same quality products for the Frigidaire brand to support their efforts to expand its kitchen product line.”

The Artisan manufactured Frigidaire line will feature seven 18- and four 20-gauge sinks. Artisan premium quality sinks feature superior craftsmanship that combines long-lasting beauty with resistance to both stains and corrosion. Additionally Artisan will manufacture an exclusive line of faucets for Frigidaire. Artisan offers premium quality faucets that are attractive, functional and affordable. More information is available at artisanstyles.com.



KRÜSHR MAKES U.S. DEBUT AT THE INTERNATIONAL KITCHEN & BATH INDUSTRY SHOW

UK Headquartered, Krüshr made its U.S. debut of its patented line of recycling compactors at KBIS in Chicago. Krüshr is an innovative solution for handling household recyclable waste in a convenient and economical way. This “next generation” range of appliances is designed to either be fully integrated with kitchen furniture doors, across a number

of standard sizes or can be delivered with a stainless door.

Separate compartments segregate and crush cans and bulky packaging materials like cardboard and plastic, reducing the volume by 75%. With a push button and very quiet operation, the metal crush cycle takes a mere 17 seconds, and the packaging cycle takes only 30 seconds. Krüshr resolves the storage and separation necessities of recyclables, plus delivers a neat package for fewer trips to the curb.

Five models are available to meet individual requirements and standard spaces:

24-inches, 18-inches, 15-inches, 12-inches and a 6-inch size for cans only. The units feature an automatic anti-jam and anti-overload detection. The safety cut-off prevents operation while the drawers are open.

According to the company, Krüshr’s development was inspired by the global demand to increase recycling rates and reduce the overall volume of waste. According to CEO, Martin Preen, the appliance can be adapted to the various requirements of regional municipalities to assist consumers with meeting these demands in an eco-friendly, yet totally convenient manner.

For more information, visit www.krushr.com.

Contact for the U.S.: Jay Beaumont, ph: 215.280.0828 or jbeaumont124@comcast.net.

MODE DISTRIBUTING TO BEGIN DISTRIBUTION OF VENT-A-HOOD & AGA/MARVEL BRANDS IN CALIFORNIA AND NW NEVADA



MODE Distributing began distribution of Vent A Hood and AGA-Marvel on May 1, 2012 in the territory of California and Northwest Nevada. The founder and president of MODE, Monte Walsh, has an exceptional history in the world of luxury product distribution. Walsh has been on the board of Luwa Distributing in the Northwest for the last 12 years. He has managed the sales force there, for the last 5 years, and brings to MODE many of the principles of business and ideals that he developed at Luwa Distributing.

MODE has acquired the assets and inventory of VAH Marketing, the previous distributor of these brands in this territory. MODE Distributing looks forward to expanding the business and distribution in the future.

Any questions regarding MODE and its brands can be directed to Monte Walsh 714.523.1511 or visit: www.modedistributing.com.

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EuroChef USA

Professional Cooking Appliances

Handcrafted in Italy



Beauty, Style & Performance

EuroChef USA offers innovative Italian crafted Verona® and VeronaPro™ Ranges, Ovens and Cooktops along with their premiere line of ILVE® Dual Fuel Ranges. The Verona and VeronaPro collections are exquisitely designed and available in a variety of size and color options. The chef inspired ILVE Collection is available in eight color and three trim finish options to create a unique and distinctive appliance! Luxury features include powerful burners, warming drawers and rotisseries. Numerous cooktop configurations and optional accessories offer an unprecedented nine different ways to cook on your ILVE Range.

***Look to EuroChef for a beautiful Italian crafted
appliance that is perfect for any kitchen!***

Dual Fuel Ranges | Gas Ranges | Gas Wall Ovens | Electric Wall Ovens
Gas Pro Range Tops | Gas Cooktops | Electric Cooktops | Range Hoods

eurochefusa.com
866.844.6566

See  **ILVE** on 



GE MONOGRAM® DESIGN CENTER TO OPEN IN CHICAGO'S PRESTIGIOUS MERCHANDISE MART



GE Monogram

GE Monogram® will open its first Midwest design center location in Chicago at LuxeHome in The Merchandise Mart in March 2013. LuxeHome is the world's largest collection of

premier boutiques for home building and renovation located on the ground floor of the historic Merchandise Mart, offering discerning homeowners and trade professionals one-stop-shopping for the finest in kitchen, bath and building products.

GE opened its first Monogram Design Center in New York City's Architects & Designers Building in 2008. The NYC center has exposed thousands of designers, architects and consumers to the quality and luxury of GE Monogram appliances and has increased share in the northern region by 50 percent since it opened.

"We wanted to build on the success of our first design center by opening another location that would complement the Monogram brand and would be a great strategic move to grow our business," said Paula Cecere, manager, Monogram Design Center. "We could not be more thrilled with The Merchandise Mart for our second location. The property, management staff, location and outstanding

reputation with consumers and professionals made it the overwhelming choice."

The GE Monogram Design Center in Chicago will feature working kitchens for cooking demonstrations by a professional chef, a showroom equipped with more than 50 GE Monogram appliances that will be outfitted with high-quality, fashionable cabinetry, millwork and finishes that complement the GE Monogram line of appliances.

"The GE Monogram Design Center will be a fantastic addition to LuxeHome," said Katherine Flaherty, MMPI's vice president of building products and special projects. "As one of the top premier brands in the industry, GE Monogram appliances feature award-winning technology coupled with quality and timeless elegance—qualities that place them at the forefront of building innovative, energy-efficient appliances that improve people's lives. We are ecstatic that GE Monogram chose LuxeHome for their newest location."

Design of the 3,500-square-foot center will begin this summer with construction starting in January 2013. Once opened, the center will cater to professional trades and the general public. The GE Monogram Design Center will be staffed by three product specialists and a professional chef. The center will maintain the same hours as LuxeHome at The Merchandise Mart (M-F 9-5 and Sat 10-3). The Merchandise Mart is the world's largest commercial building and an international epicenter for high design and luxury goods.

WORLD VISION ORGANIZATION HONORS KOHLER CO. WITH CRYSTAL VISION AWARD

KOHLER IS TWO-TIME AWARD WINNER FOR ITS STEWARDSHIP EFFORTS AROUND POVERTY

THE BOLD LOOK OF **KOHLER**®



International aid organization World Vision awarded its annual Crystal Vision Award to Kohler Co. in recognition of its outstanding commitment to the Storehouse of World Vision supporting its mission of serving American children and families affected by poverty. Kohler was World

Vision's first Storehouse corporate donor and accepted the inaugural award 11 years ago.

"Kohler Co. and our associates around the world believe in enhancing the quality of life for current and future generations," said David Kohler, president and chief operating officer of Kohler Co. "Our company humbly accepts the Crystal Vision Award and thanks the World Vision Storehouse for this recognition."

Since 1996, Kohler has partnered | *continued on page 24* |



Rachel Kohler (left)



Congratulations, KOHLER CO.

2012 Crystal Vision Award Winner

The Storehouse of World Vision is honored to present the 2012 Crystal Vision award to Kohler Company, a long-time friend and supporter of our work and the children and families we serve.

Since 2001, the Crystal Vision Award event has provided an opportunity for businesses and individuals throughout the kitchen and bath industry to join together in celebration of the impact we make together, by the giving of resources to improve the lives of American families in need.

We are honored and humbled to serve as the National Kitchen and Bath Association's Charity of Choice. Thank you for your support.

DISCOVER THE POWER OF PARTNERSHIP

To learn more about corporate partnership, contact Efraín Pérez Corporate Relations Director | The Storehouse of World Vision eperez@worldvision.org | 773.230.8179 direct

World Vision®

Building a better world for children



with Storehouse of World Vision, a network of eight warehouses across the United States that receives corporate donations of goods made available to local non-profit organizations for distribution to more than 1.6 million people in low-income communities.

Through its relationship with World Vision, Kohler donates plumbing products for distribution to those in need.

“Kohler Co. is not only a global leader in plumbing, but a global leader in their commitment to improve the quality of life of people wherever they do business,” said Efrain Perez, Corporate Relations Director for World Vision. “We could not be prouder to partner with Kohler to bring critically needed supplies, and hope, to the vulnerable families World Vision serves.”

Kohler has had a strong culture of stewardship since its inception in 1873, visible globally through the humanitarian efforts of its associates as well as corporate leadership. Whether related to a specific issue, such as water conservation, or to the general well-being of others, the company encourages its associates to take action in and make a positive impact on the communities where they work and live.

For more information on World Vision’s efforts, visit WorldVision.org or follow them on Twitter at [@WorldVisionNews](https://twitter.com/WorldVisionNews).

BUILT-IN MICRODRAWER™ MICROWAVE FROM THERMADOR REDEFINES KITCHEN INNOVATION AND FLEXIBILITY

THE 24-INCH APPLIANCE COMBINES THERMADOR TECHNOLOGY AND DESIGN TO BRING BEST-IN-CLASS SIZE AND COOKING OPTIONS TO THE LUXURY SEGMENT

Thermador® To deliver cutting-edge installation and design while incorporating best-in-class size and cooking capabilities, Thermador introduces its new Thermador Built-in MicroDrawer™ Microwave, which gives culinary enthusiasts the ability to combine luxury-class cooking power with Thermador’s industry-leading innovations in perfect flush design.

Thermador’s new Built-in MicroDrawer™ Microwave boasts several best-in-class features for the luxury segment, such as a generous 1.2 cu. ft. cavity space and 10 cooking modes. The new drawer also features a perfect flush installation capability for a standard depth cabinet that eliminates the need for an additional installation kit while providing superior access and ease of use, with the appliance placed at a convenient height. The Built-in MicroDrawer™



Microwave also incorporates microwave sensor technology that helps eliminate the guesswork often involved with cooking and reheating.

“Along with having the largest cavity space in the luxury segment, the new Built-in MicroDrawer™ Microwave also combines Thermador power and sophistication with ease of use, thanks to the perfect flush installation that eliminates cluttered countertops to enhance culinary enthusiasts’ cooking experiences,” said Zach Elkin, director, brand marketing for Thermador.

Thermador’s Built-in MicroDrawer™ Microwave’s features include:

- Large cooking cavity — an industry-best 1.2 cu. ft. cavity space that is tall enough to hold a 20 oz. cup and large enough to contain a 9-inch by 13-inch oblong dish
- Ten cooking modes — more than any other in the luxury segment
- Perfect flush installation — built-in ready for easy installation without the need for an additional kit
- Sensor technology — detects aroma, moisture and humidity of the food regardless of the amount or type

The Built-in MicroDrawer Microwave™ falls in line with Thermador’s refrigeration columns and warming drawers, reflecting the company’s focus on perfect-flush design and installation. The appliance also features a luxury-segment-best 10 cooking modes, as well as easy-to-use touch controls and sensor technology that erases the need to remove the dish from the oven to check, stir or turn the food. Additionally, a large viewing window results in a sleek, sophisticated appearance that is ideal for any luxury kitchen décor. Available at a MSRP of \$1,649. For more info., visit www.thermador.com. | continued on page 26 |

ZEPHYR

GENERATION NEXT

PIONEERING THE FUTURE
OF VENTILATION

Introducing the industry's first ever range hood powered by brushless DC motor technology. Next Generation Europa has been re-engineered with Zephyr's proprietary DCBL Suppression System™ to usher in a new era of kitchen ventilation.

With the state-of-the-art DCBL Suppression System™ built-in, Next Generation Europa range hoods deliver a powerful yet pleasantly quiet cooking experience while barely using 14-watts of energy. The breakthrough Bloom HD LED light bulbs evenly distribute halogen-level light on the cooktop below while requiring only 3-watts of energy per bulb.



3-WATT BLOOM LED LIGHT BULB
25,000 HOUR LIFETIME
3-YEAR WARRANTY

The result is a range hood that uses only 26 watts and provides you nearly inaudible ventilation to match everyday cooking styles. That's less energy than just the halogen light bulbs on an AC range hood.

- 77% Less Noise
- 77% Less Energy Consumed
- 30% More Power
- 26-Watt Energy Consumption
- Exceeds Energy Star™ Requirements

With Next Generation Europa, Zephyr once again re-imagines what a range hood can be. And what else it can do. When it comes to kitchen ventilation, think Zephyr first.

DCBL^e
SUPPRESSION SYSTEM™

TO LEARN MORE ABOUT WORKING SPEED AND
DCBL SUPPRESSION SYSTEM™ VISIT: ZEPHYRONLINE.COM



WINNER OF
THE 2011
GOOD DESIGN
AWARD.





U-LINE EXPANDS AWARD-WINNING MODULAR 3000 SERIES UNDERCOUNTER REFRIGERATION, ICE MAKING & WINE PRESERVATION PRODUCTS

A DREAM FOR INTERIOR DESIGNERS, THE U-LINE MODULAR 3000 SERIES STYLISHLY AND SEAMLESSLY INTEGRATES INTO TODAY'S SPACES WITH UNPARALLELED EASE



U-Line, a market leader in premium built-in undercounter refrigeration, ice making and wine preservation products, today announced an expansion of its award-winning Modular 3000 Series undercounter collection. The Modular 3000 Series marks a continuation of U-Line's ongoing commitment to offering state-of-the-art products that enhance today's lifestyles. U-Line celebrates its 50th anniversary this year, building on three generations of innovation.

"Today's kitchens are being used in much more versatile ways," said Jennifer Uihlein, president of U-Line. "People cook, of course, but now we have multiple cooks. We entertain, do homework, play games and even work on the home computer in the kitchen." The traditional 'working triangle' kitchen is becoming a thing of the past."

U-Line's Modular 3000 Series beautifully blends in with virtually any environment and seamlessly integrates into standard 24-inch depth cabinet styles including overlay frames, inset or European/frameless. Concealed and covered hinges allow for zero clearance and flush installation. Toe-

kicks and rear leveling systems are adjustable from the front of the unit for easy installation. Additional integration features include theater LED lighting, black interiors with graphite, tinted accents and thoughtful design elements for an elegant yet subtle space.

U-Line is proud to introduce 24" product and a clear ice maker to the Modular 3000 Series. The newest additions include:

- 3024RGL – 24" Glass Door Refrigerator
- 3024RF – 24" Solid Door Refrigerator
- 3024WC – 24" Wine Captain®
- 3024BEV – 24" Beverage Center
- 3018CLR – 18" Clear Ice Maker

THE RIGHT PRODUCT – ORGANIZE YOUR SPACE TO SUIT YOUR LIFESTYLE

The Modular 3000 Series installs seamlessly and fully integrates into all types of cabinetry. The 18-, 24- and 36-inch-wide glass door refrigerators offer tempered glass shelves that adjust to up to 11 positions, fully extendable crisper drawers and storage capacity of up to 120 12 oz. bottles or 254 12 oz. cans with the 36-inch model. Solid door refrigerators boast sizeable lower drawer bins that accommodate two one-gallon containers with extra room to spare. The Beverage Center combines a glass door refrigerator and a Wine Captain®. The new Modular 3000 Series clear ice maker makes up to 60 pounds of ice per day using as little as three gallons of water.

| *continued on page 28* |



Extraordinary Performance. Uncommon Value.

Liebherr Refrigeration and Capital Cooking products are professional grade appliances for the astute consumer seeking extraordinary performance without the extraordinary price. Both leaders in their class, Liebherr offers intelligent, organized, energy-efficient refrigerators that show like a work of art, as well as provide superior food preservation for better health and wellness. Capital Cooking ranges and cooktops are sophisticated, performance driven ranges that would please the most discriminate chefs.


Best-in-Class Brands that Provide Uncommon Value
Call 800.836.2522



ALMO®

Specialty Products Division
Distribution on a *Personal Level*

www.almospecialty.com



THE ART OF PRECISION™



CAPITAL

U-Line's Modular 3000 Series Wine Captain® models offer precise refrigeration and maximum preservation. Each wine rack holds up to five wine bottles, while two racks per zone accommodate larger diameter bottles such as champagne and many of the newer Syrah and Pinot Noir bottles. U-Line's unique wine rack design features solid beech wood trim with graphite finish to cradle bottles of various shapes and sizes safely in place.


THE RIGHT PLACE – THE KITCHEN AND BEYOND

Built-in undercounter refrigeration, ice making and wine preservation products expand counter space and add style and function to the kitchen, but they can also be used in many other rooms: the home office, media room, garage, bedroom and even in the bathroom to preserve cosmetics. Wines can be stored in the dining room.

THE RIGHT TEMPERATURE – MAINTAIN AND PRESERVE FOOD AND BEVERAGES LONGER

U-Line's U-Select™ Control system precisely chills food and beverages and maintains them at the perfect temperature. The Modular 3000 Series refrigerators offer five distinct U-Select™ Control modes: Deli, Market, Pantry, Root Cellar and Beverage. Each has an optimal set point within a designated temperature range that can be adjusted for personal preference. U-Line Wine Captain models store red, white or sparkling wine at each varietal's ideal temperature for maximum preservation and enjoyment. A "quick chill" feature rapidly cools food and beverages to a desired setting for hosts who are short on preparation time. For more information on U-Line and its products, visit www.u-line.com.

LG ANNOUNCES REALIGNMENT

 **LG** LG Electronics USA has realigned its wholesale distributor network for home appliances. LG home appliances are now being sold to smaller U.S. independent retailers through regional wholesale distributors ALMO Corporation and HADCO Distributing.

HADCO continues to serve LG appliance dealers in the southeast, while ALMO has assumed appliance distribution responsibility for the rest of the country. O'Rourke Sales Company is LG's home appliance distributor for the rent-to-own dealers, government and armed services and incentive marketing companies.

"These strategic partners bring exceptional logistical capabilities and proven experience in helping independent dealers grow and prosper," said John H. Riddle, vice president, home appliance regional sales, LG Electronics USA. "This move is designed to support the continued growth of LG home appliances in the United States."

The distribution changes for home appliances do not affect LG Electronics USA's home entertainment/consumer electronics distributors. | continued on page 30 |

FOR MORE INFORMATION,
CONTACT YOUR DISTRIBUTOR
LISTED BELOW

ELLIS MEARES & SON, INC. / DDI

800-327-4743

INTEGRATED APPLIANCES LTD.

800.268.4086
IntegratedAppliances.ca

JEFFRIES DISTRIBUTING CO,
INC.

800-844-0036
JeffriesDistributing.com

NORTHERN PLAINS DISTRIBUTING

800-755-7508

POTTER DISTRIBUTING

800-748-0568
PotterDistributing.com

SIGNATURE MARKETING
GROUP LTD.

800-358-8886
SMGLTD.Net

Featuring

Daewoo Electronics' New and Exciting Products for 2012



Daewoo French Door Refrigerator



Daewoo Multi Oven with Voice Command



Daewoo Steam Laundry



Daewoo Top Mount Refrigerator

For more information, visit www.e-daewoo.com about this or any other Daewoo Electronic product

Designing Excellence
DAEWOO 
ELECTRONICS

INSINKERATOR UNVEILS NEW INSTANT HOT WATER DISPENSER WITH MINIMALIST STYLE AND MAXIMUM FUNCTIONALITY

InSinkErator®, a business unit of St. Louis-based Emerson Electric Co. and the largest manufacturer of instant hot water dispensers, blends contemporary style and maximum efficiency with Indulge™ Modern – its new instant hot water dispenser. Designed to represent today's pure, minimalist decor, Modern is the ideal complement to contemporary homes. Modern will be available summer 2012 in both hot/cool and hot-only water models.

“Those committed to convenience in the kitchen don't have to sacrifice style,” said Michelle Gross, director of channel marketing and communications at InSinkErator. “Modern dispenses 200-degree Fahrenheit water and cool filtered water on demand, enabling consumers to enjoy clean, fresh tasting beverages and perform a variety of tasks in record time.”

Unlike other brands that operate with dual hot/cool temperature handles, the new Modern dispenser provides additional efficiency for consumers by releasing both hot and cool water from a single handle. Its unique Stay-on™ feature also allows the faucet to remain open for easy dispensing of cool water, making it an ideal addition to any kitchen sink or wet bar. Modern joins the existing InSinkErator® Indulge™ Series, consisting of high-end Contemporary, Antique and Tuscan dispensers.

Modern's tubular style is formed with a sleek bend in the neck that continues to be popular in contemporary kitchens. Modern is available in chrome and satin nickel, for a clean, fresh look.

While the dispenser is visually striking, the ability to instantly dispense near-boiling water is becoming a necessity for today's busy consumers. Instant hot water helps expedite cooking and preparing hot beverages like tea, hot chocolate and coffee. It also effortlessly loosens baked-on food, removes stubborn lids and cleans without the use of harsh chemicals.

in sink erator



“‘Form follows function’ is today's kitchen-design mantra, and InSinkErator responds with: clean, simple, useful,” said Susan Serra, certified kitchen designer and author of www.thekitchendesigner.org. “Many products claim to merge style and efficiency, but that's rarely the case. Modern achieves this on every level, giving homeowners a must-have amenity they're proud to show off.”

The new Indulge Modern dispenser, which is paired with the InSinkErator Stainless Steel Tank, also includes the F-201 filtration system. This standard system reduces chlorine taste and odor, while the F-601R premium replacement filter goes further to remove dangerous parasites, toxic chemicals and heavy metals. Environmentally-responsible water drinkers will appreciate knowing that using the water dispenser system as a source for filtered water reduces their dependence on bottled water and helps limit the number of plastic bottles that end up in landfills. For more information, visit www.insinkerator.com.

| continued on page 32 |

NOW AVAILABLE TO THE INDEPENDENT DEALER CHANNEL



**REFRIGERATION. RANGES. LAUNDRY.
DISHWASHERS. MICROWAVES.**

LG Appliances strike the perfect balance between smart technology and stylish design. From innovations like the new 36-inch French Door with an incredible 31 cu. ft. capacity to the Inverter Direct Drive System that improves efficiency and extends the life of its washers and dryers, LG delivers reliable and creative products that make life good.

As one of the fastest growing brands in the U.S., LG is sure to be a hot seller.

**Call us now to see how you can add LG
to your store offering!**

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9 Locations Nationwide	⋮	Rapid Ship Delivery	⋮	Drop-ship Services	⋮	Legendary Customer Service
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INTRODUCING WELLNESSMATS MOIRÉ THE LATEST ADDITION TO THE MOTIF™ COLLECTION...WHERE COMFORT MEETS STYLE

WELLNESSmats® WellnessMats is pleased to announce Moiré, the newest addition to its Motif™ Collection; a decorative collection of anti-fatigue mats with unique textured, embossed decorative patterns. Borrowed from the traditional silk weaving process, WellnessMats Moiré pattern is the unique result of laying two grids atop one another at an angle, creating the allusion of an array of shapes. The result is a thoroughly engaging pattern and (some say) irresistible!

“In our search for innovative patterns for our consumer lines, we seek timeless classics and traditional styling with a contemporary twist. Our newest addition to the Motif Collection, Moiré, is no exception to that rule,” says WellnessMats CEO, Daniel Bouzide. “

Moiré joins Bella—a lyrical organic, pattern inspired by forms in nature, vines and flora, and Trellis—the first design developed for this collection, a visually striking lattice-like pattern inspired from antique wrought-iron designs. Moiré, Bella and Trellis are available in four colors: burgundy, brown, black, and tan and in two sizes, 3x2 and 6x2. They retail for \$119.95 and \$239.95 respectively.

Motif™ possesses all of the inherent performance attributes associated with WellnessMats. Each anti-fatigue mat in the WellnessMats family is Made in the USA with WellnessMats revolutionary Advanced Polyurethane Technology (APT®). This proprietary technology guarantees that these one-piece construction mats will never curl at the edges, never delaminate, and promise extreme longevity and durability, exhibited in WellnessMats unprecedented 7-year Warranty. In fact, each mat in the inspired Motif™ Collection will remain utterly buoyant and springy and is stain, bacteria, puncture, and heat-resistant. ‘Tough’ enough to meet WellnessMats’ rigorous standards, but elegant enough for the most sophisticated residential environment, WellnessMats’ Motif™ mats are inherently anti-microbial and easy to clean by design. The patterns have been designed and engineered to keep debris (food particles, dirt, etc.) from becoming trapped in the recesses like some other anti-fatigue mats on the market. Trapped particles mean bacteria and growth, but never on a WellnessMat. No need to sacrifice a thing - performance, style or comfort. Satisfy personal taste while meeting (or exceeding) the ‘pressing’ demands of the feet, arches, back and legs. Freedom at last! **RO**



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THE NATIONAL KITCHEN & BATH ASSOCIATION
THE 2012 NKBA DESIGN COMPETITION
10 KITCHEN + BATH TRENDS



1

The National Kitchen & Bath Association (NKBA) has revealed the prevailing trends seen in the 2012 NKBA Design Competition. Out of the nearly 500 designs submitted to the 2012 NKBA Design Competition, rose some presiding themes. Fixtures, finishes, materials, color palettes, technology, shapes, focal points and overall geometry are a few among the complex considerations that talented creative-thinkers factor into their plans when generating a room design. Be inspired and enjoy examples of ten trends and treatments to inspire.

1. GLOSSY FINISHES AND FIXTURES

Shimmering surfaces, shining fixtures, high-shine finishes, and perfectly placed lighting accents are a prominent personality trait of current kitchens. This kitchen is a fine composition of stainless steel, walnut wood veneer, and light reflecting off a vast Calcutta gold marble island top. Lights dotting the floor at the base of the island create a soft glow along the recessed toe-kick. Wood floors appear to glow with the shine of time-worn care and polishing. However, it's the sheen and shimmer against creamy walls and warm wood that breathes life into the interior space.

DESIGN BY: JED MAC KENZIE, CKD
bulthaup by Kitchen Distributors, Inc.
Denver, CO
Photo by Scott Hasson



2

2. INTERIOR USE OF CONCRETE

Concrete brought into the house is prevalent in several contexts. In this master bathroom, concrete is at the center of the primary focal point. The floating pomelle seppel vanity cabinet surrounded by recycled glass tiles is the foundation for a concrete countertop with integrated sinks. The concrete surface brought to a high shine nearly belies the material, and in hue, it contributes to the overall brown-gold palette. Original exposed brick and Lava rock, along with the contemporary application of cement brings a certain unity to the space.

ASSOCIATION REVEALS TOP TRENDS FROM
SIGN COMPETITION
 AND TREATMENTS TO INSPIRE

DESIGN BY: KIRSTI WOLFE

Kirsti Wolfe Designs

Bend, OR

Photo by Paula Watts Photography

3. COLOR INFUSION BEHIND GLASS

A simple painted wall with glass panels overlaid creates a sleek sheen of color with the smooth surface complimentary to shimmering appliances and gleaming countertops. A cook top wall has become a calm cool focal point in this family kitchen. Beautifully, a contemporary palette was incorporated into the space, and the cool dove blue wall covered in glass, combined with warm wood floors, white Carrera marble, stainless steel, and taupe quartz stand out as defining color ingredients to this Scandinavian/Danish approach.

DESIGN BY: YUKO MATSUMOTO, CKD, CBD

Altera Design & Remodeling

Walnut Creek, CA

Photo by Douglas Johnson Photography

4. THE WHITE KITCHEN, REINVENTED

The white kitchen has been called many things - classic, contemporary, clean, sparse, but one thing can be said; it's a consistent in kitchen design. White has never entirely gone away, but neatly and cleverly reinvented itself to remain in the archives and future of home kitchens. There are a number of ways that white continues to make an appearance, in hues ranging from snow white to varying shades of creamy, muted, milky tones. This combination of colors and textures is a strong representation of the reinvented and renewed white kitchen - strong, sleek and superb.

DESIGN BY: MARTHA BECKERMANN

Kitchen Concepts by Martha Beckermann

Kitchener, ON

Photo by Jesse Brennemann

| *continued on page 36* |





5

5. SUSPENDED LIGHTING

Suspended lighting allows for a number of outcomes, and in kitchen design the result is dangling focal points that drop light onto defined areas of countertop, dining surfaces or flooring. The result can also be artistic pieces of sculpture that contribute to the visual appeal of a space, exuding light, glimmer and glitz. With angled spotlights running along a track to serve as hard-working partners to the suspended lighting, the shaded fixtures are allowed to play the role of prima donna in the forefront and become the place where the eye goes upon entering.

DESIGN BY: MARY LOU KALMUS

Designing Edge

Cabrendon Hills, IL

Photo by S. Kezon / Chicago



6

6. SYMMETRY IN DESIGN

A strong sense of symmetry enacted in room design creates stability and balance. If not a mirror reflection of itself, the space should possess components and pieces that act as counterbalance to the one another. A large framed window anchors the wall behind the sink and open cabinetry, glass door cabinetry and open wire doors draw the eye up and around the well-composed room. Symmetrical placements within design generate purpose and contentment. Symmetry as a design trend appears rooted to remain, simply translated into contemporary applications and with current styling impacting change.

DESIGN BY: EARL LAWSON

V6B Design Group

Vancouver, BC

Photo courtesy of V6B Design Group



7

7. REPEATING + COMPLEMENTING SHAPES

Starting with a particular shape and repeating it in various sizes, colors and textures adds a continuum that is soothing, easy to accept when you enter the room. It's a principle that other areas of design are tapped into as well. In this bathroom, the square captures our attention with the travertine floor, glass mosaics in the shower, extending upwards to the windows that so nicely fill the peak of the ceiling.

DESIGN BY: MARCIO DECKER, AKBD

Home Concepts

Reno, NV

Photo by Varien3 Productions

8. TRADITIONAL TECHNOLOGY IN NON-TRADITIONAL SPACES

Sometimes there's a way to start with a traditional item; in this case an appliance and apply or install it in a unique way and have the result be a solution to a large challenge. This kitchen began with the inflexible obstacles of plumbing, venting, and openings, which were not to be moved. Fridge drawers are integrated and incorporated into the sleek and clean lines of the cabinetry and overall space. A steam oven is added where the sink plumbing existed. And technology remains tucked conveniently away, while offering a solid functional solution to space challenges.

DESIGN BY: JENS BIRKKAER, CKD

Denca

Calgary, AB

Photo by TrilogyStudios.ca

9. TILE IN TOTALITY

Tile is making its presence known in contemporary bathrooms; occupying more and more wall, floor and backsplash space. At the center of this master bathroom is a Japanese soaking tub, and with the bathing experience being a significant part of the client's lifestyle request, it deserved special consideration. Translucent recycled glass in a muted pine green shade for the upper and lower tub deck were paired with small mosaic tiles in colors meant to evoke a tranquil sunset. Linen-textured, sand colored porcelain tile flooring presents the foundation for a restful space wrapped in glass tile.

DESIGN BY: BONNIE BAGLEY-CATLIN

Jackson Design and Remodeling

San Diego, CA

Photo by Preview First

10. OPEN CONCEPT BATHROOM

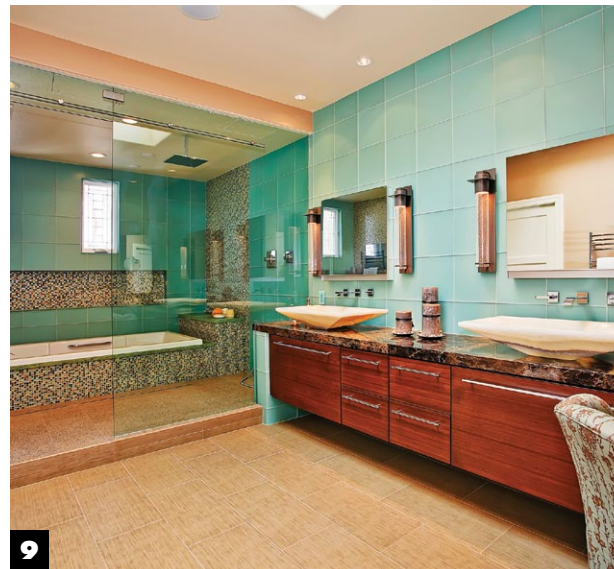
Open plan bathrooms are more prevalent than ever and are not defined or confined by size. With the design centered on the efficiency of a bathroom space with very little in the way of walls or partial walls, the user-friendly and efficiency aspects will be at the forefront of planning. This smaller bathroom was created as support for entertaining and with an entirely open shower and a minimalistic approach in product selection; the result is a stylishly sleek space. Eliminating a shower stall opened the expanse of the floor, making the entire room usable space.

DESIGN BY KARL CHAMPLEY

KDLA, Inc.

Woodland Hills, CA

Photo by Carmel McFayden 2011



RO

10

CEDIA Future Technology Pavilion to Showcase Next Generation of the Smart Home

The Custom Electronic Design and Installation Association (CEDIA) unveiled key details surrounding the CEDIA EXPO 2012 Future Technology Pavilion. This future home environment will feature technology solutions that will be integrated to create the next generation of the smart home, the fully intuitive home, set to arrive in the next four years.

This year's Future Technology Pavilion will showcase four distinct areas representing health, work, eat and play. Savant, the overall sponsor of the Future Technology Pavilion, will bring a new level of integration, distributed AV, and energy management to the table.

"We will provide attendees a glimpse at the day in the life of the home of 2016," said Dave Pedigo, CEDIA senior director of technology. "As attendees move through the home environment they will see first-hand how the home interacts and reacts to the needs of the user."

Attendees will have the opportunity to experience an interactive kitchen in the 'eat' area of the Future Technology Pavilion. Integration and control provided by Savant will tell the homeowner when water is boiling on the stove, or when the dishwasher has completed its cycle. In addition Mosaiqq and 3M will showcase an embedded touch screen video wall that doubles as a kitchen backsplash.

The 'play' area of the Future Technology Pavilion will feature a fully immersive video room brought to life by Audio Design Associates, Auralex Acoustics, Digital Projection, Purdue University, Stewart Filmscreen, and



Triad. In addition to the immersive video room, the 'play' area will feature an entertainment room that will be able to identify the occupant, their likes and dislikes and display the appropriate content for that user. Obscura Digital will also be a part of the 'play' area of the Future Technology Pavilion showcasing the latest technology-

enhanced pool table.

Additional Future Technology Pavilion sponsors include: Access Networks, Grandcare Systems, Honeywell, Lutron, Nest, and Symbol Logic. CEDIA will release additional details regarding the Future Technology Pavilion as the show approaches.

The Future Technology Pavilion will offering tours during CEDIA EXPO tradeshow hours, Thursday September 6 and Friday September 7 from 9:00 a.m. to 6:00 p.m. and Saturday September 8 from 9:00 a.m. to 5:00 p.m. in Indianapolis.

The CEDIA EXPO virtual registration brochure offers more information on the Future Technology Pavilion as well as other events planned for the show. Registration for CEDIA EXPO 2012 is open at www.cedia.org/expo. Early-bird registration discounts are available until July 13. For more information, visit www.cedia.org/expo or call 800.669.5329/317.328.4336.

Follow @CEDIA and #CEDIA12 on Twitter for the latest CEDIA EXPO 2012 updates.

Find us on Facebook at www.facebook.com/CEDIA. Region2, join the CEDIA group on LinkedIn or visit www.cedia.org. **RO**



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home security



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* CEDIA. (2011). 2011 CEDIA EXPO Attendee Survey.



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High Tech Shopping

Even though it was a beautiful seventy-five degree day, I couldn't resist the lure of the Nordstrom Half-Yearly Sale. Besides, there was a giveaway at the Clinique counter at another store in the mall, so off I went.

It's probably no surprise that the shoes I bought were not on sale or that the makeup I really needed wasn't Clinique at all. What fascinated me though was the spread of technology in the stores I shopped.

My first stop was Macy's. While ringing up my purchase, the associate smiled and asked, "Would you like us to email your receipt?" I automatically responded, "sure" thinking about one less piece of paper crammed into my wallet. Only later did it hit me. Bingo, now they've got my email address. They also know what I bought. If they're smart, they'll marry those two bits of information to let me know when something new comes into that department or when there's a promotion coming up.

I'm used to seeing iPhones used to cash me out at the Apple Store. After all, they led the Smartphone revolution. But at Nordstrom?

"Do you have these in red in my size?" Since they didn't stock the shoe in red, my salesman Bryce whipped a Smartphone out of his pocket, went to the vendor's site and told me he could easily special order them and have them shipped to me at no charge.

Another pair of shoes was too tight. Again Bryce checked stock and found that they were available in a wider size at another store in the area.

He then grabbed an iPad from behind the sales desk to show me a shoe that he thought I'd like but that they didn't carry at his store. He instantly got to www.nordstrom.com so I could see what he was talking about.

Needless to say, I paid for my shoes sitting right where I was while Bryce swiped my credit card into his phone. He told me that the technology was just being deployed. All departments had at least a couple of programmed phones and they were in high demand. The six they had in the shoe department rotated among the twenty associates on the floor. He said customers loved it and that it made his job easier. By easily accessing their own website as well as the vendor sites, he'd seen his sales increase substantially. No wonder associates fight to use the Smartphones.

At Friedman's Appliances in Knoxville, TN, one savvy associate carried her own iPad so that she could show her prospects products that weren't on the floor or overcome their price concerns by going to their competitors' sites with them.

Most importantly, she had developed a system to track each client, the products they looked at and the prices she had quoted. It was easy to get customers contact information when they saw her entering the appliances they were looking at as they selected them throughout the store. She used her calendar to remind her to contact customers who couldn't quite make up their minds in the store.

The use of mobile technology by customers is growing exponentially.

They're using it while in your stores to check consumer reviews, product specification and yes, pricing. Why not beat them at their game? Get familiar with customer reviews so that you can quickly access them to help reinforce your customer's decision to buy.

If you're going to win the retail wars, you've got to win the hearts and minds of your customers. If they're like me, they'll ooh and aah when your associates grab a tablet or Smartphone to help answer their questions, get additional information and finalize their purchases. Nearly all credit card processors offer mobile processing devices.

It takes more than a good website and a Facebook page to assure today's customer that your store is up to date. Using tablets and Smartphones on your floor shows customers that you have the cutting edge technology to keep up with the fast changing retail marketplace. It shows that you're ahead of the curve; a leader, not a follower.

This is no longer the stuff of tomorrow. Where high tech used to be using a POS system instead of hand writing invoices, today it's using mobile devices as a selling tool. Don't wait to see if they'll last; for now, they're the wave of the present and as evolution has proven, it's adapt or die. **RO**

Elly Valas is the Marketing Services Director for Nationwide Marketing Group. She can be reached at elly@ellyvalas.com or at 303-316-7569. Visit her website at www.ellyvalas.com.



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Walk In Your Customers' Shoes

RECEIVE INSIGHT YOU NEED TO GROW YOUR BUSINESS

How easy is it for people to do business with your organization? If you don't know, you'd better find out—and fast.

It is the customer experience that determines whether or not you will attract and retain customers. It is the customer experience that determines your sales, your profits—and your success. If you don't provide your customers with the best possible experience every time they do business with you, they won't stay with you for long.

I suggest that you walk in your customers' shoes, so you can see first-hand how they are treated by your employees and what obstacles they must overcome in order to give you their business. What you learn will help you to identify where your organization must improve in order to provide customers with service that is so superior they wouldn't dream of doing business with anyone else.

You can learn something by watching "Undercover Boss," a popular TV program in the United States that tracks CEOs as they go undercover and spend time in the field, working in various positions with their employees. It's a real eye-opener for those CEOs, who see what their people encounter on the job and how they respond to the challenges of serving their customers.

While I was in Russia recently, I went into one of my client's retail stores. His employees ignored me. They offered no greeting, no assistance,

as I perused various cell phones and computers. Using my cell phone, I took a picture of them. They immediately became very attentive, but not in a nice way. They wanted me to delete the pictures, and they threatened to have me arrested. What did I do? I sent the pictures to the owner, who apologized at great length.

How do your employees treat your customers? More importantly, how does your organization, as a whole, treat your customers? Do you handcuff your employees with policies and procedures that prevent them from providing customers with the best service possible? Do you train and nurture your employees? Do you provide them the skills that will aid them in serving your customers? Do you treat your employees the way you want those employees to treat your customers?

I recommend that you walk in your customers' shoes. Using a phone other than your cell, or that at your home or office, call your company. How long does it take for your call to be answered? Is it answered by a live person, or are you faced with an endless stream of options—push 1 for company hours, push 2 for company locations, and on and on and on?

Pretend to be a customer or potential customer. Ask about a particular product. Ask about a service. Say that you are having a problem with a product you purchased. Then sit back and see how employees respond. Are they helpful? Do they respond to your

questions in a knowledgeable manner? Do they empathize with you? Do they have the authority to solve your problem, quickly and to your satisfaction?

Call at various times of the day and days of the week. Recently, while attempting to wire money from my daughter in China to Metro Bank in the United Kingdom, I had a problem. I called Metro Bank at 4 a.m. on a Sunday. A real person answered the phone and gave me the information I needed to complete the transaction. Now that's service.

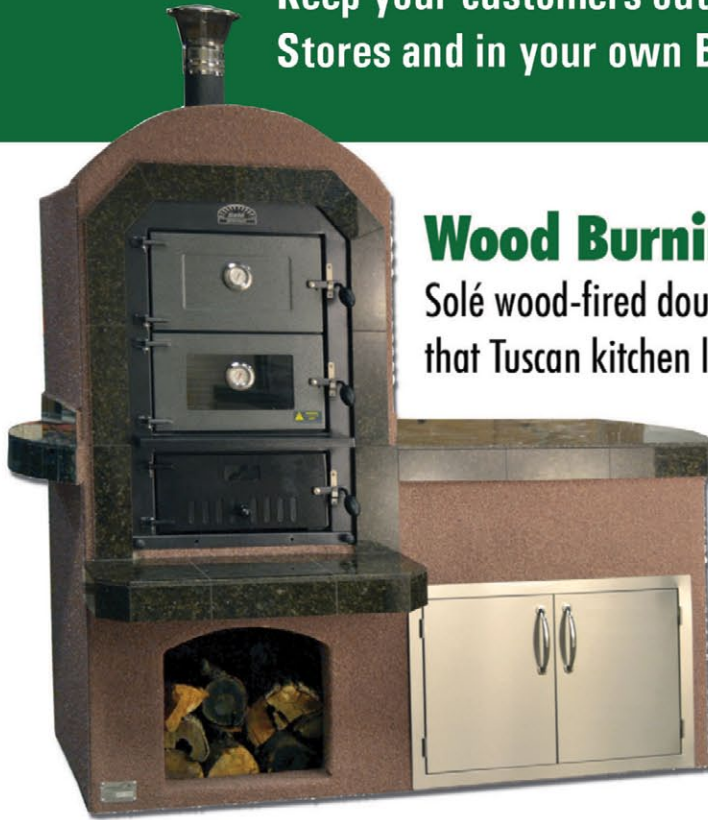
I also recommend that you log on to your organization's website. Is it easy to navigate? Ask for a response to a question. How long does it take for an employee to respond? This is important, because many potential customers contact several organizations via the Internet before making their purchasing decisions.

If you walk in your customers' shoes, you will get the information you need to ensure they have a comfortable walk through your doors, either physical or virtual. When you do so, you will increase customer loyalty and positive word-of-mouth advertising, which in turn will increase market share—and profits. **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



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How Many Ways Can We Market Our Businesses?

Faster than a speeding bullet, more powerful than a locomotive, able to leap tall buildings in a single bound... It's a bird, it's a plane—NO, IT'S SUPERMAN!

That is the new found respect that we now have for Marketing Professionals and the Marketing Manager. The reason for that is the amount of choices we all have in marketing our businesses today. Many years ago when I went to college I was crazy enough to major in marketing. Why crazy? Because for the next 40 years, I have spent time explaining the difference between Marketing and Advertising. Actually, many people referred to our major as Marketing and Advertising, which of course it was NOT. Advertising is a tool for marketing—just one important tool but there are many tools.

So have my years of explaining paid off and are those explanations part of the reason for our newfound success? I wish, but NO. The reason for this new image that marketing people have is because of the confusion and fear businesses and the people that own them have in selecting or making the right choice. After all, it has been proven time and again that the best product isn't always the best seller. Give me a good product or service with a compelling marketing message and I'll show you a winner.

Let's first define what marketing is. It is the way your product, service or store is positioned and promoted to the eyes of your customer.

When considering marketing tactics or tools there are 3 criteria to consider: cost, time, and contacts, and the following popular marketing concepts:

- **Slow Drip Marketing**—This is the Long Term & Consistent marketing and

advertising approach which keeps your name in front of potential customers. This method is adopted by Coca Cola and any business that opts for small, long-term consistent advertising.

- **The Blitz**—The Blitz means you are going to spend all of your money and efforts during a short 1-2 month push. We are exposed to this type of marketing on an ongoing basis.
- **The Marketing Plan**—Know where you are going, how you are going to get there, and how to evaluate your results.
- **PR Marketing**
 - Creating the Buzz
 - YouTube
 - The Event
 - Electronic Pay per Click
- **Inbound Marketing**—Positioning your business, as where people seek you out as opposed to you seeking them.
- **Educational Marketing**—Teaching your customers as you subtly sell them.
- **Positioning not Promotion**—These are the new buzz words of this millennium.
- **Social Media Marketing**—There is no silver bullet here. This is where you have to establish yourself and become a credible source.
- **Partner Marketing**—Ask what you can do for your partners and ask what they can do for you.
- **Keeping in Touch: Marketing to existing customers**—This is the follow-through that takes place after the sale.
- **Testimonial Marketing**—As used in most infomercials, it's merely a section of contacts.
- **Coupon Marketing**
- **Website Marketing**—Finding ways to

bring more people to your website.

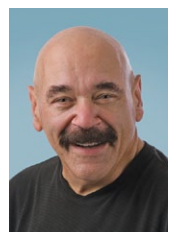
- **The Blog**
- **The Expert Marketing**—Board of Directors / Advisors
- **Word of Mouth Advertising**
 - Creating a Buzz
 - Getting people to talk about you

Creating multiple sales

- The sales path
- How to upsell
- Know which sales method you adopt
- Multiple sales through Brand Building
- Types of selling
- Direct Mail

Years ago, it was much simpler and back then you could justify why the word advertising was used. The marketing manager's job almost always evolved around advertising. That is no longer the case. The purpose of this article is to create a list of marketing options or ways you can employ to build your business. One word of caution: the goal is to get the best value for our marketing dollars. There are thousands of ways to market a business and thousands of ways to spend money. The goal is to get the highest and most profitable sales volume while spending the least amount of money. I'm not talking about cutting corners—I'm talking about the basic philosophy. **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





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FOUR CORE DIMENSIONS OF GREAT SALES RELATIONSHIPS

As a smart sales professional, you know that creating great sales success is about connecting with people. There are a kazillion books, tapes and classes to help you network to find prospects and potential customers and to connect with people who might need what you have to sell. But the real truth is that creating great sales success is about creating great relationships based on trust. So, if great relationships are built on trust, how, then, do we create trust with people we don't know yet? It's not as easy as giving a great handshake, looking someone in the eye and saying, "hey, trust me, I'm your friend!"

If you want to create great, long-lasting sales relationships, you need to earn trust. Building a foundation of trust is a simple concept, but not everyone takes the time to do it. They just imagine that they are trustworthy, so people should trust them. Why? Why should I trust you? Over time, we can create trusting relationships with friends and associates, but is there anything to do immediately that would communicate a sense of trustworthiness to a potential customer?

Here's the key: it's your behaviors that influence, not your intentions! You can have the best, most honorable intentions in the world and they won't mean anything unless your behaviors—your actions and your words—demonstrate what's going on inside. You cannot influence someone to believe in you, to trust you, unless you are demonstrating trustworthy behaviors.

Four core dimensions can help you identify what behaviors create a

foundation for trust: *respect*, *empathy*, *specificity* and *genuineness*.

1. Respect is one of those words that people are always throwing around lightly. It's not a light word. It means that when you are interacting with a customer, you treat them as you want to be treated. You respect their time, their right to ask questions and even their right to say, 'no!' You remember that you are committed to offering value and creating a foundation for a long-term relationship. You listen.

2. Empathy is more than just listening. Empathy is the demonstration that you have not only understood what the other person is feeling, but why he feels that way. If your customer is resisting you or fretting about price, you listen carefully and you may respond by saying, "so, you're concerned because you're not sure this price creates the greatest value for you?" or, "so, you're feeling frustrated because the customer service center didn't return your call when you wanted your question answered?" This allows the person to be heard—a natural human need—and often can help pave the way for continued communication and negotiation. When you find your customers repeating the same information over and over, don't assume there is something wrong with them, in fact, they may not feel that you've heard them, so demonstrating empathy allows you to do that, so you can both move on.

3. Specificity means you don't leave out any details that you, yourself, would

want to know. It also means you listen to the questions being asked and you answer as specifically as you are able. If you don't know, don't fake it, tell them you'll find out and then follow up! The degree to which we are not specific, people have to guess, and this can cause miscommunication, a decrease in trust and lost relationships.

4. Genuineness may be the most important one. You can mess up a lot of things in communication, but if you're not sincere, none of the rest of it matters. Check yourself. Don't interact with hidden agendas. Be able to look yourself in the mirror and know you are acting with honesty and integrity. Be sincere in your speech, your body language and your humility. You can be a confident, assertive sales professional all while demonstrating genuineness—and people will know it and respond to it!

Of course, demonstrating high levels of these core dimensions over time is what really creates the strong foundations for relationships built on trust. Those are the kinds of relationships where price is irrelevant and no matter what, they'll buy from you because they trust you. **RO**

Libby Wagner, author of The Influencing Option: The Art of Building a Profit Culture in Business, works with clients to help them create and sustain Profit Cultures. www.libbywagner.com





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Appliance Add-Ons:

HOW TO SAFEGUARD YOUR CLIENTS' PURCHASES, HELP THEM SAVE MONEY, AND ADD ON TO THE SALE

According to the Census Bureau, new single-family home sales in the United States were up 3.3 percent in April 2012, in line with other housing measures that have shown continued improvement in the first quarter. Consumers are looking to take advantage of today's low interest rates and affordable home prices.

Barry Rutenberg, chairman of the National Association of Home Builders says that this bodes well for a faster pace of recovery for the home market, which is good news for the appliance market. Another recent marketing report from Unity Marketing pointed out that while luxury kitchen appliance sales showed big declines from 2009-2011, lower-income affluent consumers are returning to the market, which is excellent news for premium appliance brands.

While we look hopefully to these positive indicators in the white goods market, we are still trying to maximize our current sales opportunities to increase profit and stay afloat during these trying times. One area where appliance sales can be drastically improved is via add-on sales.

Refrigerator, washer/dryer, and oven sales can all benefit from add-ons. First there is the protection plan, which can't be underestimated. Selling benefits rather than products is the key. As I mentioned in a previous column about the life cycle of refrigerators, contemporary products, while more energy-efficient, are running constantly in contrast to the models of yesteryear. This means that they have a much shorter life cycle. A protection plan

is something that your customer might actually need as opposed to something you are 'just' trying to sell them. If you change the way you think about the products you are selling, your customers will too. Protection plans can add anywhere from 100 to 500 dollars to any white-goods purchase. There are also items like water-line kits and water filters that your customers might actually need, starting at as little as \$30.

For washers and dryers, you can add on a fill hose and pedestals to make models—especially front-loading ones—



more comfortable to use. Some products even save customers money. The Pure Wash Eco-Friendly Laundry System, for example, adds activated oxygen to the water, which breaks down the bonds that hold dirt and fabric together. Basically, it takes the place of detergent and bleach, leaving no discharge of chemicals into the environment, not to mention the cartons the detergent comes in, plus, you don't need to heat the water. This handy little add-on allows families to save up to \$600 a year on detergents and energy, and costs only \$599. The cost is offset the first year of purchase. The benefits to

the consumer are that they will actually save money (while you make it) and feel good about the positive impact their purchase will make on the environment. It's a win-win.

For ovens, you can add on back guards that will protect your customers' walls from oven spillage, gas connectors, and hoods, which start at \$100 but go all the way up to \$900. And with the lower-income luxury consumer poised to come back to the market, those \$900 add-on ranges are not that far-fetched.

The bottom line is that sales people need to be cognizant of the fact that appliance add-ons do add up, and sell a total solution rather than a single product. The customer who leaves the store with only a washer/dryer is a missed opportunity. And chances are if you don't inform them of their options up front and explain the benefits to them, they may actually think that you have done them a disservice. After all, you don't ever want someone to say, "Why didn't my guy tell me about that?" Rather, you want them to sing your praises, saying something more like, "Let me show you about what my guy did for me!" That's the way to an increased bottom line, referrals, customer appreciation, and repeat business. **RO**

John White is a 20-year veteran of the appliance industry and is currently serving as the Executive Vice President of Appliances for BrandSource.





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Bedding Fever: The Growing Specialty Market

I am sure by now you have heard and read about the phenomena called “Bedding Fever” that is sweeping the nation amongst appliance and electronics stores. You may be asking yourself why are appliance and electronic stores getting into the bedding business? It is actually quite simple. Bedding is the most natural and organic progression of adding products to an appliance and/or electronic store. Bedding brings in traffic, offers high margin opportunities, low inventory dollars, and high inventory turns.

In the world of a full line furniture store the average bedding department is approximately 2000 square feet. In an appliance/electronic store it is typically half the square footage of the full line furniture stores. However, it does not take very long for an appliance and/or electronic dealer to look for additional square footage. Once they realize the profit opportunity that is presented to them they will be looking for a way in which to expand their department.

The fastest growing segment of the bedding industry is specialty bedding which deals with memory foam, electric adjustable ensemble’s and latex, whereas conventional bedding deals with the inner spring mattress. Specialty bedding has become an extremely important segment to the industry. According to the 2011 Mattress Industry Report by ISPA (International Sleep

Products Association) since 2010 the sales of specialty mattresses has increased from 25.2 percent in 2010 to 29.4 percent in 2011. According to ISPA the dollar value of non-innerspring mattresses has increased substantially from 2010 to 2011 by 29.6 percent.

One of the largest opportunities has been the addition of power bases. The power base enhances the specialty bed allowing for a greater increase in sales profit and revenue. For the retailer maximizing ones dollar is imperative and this enables the retailer to do just that. The marketing group for the product has expanded exponentially. It is not just a mattress for the older generation, it is now being made and marketed for everyone. The lifestyle of today has changed where people are no longer bogged down to their desks with a computer. They now would rather work on laptops and this bedding allows for one to lay in bed in propped position which is not only good for ones neck and back but also comfortable. It also allows for the elevation of one’s feet which is good for the heart and creates a better blood flow. Due to all of this the consumer market has expanded and grown so consumers are now beginning to ask for this product. The attachment rate if sold properly with specialty bedding can be astounding. The attachment rate of power bases with specialty mattresses today is approximately 25

percent. Imagine the profits you could be making when you have converted 25 percent of your sales from foundations to power bases.

Selling mattresses allows retailers to offer more products to their consumers. By adding on and selling top-of-bed products such as pillows, sheets, top-of-bed linens, mattress protectors and pillow protectors it increases the ticket and profitability of the sale, as well as fulfilling your customers needs. Offering these products within the store itself will lessen the chance that the consumer will turn around and go to another store to buy the products that they should be buying from you in one fell swoop.

The consumers demand for bedding has increased which is making for selling mattresses in electronic/appliance stores a progressive move. The sales for specialty bedding have increased exponentially from 2010 to 2011 so the future for this sale can only progress from here. With the addition of power bases and top-of-bed it will increase your profitability and result in a better night of sleep for both you and your customer. **RO**

Bazemore is the Vice President of Furniture for Nationwide Marketing Group, a leading buying and marketing organization for independent retailers. furniture@nationwidemarketing.com or call (770) 442-9726



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BrandSource Announces Series of App Enhancements

BRANDSOURCE APP HELPS MEMBERS STAY COMPETITIVE WITH NEW FEATURES

BrandSource has announced a robust assortment of new features in its popular BrandSource App, which launched last year as the first in the industry and boasts more than 100,000 downloads to date. Designed to help members engage with and better assist customers during the decision-making process, the BrandSource App has become a “must have” sales tool.

When a customer expresses interest in purchasing a specific product, the BrandSource App’s new price comparison chart instantly displays pricing at nearby stores and online retailers. Many shoppers today participate in the practice of showrooming, or checking out products in-store and then buying them elsewhere or online for a lower price. The BrandSource App’s instant price comparison feature helps members combat showrooming by embracing it.

“Showrooming is a very controversial issue in this business, but we encourage members to embrace it rather than combat it,” said Bob Lawrence, CEO of BrandSource. “The BrandSource app gives members a very strategic and timely opportunity to do something while

the customer is with them, like meeting the competitive price, providing free delivery or offering an extended warranty. The BrandSource App lets everyone make an informed decision, on the spot. It’s much better than losing the customer and having no chance at all.”

In addition to instant comparison pricing, a new “Push To” notification feature allows BrandSource members to instantly send compelling messages to app holders nearby in order to drive store traffic. Members and shoppers can also gain instant access to products and quantities available in stock at Expert Warehouse. To keep the momentum going, an email collection feature allows members to offer special buys, new products or information on upcoming sales events even after they leave the store.

The BrandSource App offers 15 new price tag templates that allow for easy printing of product names, features, pricing and rebate information. It can also instantly print brochures, including spec sheets with the member’s store logo and contact information. BrandSource members can use the app to read the group’s internal weekly news update, promotional calendar, 0 percent promotions information and market reports.

“We’re always working on improvements and are pleased with the response we’ve received from members and customers,” said Bob Donaldson, VP of digital communications for BrandSource. “The BrandSource App has become a critical sales tool for our members. Because the information is updated on a daily basis with instant information on manufacturer’s rebates and other incentives, they are using it frequently.”

Store locators with driving directions and email or telephone contact information allow for fast, instant connections with potential customers. Once in store, product comparison charts display up to three items at a time for more informed buying decisions.

“We want our members and their salespeople to provide a customer with meaningful information without ever having to leave their side,” said Bob Lawrence, CEO of BrandSource. “We’re working on even more exciting new features and will preview them in August at our annual convention in Las Vegas.”

Please visit www.brandsource.com for more information. BrandSource is available on Twitter at: [www.twitter.com/#!/BrandSource1](https://twitter.com/#!/BrandSource1) and on Facebook at: www.facebook.com/BrandSourceConvention.

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Nationwide Marketing Group Adds Senior VP Tom Hickman as Head of Consumer Electronics

INDUSTRY VETERAN TO ENHANCE HDTV,
COMPUTER AND TABLET DEVICE STRATEGIES

Nationwide Marketing Group is pleased to announce the addition of Tom Hickman to their leadership team as Senior Vice President of Consumer Electronics. According to group President and CEO Robert Weisner, “Nationwide’s continued focus and growth in Consumer Electronics has required us to look for additional talent to help us take our members to the next level. We have worked with Tom over the years as a vendor-partner and were always impressed with his creativity, drive and results. He’s a perfect fit for our team.”

“Over the past couple of decades, Tom has watched the industry evolve from a variety of perspectives,” added Executive VP and COO Les Kirk. “He’s logged time in the trenches with power retailer BrandsMart and worked closely with America’s top 100 CE retailers in a series of roles as Key Account, National Account and Strategic Account Directors for Toshiba. He knows the nationals, he knows independents and he clearly understands the dynamics of the industry’s buying and marketing groups.”

Executive VP Dave Bilas commented, “Tom was part of

the team that consolidated Toshiba’s Television and Computer divisions. As our industry continues to move toward the integration of HDTV, tablet devices and computers, his experience will help our members move beyond the industry’s current baby boomer vision of the TV business toward an evolving gen-X and gen-Y mix of HDTV, tablet and computer marketing. These strategies will prepare them to compete more effectively with the likes of Apple in the changing marketplace.”

Of his move to Nationwide Hickman summarized, “I’ve been working closely with Nationwide’s members and leadership for years. I feel at home here and look forward to joining Merchandising VP Doug Schatz and SEN Executive Director Jeannette Howe to continue building on the solid foundation they’ve created.”

Nationwide Marketing Group is North America’s leading group of its type with nearly 4000 progressive independent members whose combined sales in the electronics, appliance, furniture, bedding and flooring categories are greater than all competing groups combined. **RO**

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The PSA Ethics Check

Dealing with the topic of ethics is like untangling a fishing line. The more you get into it the more complicated it becomes. With the many different businesses, religious and moral standards we have to deal with in our industry, the job of defining what is ethical for each category is monumental.

Not many want to deal with this topic, as is evident by some of the things that are going on in our industry today, but being a positive thinker I will attempt to break down this complicated issue in a format that can be easily understood.

My hope is that the following tools will help better sort out ethical issues within your company and guide you to adopt some form of Code of Ethics and Standards of Conduct. A clear code of ethics will create a healthier work environment for your employees and by example show that we don't have to cheat to win.

Many people contend that nowadays there is a big gray area between right and wrong, and they use the gray area as an excuse not to worry about being ethical. I do not agree with that logic. It is too easy to just charge ahead without thinking and then rationalize your behavior after the fact. Someone once said, "There is no right way to do a wrong thing."

I would recommend that every business owner read a book called "Ethical Management" by Norman Vincent Peale. I have adopted a formula from that book for my own business that I would like to share with you now. It's called the Ethic's Check. I use it as a tool to help sort out difficult ethical questions that arise within my

business. I know it will work for you and your business.

Should an ethics issue arise, how would we decide what is ethical or unethical? How can we create a standard for our company regardless of the many influencing factors that are present within our workplace? Here is where the Ethics Check would be applied. Test it out for yourself. Hypothesize just for a moment about an ethical quandary that you once had and using the ethics check below, see if you are guided to the right answer.

- **Is it legal?** Will I be violating civil law, our company's code of ethics or standards of conduct? (We should expect that all employees will not undertake any activity that is or gives the appearance of being improper, illegal or immoral, or that could in any way harm or embarrass our company or our employees.)
- **Is it balanced?** Is it fair to all concerned in the short term as well as the long term? Does it promote win-win relationships? Has the action or inaction benefited one person at another person's real expense?
- **How will it make me feel about myself?** Will it make me proud? Would I feel good if it were published in the newspaper? Would I feel good if my family knew about it?

The legal question looks at existing standards, the balance question activates your sense of fairness and rationality and the last question focuses on your own standards of morality. If the answer to any of these questions is no, then search no further. Your ethical

dilemma has been answered.

Below is the code of ethics I use for my business. Please feel free to adopt it in its entirety.

OUR CODE OF ETHICS

We have the following primary moral obligations to the people we serve. Since rational people act knowingly and freely, violations of these obligations raise the presumption of a moral wrong.

- **Honesty**—Lying or misrepresentation is understood to be a deliberate attempt to mislead others.
- **Promise**—Keeping the freedom to make promises comes with the obligation to keep them.
- **Loyalty**—A person who has placed faith and loyalty in you is entitled to a comparative degree of faith and loyalty from you in return.
- **Fairness**—Treat others as you would have them treat you in return. Justice seeks reciprocal action.

These duties bind the fabric of our civilization, and make social life and personal relationships possible. They also reinforce commercial and business operations as well. When injustice rules relationships and harmful actions are the norm, social life and business relationships cannot survive. **RO**

*Ralph E. Wolff
MCAP, CSM
Industry Relations, PSA
The Service Department
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①



②



③

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⑤



⑥

HOMETOWN BRAND CENTER NATIONAL BUYING GROUP Bi-Annual Dealer Show

America's Hometown Brand Center National Buying Group hosted the 11th bi-annual Dealer Show in April. The show featured over 20 appliance, electronics, furniture, home specialty, lawn & garden and business service vendors. Fuller Brush, Appliance Parts Depot, Oreck, GE, Whirlpool, and Sauder Woodworking were among the vendors present.

The show opened with Mr. Wayne Neelley, President of AHBC, welcoming the AHBC dealers. Mr. Neelley stressed the importance of independent dealer's providing service to the customer where larger chain stores sometimes fail to do this.

1. Becky Sloan VP Marketing, Wayne Neelley President, and Brandon Wilcoxson VP Buying
2. Darrel Simonds and Shawn Connely Appliance Parts Depot helping current Hometown Members.
3. Tom Bruno and James Coley - Oreck
4. Glenn Wagner with Fuller Brush
5. Dennis Baranowski C & L Furniture Solutions with current members James and Linda Fleming
6. Brent Foster Sauder with AHBC members Jim and Karen Wareham



Parts Distributor Your Business' Goo

Relationship opportunities come to us all the time with parents, children, friends, business associates and even the casual stranger we meet and connect with. Every interaction with another, offers us a chance to be in a relationship. We spend 30 percent of our working day building a significant proportion of our relationships from our business experiences. Typically we focus on our employees and customers spending a significant amount of time nurturing these key relationships. What about our parts distributors? Every service company is dependent on parts distributors. You need them as much as they need you and when you find a good one, treat them right to keep them working for you. Work as hard on building good distributor relationships as you do building a good relationship with your employees and customers. Parts distributors are essential to your business's good health and growth.

How good parts distributors can impact your company:

- **Service Level**—Distributors' level of service can positively or negatively affect the quality of your service. Having the right part at the right time can make the difference between selling or losing a repair and the customer choosing to buy new.
- **Timeliness**—Timely deliveries are crucial to how customers view your reliability. A quick turnaround can become key to minimizing your inventory, which in turn translates to less risk of inventory obsolescence and lower cash outlays. It's also key to your customers' satisfaction, your reputation and ultimately, getting a referral.
- **Accuracy**—It's not good enough to have a part to you in record time, it has to be the right part and in useable condition.
- **Competitiveness**—Parts suppliers can give you an advantage on your competition based on their pricing, flexibility, quality and reliability.
- **Innovation**—Suppliers can make major contributions to your efficiency and processes with on-line ordering, parts look-ups and the relationships they have with the major OEMs.
- **Cooperative**—It's often said that rules are made to be broken. Policies and procedures are in place to ensure efficiency but sometimes in a pinch a good parts distributor will go above and beyond to get that rabbit out of the hat.

IT'S OK TO HAVE HIGH EXPECTATIONS

Parts distributors are essential to all appliance service businesses but that doesn't mean that you can't have high expectations of them, just be fair. State your level of service needs clearly. Hold your parts distributors to their word on level of supply and



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fulfillment. Make sure they stay competitive with random price checks but don't nickel and dime them. There are times you need to replace a parts distributor because you have outgrown them or they can't perform to your expectations. Before dropping a parts supplier, however, be sure to try to communicate your needs and concerns to them so that they can modify their processes (bend the rules) and deliver on your needs. Also it's not always wise to rely on just one supplier. If that supplier has staffing, supply issues or policies you can't adhere to, you don't want to be in position where you'd be affected. So keep a secondary distributor in the works—and don't be embarrassed to tell your key distributor you're doing so.

HOW TO BE THE BEST CUSTOMER

You don't have to buy the most parts to be the best customer to a parts distributor. Let's assume, that you are a customer that a distributor out there wants. In order to be a best customer to your parts distributor, here are a few things you should do:

- **Always pay on time**—There is a reason this is listed first; It's the most important rule. Parts distributors offer wholesale accounts payment terms of 30 days. You can negotiate for longer terms on special large orders before you place an order, but once the order is placed, don't renege or attempt to change the terms. If you can't pay on time, call your distributor and tell them why and when you will pay.
- **Provide adequate lead-time**—Give distributors appropriate time to source & process your orders. Place orders well before cut offs when possible each day.
- **Place sensible orders**—When you order the same part two or more times in a month maybe you should consider adding that item to your truck stock and

ordering in quantity to reduce your distributors' processing costs.

- **Return on time**—Return unwanted & unused parts as soon as you know you don't want them. Let's face it; nobody wants five-year-old parts back, not even you.
- **Stay current on warranty credits**—Stay on top of any warranty parts submissions and reconciliations. Going back in old records takes time and is annoying.
- **Personalize the relationship**—Visit your parts distributors branch in person regularly when able. Get to know the people that process your orders. Put a face to a name. Invite them to your office parties and picnics when possible. If a parts distributor is a far distance from your office check and see if they'll be attending annual conventions and make a point of meeting them in person at the convention.
- **Share information**—Keep your parts distributors aware of what's going on in your company. Tell them about changes in key personnel, new customers, special promotions and so on. Many times you'll find that key parts distributors can help you find new customers.

It's simple, you need them and they need you. Building good relationships with your parts distributor is not a complicated process. Be communicative, treat them fairly, set high expectations (coupled with loyalty) and pay them on time. It's that simple. **RO**

*Paul Mac Donald, Executive Director
United Servicers Association*

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1st Source Servall Enhances Customer Service through New Ordering System

FIRST WITHIN INDUSTRY TO ALLOW THE PURCHASE OF APPLIANCE PARTS THROUGH TEXTING & SOCIAL MEDIA PLATFORMS

One of the largest distributors of appliance parts in North America, 1st Source Servall, announced it has launched a new state-of-the-art ordering and customer service system throughout the company. The service system allows customers to inquire and purchase any of the company's thousands of appliance parts through their preferred communication channels, including social media platforms such as Facebook and SMS texting, while receiving the return communication in the same format used to place the inquiry or order.

Customers currently place orders or communicate with the company's award winning customer service via phone, in store visits and online but 1st Source Servall is now the first within the industry to enhance its ordering and customer service processes to meet the growing demand of customers who want to utilize SMS texting and social media. This is especially beneficial for appliance repair professionals, a large segment of the appliance part industry, because this will allow them to determine pricing, inventory availability and order parts from the road or onsite without the financial burden of purchasing new technology. Anyone with a cell phone or a smart phone now can place an order or ask a question various ways without taking time out of what they have scheduled. An appliance repair professional can order a

part while working on the appliance, with a quick text and finish the job as the reply comes back to his or her phone, saving time for them and their customer.

"The decision to enhance our ordering system and customer service is based on our desire to give our customers the flexibility to order products and ask questions through the communication vehicle they prefer that fits their busy schedules," said Kim Alder, President, 1st Source Servall. "We are confident this new system will distinguish us from our competition providing customers the most convenient options of ordering the parts they need as well as having much quicker access to our customer service representatives."

1st Source Servall made a major investment to overhaul the company's customer service and ordering technology. During the due diligence process, the research showed that it was imperative to utilize social media and text messaging because of the growth potential within these communication channels.

The newly launched technology is already achieving many of the objectives that 1st Source Servall set out to obtain, all with the goal of benefiting customers. The new system is cutting wait times and allowing orders to be processed much more efficiently, especially by those using social media and SMS texting. The company estimates that the new technology will help

improve its industry leading customer response times by another 30 percent.

In addition, the new technology features multimedia queuing, which will allow customer service representatives to speed up response times and reduce abandonment rates. Multimedia queuing offers smart features like intelligent call delivery allowing the best customer service functionality. Calls can be routed to specific agents, based on pre-set parameters to match the caller with the agent best suited to help the customer. Customers will also be able to web chat live with a 1st Source Servall representative to place orders.

"Our business model has always focused on providing personalized and superior customer service and the launch of our new customer service and ordering technology is just another example of how we are constantly looking at providing our customers with the utmost convenience," Alder continued. "We realize the needs of our customers are always changing and as an innovator in the industry we need to stay ahead of the curve in anticipating how we can help save them time and money."

To utilize SMS texting to place an order a customer must text the phone number 585.480.2167. For customers wanting to use Facebook to order parts, they must "LIKE" www.facebook.com/—sourceservall and then place the order through the page's private messaging option. **RO**

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Professional Servicer's Organization of California (PSOC) was founded in 1955 under the name of California State Electronics Association (CSEA). The name was changed in 1992 to incorporate other industries that repair home products such as HVAC, computer, fitness, etc. The association was formed for the purpose of assisting the service industry with valuable information and tools to pass on knowledge and information for the betterment of the industry.

Each year PSOC hosts an annual convention. This carefully planned event, with a lineup of fantastic seminars and technical training sessions, looks like a Smorgasbord. Classes go from morning until evening for the duration of the event, intended to help improve the education of the servicer.

For 57 years, repair professionals have benefited from their membership by participating in these conventions. This year's Convention took place on May 16-19 in San Pedro at the beautiful Double Tree Resort Hotel. PSOC, a California Organization, drew members from the western states such as Utah, Washington, Oregon, Nevada and Arizona.

Partners, Manufacturers, Parts Distributors, Third Party Administrators (TPA's), and other service industry related vendors such as Insurance, Software, Internet, and others joined the event as well.

The great food served during the convention was sponsored by: Andrews Electronics, Coast Appliance Parts, Encompass, LG Electronics, Mitsubishi, NEW, Panasonic,



1 Servicer's of California Convention

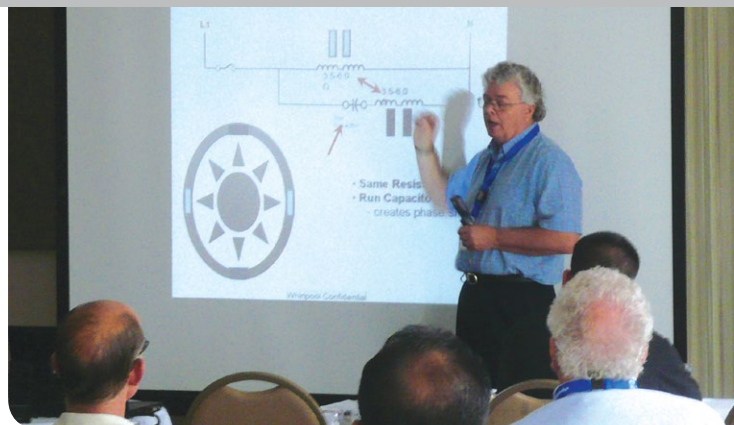
Reliable Parts, Rubin Insurance, Whirlpool and W.L. MAY.

Their dedication was demonstrated by coming to the event and making themselves available to the attendees.

Wonderful door prizes were provided by Andrews Electronics, Coast Appliance Parts, Electrolux, Los Medanos College, Panasonic, Purcell Murray, Sharp, Reliable Parts, Whirlpool and W.L.MAY.

Technical training was provided by manufacturers. They introduced new products and helped to prepare technicians for future service events. With technology quickly changing these truly first class, hands on classes, with schematics and Q&A session have become a MUST DO for every servicer wanting to stay up-to-date.

Ross Mobbley with Electrolux presented on their French door bottom mount refrigerator. The training materials and service manuals he provided were a great help to service technicians. Larry Chatfield from Purcell Murray made the BOSCH dishwasher repair simple to understand. He also provided excellent training on U-line refrigerators and provided service tools and training manuals on a flash drive. Whirlpools Tim Burdick and John Ybara (the new CA RSM) provided valuable information on the VMW washer and the new dual evaporator refrigerator. Bill Osborn from Lok-Ring held a class on how to repair refrigerator sealed system repairs without using a torch, and gave valuable information on the new R600a refrigerant that the industry is starting to use. The gas range class on Bertazzoni, taught by Chris Figueroa from ServicePower, was | continued on page 64 |





very well presented allowing participants hands on experience along with great service pointers. David Obeso from Coast Appliance provided an introduction class to HVAC repairs.

Jerry Doubrava, LG Electronics, taught the 2012 Plasma Troubleshooting methods. Steve Gelman from Sharp expertly introduced and explained their latest technology on Video White Boards, 70 and 80 inch LCDs. Herb Chin from Panasonic taught an in-depth class on troubleshooting techniques with full diagnosis and teardown on their 2012 Plasma. Eric Aaron from Mitsubishi demonstrated the best way to replace the DMD chips, as well as introduced the new DLP technology. Steve McNeil from NEW taught the Sanyo—Plasma class sharing valuable information on troubleshooting tips.

“The Right Attitude” presented by Lori Harvey, owner of a company by the same name, aided in understanding how to overcome negative attitudes in order to provide customers with the best service experience possible.

Ms. Tonya Blood was introduced at this convention as the new BEAR Chief. The topic of discussion was the protection of the consumer. Mike Dwyer from BEAR explained the importance of properly written estimates and repair Invoices in his “Write it Right” Workshop.

Those looking for new ideas enjoyed the seminar Jim Rushton from Encompass presented. The first one was “Sharing Business Ideas” and the second was called “Onsite Service Call Solutions”.

Business owners were amazed at how even the slightest change of numbers on a P&L statement can affect the bottom line. This point was clearly demonstrated in the “Service Management Guidelines” class presented by Craig Parks from Whirlpool who taught the importance of understanding CODB.

Being progressive, PSOC addressed the need to understand Internet presence and Internet advertising. Sean Marshall from Social Rocketship explained how to leverage business. Frank McMillan from Starr Companies captivated the attendees with an outstanding presentation on the art of selling service contracts. Frank talked about the opportunities available in the home while servicing a product to sell the consumer a contract. Twenty percent buy, thirty percent say no and fifty percent say maybe. So the odds are in a servicer’s favor since there is a seventy percent possibility of a sale, making for a great bottom line incentive.

For information regarding the 58th annual convention planned for 2013 visit psoca.org, call (714)-826-4430 or email proservicers@aol.com. **RO**

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Whirlpool Corporation Celebrates a Decade as One of Corporate Responsibility's Best Corporate Citizens

Whirlpool Corporation was recently named one of *Corporate Responsibility Magazine's* 100 Best Corporate Citizens for the tenth consecutive year. The company ranked No. 69 on the magazine's 13th annual list, which is regarded as the top corporate responsibility ranking based on publicly available information.

Last year, Whirlpool Corporation ranked No. 85 on the list. Moving up 16 spots this year can be attributed to the company's high scores in the Corporate Governance, Employee Relations and Philanthropy categories.

"We are honored to be named one of the best corporate citizens for a decade straight," said Jeff M. Fettig, chairman and CEO of Whirlpool Corporation. "Whirlpool Corporation strives to conduct business with integrity, while continually keeping a diverse workplace as a guiding principle. It is a priority for us to improve communities—with sustainable and innovative products and operations, as well as giving back to the communities where we live and work."

Launched in 2000, the 100 Best Corporate Citizens List is based on more than 318 data points of publicly available information in seven categories: environment, climate change, human rights, employee relations, corporate governance, philanthropy and financial performance. The 100 Best Corporate Citizens are

selected from among the large-cap Russell 1000 companies. The 100 Best Corporate Citizens List's open and transparent methodology is governed by a Methodology Committee of the Corporate Responsibility Officers Association. More information on the 100 Best Corporate Citizens can be found at TheCRO.com.

Whirlpool Corporation has also recently been named to the Forbes and Reputation Institute's Most Reputable Companies in the U.S. and Fortune's World's Most Admired Companies lists.

For more than 100 years, Whirlpool Corporation's influence on home and family life has shaped trends in the kitchen, laundry area and beyond. The company strives to exceed expectations with appliances that help create homes of distinction.

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of more than \$19 billion in 2011, 68,000 employees, and 66 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, Bauknecht and other major brand names to consumers in nearly every country around the world.

Additional information about the company can be found at www.whirlpoolcorp.com. **RO**





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¹ Based on ANSI-AHAM-DW-1-2010 for plastic interior dishwashers.

² In Its Class. Based on industry drying tests using Sahara Dry™ March 2012.

³ In Its Class. Based on published manufacturer specifications for similar MSRP models. March 2012.

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