

The RetailObserver

April, 2012

AN EYE ON THE INDUSTRY SINCE 1970

Vol. 23, Issue 4

NKBA REVEALS TOP KITCHEN & BATH TRENDS FOR 2012

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MSA 2012

THE ART OF SERVICE

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APPLIANCE SERVICE TRAINING INSTITUTE 2012

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*Versus a conventional oven with a 12-14 lb turkey. **Based on average cleaning time of self-clean cycle with water and moderate soils.
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A Whole New Mind

IT'S ALL ABOUT DESIGN

In April, the industry awaits the upcoming Kitchen & Bath Industry Show (KBIS). When I actively worked as an interior designer, this show was the highlight of the year for me and, in many ways it still is. Only at KBIS, will you find over 300,000 square feet of exhibits on the latest designs, products and technology from hundreds of leading manufacturers and suppliers from the kitchen and bath industries.

Now that I am covering KBIS as an editor for *The Retail Observer*, I see another very important benefit of attending this show. I see that KBIS is a place where all three areas of the industry merge – from manufacturers and retailers to the designer. The collaboration and sharing of ideas that take place at this event is important in how it brings together consumer trends, innovative designs and products that are on the market today.

In 2008, Oprah prophetically handed out the book *A Whole New Mind: Why Right Brainers Will Rule The Future* by Daniel H. Pink to the Stanford University graduating class. The book spoke about the country moving into “the conceptual age.” In this new world of abundance, people will no longer just buy things they need, but they will actively seek out things that have more meaning to them. The most profitable businesses will be those that capture the “desire” of the new consumer by appealing to their senses and providing them with the things they didn’t know they needed. This will be driven by those with vision, new ideas and innovative design concepts, with “right-brain” skill sets that up until now were not as highly valued in the business world.

At KBIS, you will see this shift of “left brain to right brain” thinking showcased in every exhibit space. Kitchens are becoming canvases filled with endless design options—from dazzling color palettes to technological features, creating a space that is more than a place to cook and store food; into becoming a platform to socialize and live in. The same can be said for the bathroom, which is not only a place to take care of one’s hygienic needs, but a place of retreat filled with things of beauty and comfort.

Typically consumers are not sure what they want until a sales person or designer with knowledgeable expertise informs them of the products that will fulfill their “desires.” So, if you don’t already work with a designer, I encourage you to spend time at KBIS talking to members of the design community, looking for new ways to partner with them and learn how to provide this level of service to your customers. Move your business forward by capturing and implementing “the new mind” of the consumer through design.



Here's to “right brain vision” and our future,

Eliana Barriga
letters@retailobserver.com

The Retail Observer

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CELEBRATING OUR 23RD YEAR
AS THE RETAIL OBSERVER

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The Kitchen & Bath Industry Show

Chicago | April 24 -26, 2012

Register KBIS.com

Use code [AD242](#) for free admission to the exhibit floor.

Owned by the National Kitchen & Bath Association

How Well Are You Servicing Your Customers?

EXPAND THE EDUCATION & RESOURCES YOU NEED

Consumers are savvier today than ever before and more knowledgeable with the help of the Internet. They also demand a higher level of customer service and expertise when shopping. If you don't provide them with the answers they are looking for, they can easily find another retailer who will. You can no longer sit idly by and let untrained employees handle your customers, nor can you expect to have customers come back if you don't handle their concerns quickly and efficiently.

Exceptional customer service should be seen in every area of your operations, not just on your sales floor. Service departments play a major role in how your business is perceived by your customers but is often overlooked when talking about customer service. This includes how well your staff handles service calls, accounting processes, warehousing and delivery procedures.

We at *The Retail Observer* understand the importance of customer service, well trained staff and efficiently run business processes. In today's marketplace, the introduction of new technologies, product enhancements, certification and training have and will continue to impact this area of your business. That's why in this issue we are expanding our service section into **The Service Department**.

Here you will find more service news, educational opportunities and valuable resources directly from leaders in the service industry including United Servicers Association (USA), Professional Servicers Association (PSA), Electronics Technicians Association (ETA) and The National Electronics Service Dealers Association (NESDA). We are also working closely with manufacturers and The Appliance Parts Distributors Association (APDA) to provide you with timely product updates.

We want to hear from you on how to make our new section, **The Service Department** and *The Retailer Observer* the best source of information for our independent retailers. With your help, we will continue to introduce new ways to keep you informed so you can run a more profitable business.



Happy Servicing!

Moe Lastfogel

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The Retail Observer

APRIL 2012

VOLUME 23, ISSUE 4

CELEBRATING OUR 23RD YEAR
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NKBA Reveal and Bath Tre



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PHOTO COURTESY OF THINKGLASS

More than 350 National Kitchen & Bath Association member designers took part in the 2012 NKBA Design Trends Survey to cite the materials, product types, and styles that they've incorporated into their kitchen and bath designs over the final three months of 2011. While broad trends won't be evident in every local market, the following are 10 overall trends for kitchens and baths across the United States and Canada.

KITCHENS

1. *Cherry Wood in Decline*

Cherry wood has consistently been the first or second most popular type of wood for cabinetry, jockeying for the top spot with maple each year. However, designers are slowly shifting away from it. While 80% of NKBA member kitchen designers had recently specified cherry cabinetry as 2010 approached, that figure dropped to 72% last year and fell again to 69% heading into 2012.

No one other wood species is taking that market share on its own, as even maple dropped in popularity this year, falling from 77% last year to 70% now. Instead, a number of lesser-used woods are being specified

more often, including oak, which is specified by twice as many designers now (22%) versus two years ago (11%); walnut, which has increased from 3% in 2010 to 9% in 2011 to 13% today; birch, which is now specified by three times as many kitchen designers as it was a year ago (15% vs. 5%), and bamboo, which has doubled from 5% last year to 10% now. While alder is currently specified by 27% of kitchen designers, that figure is down from 30% last year and from 40% two years ago.

2. *Darker Finishes*

Natural kitchen cabinetry continues a steady move toward darker finishes. While light natural finishes have been recently specified by 30% of kitchen designers, medium natural finishes stand at 55%, with dark natural finishes at 58%. Two years ago, dark natural finishes were specified by only 43% of designers.

Among painted cabinetry, white continues to be the most popular option, as white cabinets have been recently specified by 59% of NKBA member kitchen designers, while other colors were specified by only 38% of designers. Another trend to note is that distressed finishes are



TRENDS

5 Top Kitchen Trends for 2012

making a comeback. After being recently specified by 15% of designers going into 2010, that figure dropped to just 5% last year, but has now risen to 22%.

3. Glass Backsplashes

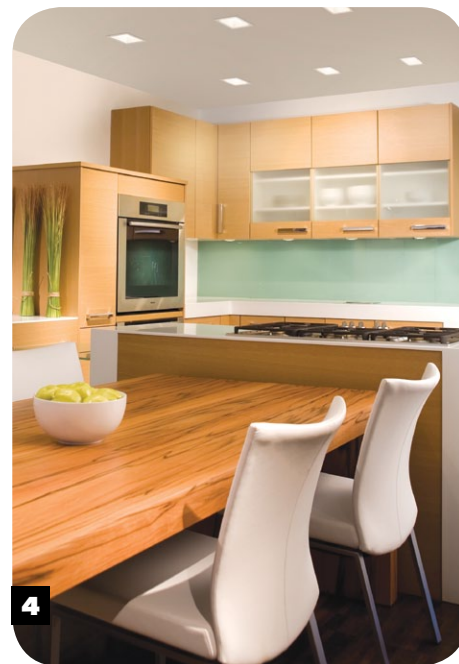
Although glass remains a niche material for kitchen countertops, it's been recently used by more than half of kitchen designers as a backsplash material, rising from 41% a year ago to 52% now. This trails only natural stone tile at 60% and ceramic tile (including porcelain), which has been specified of late by some 74% of designers. Even at that high rate, ceramic tile backsplashes are on the decline, as they stood at 78% a year ago and 88% two years ago.

Other popular backsplash materials are granite at 30% and quartz at 20%. The popularity of these materials as backsplashes is due to their high use as countertop materials. Finishing off a granite or quartz countertop with a matching backsplash is quite common; however, the same doesn't hold true for solid surfaces. While these materials are very popular for countertops (see Solid Surfaces below), they're seldom used for backsplashes, as they're specified by just 11% of designers.

4. LED Lighting

Energy-efficiency is clearly not a fad, but a real trend that can be seen taking hold in homes across the United States and Canada. Despite the higher initial cost, light-emitting diode, or LED, lighting is proof of this trend. Specified by 50% of NKBA member kitchen designers entering 2010, that rate increased to 54% the following year and has jumped over the past year to 70%. However, compact fluorescent lights (CFLs) aren't sharing in this trend. Although they use roughly a quarter the energy of an incandescent bulb when producing the same amount of light, measured in lumens, the poor color of the light they produce and the presence of mercury in these bulbs are keeping them out of newly remodeled kitchens, falling from 36% last year to 26% today.

Older incandescent bulbs stand at just 42%, a figure we expect to fall next year due in part to the U.S. ban on newly produced 100-watt incandescent bulbs that went into effect on January 1. A ban on 75-watt incandescent bulbs will go into effect on January 1, 2013, followed by 60- and 40-watt incandescent bulbs on January 1, 2014. | *continued on page 10* |



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PHOTO COURTESY OF LUTRON



5

PHOTO COURTESY OF ROHL



6

PHOTO COURTESY OF NUTONE



PHOTO COURTESY OF KRAFTMAID

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5. Pull-Out Faucets

Pull-out kitchen faucets have become established as the dominant type of kitchen faucet. Designers are increasingly eschewing the standard faucet with a detached side spray in favor of pull-out models that integrate the two functions into a single unit. Viewing the large number of new pull-out faucet models at the NKBA's Kitchen & Bath Industry Show, it's clear these units can be seamlessly incorporated into almost any kitchen design style.

While standard kitchen faucets were specified by just under half of designers as 2010 approached, barely more than a third of designers have recently specified them. Meanwhile, the use of pull-out faucets has increased from 88% to 91% to 93%. In other words, 14 of out every 15 designers who designed a kitchen over the final three months of 2011 incorporated a pull-out faucet. These versatile models might also be mitigating the need for pot-filler faucets, which have been recently specified by just 28% of designers, down from 41% two years ago.

BATHROOMS

6. Medicine Cabinets

The tried-and-true medicine cabinet had been swept aside in bathroom remodels over the past several years, replaced by decorative wall mirrors. However, as homeowners look for more efficient use of space, most designers are now turning toward medicine cabinets as an effective way to gain additional storage without having to increase the footprint of a room, attenuating the need for separate shelving, cabinetry, or other storage options.

After being specified by 43% of

NKBA member bathroom designers leading into 2010, medicine cabinets dropped to 36% last year. However, as we enter 2012, some 66% have recently incorporated a medicine cabinet into a bathroom remodel.

KITCHENS & BATHROOMS

7. Transitional Over Traditional

For the first time since the NKBA began tracking annual design trends, traditional is no longer the most popular type of design. In both the kitchen and the bathroom, transitional is now the most common style. While the traditional style has consistently been used by roughly three quarters of NKBA member designers in both the kitchen and the bath, that figure fell to 58% in kitchens and 59% in bathrooms this year.

These figures come in just below the transitional style, which is a blend of traditional and contemporary, typified by lines that are simpler than traditional, but a bit more elaborate than contemporary in order to create a modern classic look. Contemporary is the next most common style, up 5% to 52% in kitchens and up 10% to 53% in bathrooms from a year ago. Shaker, arts & crafts, and cottage remain the next most frequently used styles.

8. Solid Surfaces

A year ago, the use of solid surfaces was a key trend in the kitchen; this year, it's an even stronger trend, and one that impacts both the kitchen and the bathroom. In the NKBA's 2011 Design Trends Survey, the use of solid surfaces in the kitchen jumped from 11% to 26% from the year earlier. This year, that number has increased again, as solid surfaces have been specified recently by 30% of designers



PHOTO COURTESY OF COSENTINO

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for use in kitchens. At the same time, while granite and quartz continue to be the clear #1 and #2 choices, their popularity has waned just slightly, with granite falling from 91% to 87% and quartz declining just a bit from 71% to 69%.

The same pattern holds true in newly remodeled bathrooms, as solid surfaces have over the past year risen from 26% to 34%, as granite has fallen from 84% to 71%. Quartz's popularity has dipped over that time from 56% to 53%. Marble is currently the third most popular vanity top material at 41%, up 3% from a year ago. Also notable is the use of glass vanity tops, which has more than doubled over the past two years, from 5% heading into 2010 to 11% today.

9. Shades of Gray

When artfully incorporated into a space, gray color schemes can allow for very attractive, distinguished looks without overpowering a design—the key reason why gray is now used as the backdrop for the NKBA logo. In kitchens, gray was used as the overall color scheme by only 9% of designers as we moved into 2010, but that figure nearly doubled (to 17%) last year and then nearly doubled again (to 33%) this year. Over that time, the use of gray color schemes has risen just as dramatically from 12% to 21% to 40% in bathroom remodels.

Whites and off-whites continue to be the most popular color schemes in the kitchen and bathroom, followed by beiges and bones. Brown is the third most popular color in kitchens and the fourth most popular in bathrooms, just behind gray. In the kitchen, bronzes/terracottas have risen over the past two years from 20% to 25% to 31%, while greens

have increased from 18% two years ago to 32% today. Green was the color trend in bathrooms last year, being specified by 25% of designers, and its use has remained exactly the same this year. Blue has emerged as the fifth most popular color in bathrooms, rising from 23% to 30%.

10. Polished Chrome is Back

Supplanted by brushed metal finishes in the past, polished chrome is staging a comeback. After being specified by 34% of designers in kitchens last year, polished chrome has recently been specified by 52% of NKBA member designers in kitchens today. In the bathroom, polished chrome use has increased from 46% to 65% over the past year. At the same time, polished nickel is up from 17% to 25% in kitchens and from 28% to 32% in bathrooms over the past year.

The increased use of polished finishes is clearly coming at the expense of brushed finishes. Over the past two years, brushed nickel is down from 62% to 46% in kitchens and from 66% to 46% in bathrooms. Brushed chrome is down from 20% to 17% over the past year in kitchens, but has increased from 11% to 18% in bathrooms. Meanwhile, over the past year, satin nickel—which lies between a polished and a brushed finish—is down from 64% to 56% in the kitchen and from 57% to 52% in the bathroom.

Only stainless steel has managed to clearly buck the trend away from brushed finishes, as it rose slightly from 46% to 50% in the kitchen and increased significantly from 16% to 28% in the bathroom. Bronze finishes continue to be popular, but dipped a bit from a year ago, falling from 49% to 41% in kitchens, while their use remained flat at 41% in bathrooms. **RO**



9

PHOTO COURTESY OF BENJAMIN MOORE



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PHOTO COURTESY OF KOHLER CO.

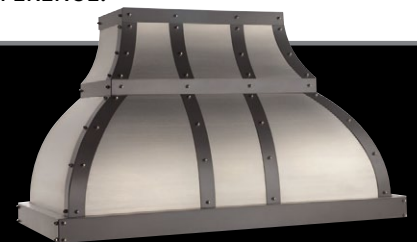
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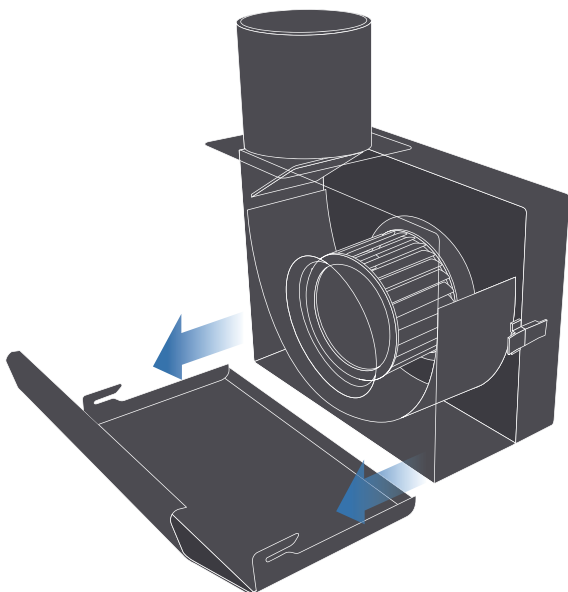
DIRTY LITTLE SECRETS IN THE KITCHEN REVEALED.

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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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

Suddenly in Charge

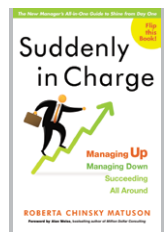
MANAGING UP/ MANAGING DOWN

Management is not for the faint of heart, nor is it for people who believe if you want something done right, you have to do it yourself. It's ideally situated for those who are committed to helping others succeed. It requires patience, diligence and a good sense of humor. As companies reorganize and reengineer, thousands of people are finding themselves tossed into management every day. "You may go to bed as a member of the team and wake up to find yourself suddenly in charge," says Matuson. The key to success is managing effectively both up and down the line of the organization. And *Suddenly in Charge* provides this unique approach with two books in one: read it one direction and you'll find all the tips and tools you need to manage down and establish credibility with your team; flip the book over and you'll find success strategies for managing up, the key to managing your reputation and your career.

In the Managing Up side of this book, you will learn how to manage your relationships and responsibilities as an employee, including how to understand the boss's style of management; deal with dictatorial, indecisive or otherwise difficult bosses; promote yourself; ask for raises; and know when it's time to leave a position. In the Managing Down side of this book, you will learn how to manage your relationships and responsibilities as a boss, including how to stay sane during conflicts, evaluate performance, and make the hiring and firing process easier and more mutually beneficial. With key learning points, real-life examples and proven strategies for effective communication, the Managing Up side of this book helps you navigate the world of office politics while staying true to yourself. The Managing Down section of the book helps you clearly define your new role and cultivate an environment of engaged motivated employees.

Suddenly in Charge is a must-have for all new supervisors or managers. As a practical and effective management training tool, this book is a comprehensive corporate survival guide. With a foreword by Alan Weiss, bestselling author of *Million-Dollar Consulting*, this handy little book is a must-have resource to help the new manager truly succeed from day one. **RO**

Author: Roberta Matuson, president of Human Resource Solutions, has helped leaders in Fortune 500 companies and small to medium-size businesses create exceptional workplaces. Roberta is considered a leading authority on leadership and the skills and strategies required to earn employee commitment and client loyalty. Publisher: Nicholas Brealey Publishing





[Distinctive 30" Dual-Fuel Range]



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MAGNETS INTO NEW FAUCET LINE

WATERMARK



Watermark Designs, a leading manufacturer of decorative plumbing fixtures and bath accessories for more than 30 years, announced the debut of its most streamlined and advanced faucet collection to date: Blue.

Blue, with its round edges, curved lines and Swarovski crystal accents, is minimalism redefined: the two quarter-to-90-degree turning handles are secured to the valve via industrial strength rare earth magnets, eliminating the need for set screws that would disrupt the faucet's clean lines. Plumbing professionals love the easy installation. Blue features three different handle options: levers, cross-handles and dials—which have a tapering edge, becoming narrower from top to bottom and allowing for ease of grip.



“In the last few years, Watermark has been aggressively expanding its contemporary bath line for

designers and homeowners who have a minimal aesthetic,” said Jody Rosenberg, president of sales and marketing for Watermark Designs. “The use of rare earth magnets is a growing phenomenon, and we are proud to be on the leading edge of the innovation. Rare earths allow us to maintain optimum functionality and sustainability – since they are a renewable energy source and hold their magnetic charge virtually forever. Because no set screws are needed, Blue is easily installed making it a win for installers. We are proud to continue the Watermark tradition of combining sleek style, function and quality craftsmanship with the Blue.”

Like most faucet collections from Watermark Designs, Blue is available in 38 custom finishes, with the option of eco-smart water-saving features for fittings, including a 1.75 gpm aerated flow-restricting showerhead and a 1.5 gpm aerator for select faucets.

Visit Watermark Designs at www.watermark-designs.com.

LA CORNUE INTRODUCES MÉMOIRE OAK AND WALNUT CABINETS AS PART OF CULINARY ARCHITECTURE™

LA CORNUE La Cornue, the century-old artisanal producer of French ranges and rotisseries, is expanding its culinary passion from the range to the entire kitchen living space with the introduction of Mémoire oak and walnut cabinetry.

The wood cabinetry is part of La Cornue's new approach to the design of the entire kitchen, Culinary Architecture.

For years, La Cornue has offered enameled steel Château base cabinets as a way to create, in conjunction with its handmade Château ranges, cooking centers which become the focal point of the kitchen. But the metal cabinetry is too heavy for wall applications. The new wood Mémoire cabinetry facilitates fresh new design options.

Laurent Besseas, the architect who created Culinary Architecture for La Cornue, explains, “The new wood Mémoire cabinetry from La Cornue is designed with respect for architecture, facilitating negative space as a visual relief so



users are freed from the somewhat claustrophobic constraints of upper cabinets everywhere.”

“Culinary Architecture Mémoire cabinetry respects balance, proportions and simplicity. Mémoire cabinets represent the total absence of the superfluous. They facilitate a clean linear design that emphasizes generosity of space and wellbeing,” noted Anne Puricelli, director of La Cornue North America here.

And while offering a cohesive lifestyle approach, they also are individual and flexible, allowing for personal expression.

Mémoire cabinets are custom made to order of solid wood, either American oak or French walnut. Distinctive metal bands highlight each corner of the frame.

AVAILABLE FINISHES INCLUDE:

- Walnut Frame with Stainless Inset
- Walnut Frame with Walnut Inset
- Stainless Frame with Walnut Inset
- Oak Frame with Oak Inset
- Stainless Frame with Oak Inset
- Painted Oak
- Oak Frame with Stainless Inset
- Paint-Ready Finish to accommodate any color

Mémoire storage comes in tall cabinetry up to (6’5) as well as base cabinetry and wall cabinetry. In base cabinets, drawer widths run from 500 mm (about 19.5 inches) to 1000 mm (about 39 inches.) Door widths range from 400 to 600 mm (about 16 inches to 24 inches) for a single-door cabinet, to 1200 mm (about 47 inches) for a double-door cabinet. Interior storage aids include a range of convenient cutlery dividers and other organizational inserts.

Full Mémoire cabinetry paneling for refrigeration and dishwashers is available too. And a specialty unit can house a La Cornue built-in Flamberge rotisserie.


Upper wall cabinets come in two heights, 660 mm (about 26”) or 940 mm (about 37 inches).

A special touch is glass front cabinets with either plain glass or custom laser engraved glass, all with optional LED lighting. These offer an additional option for keeping the kitchen design light, open and airy in keeping with the Culinary Architecture philosophy of clean, linear spaces.

All La Cornue products including the new Mémoire cabinetry are available through Purcell Murray, the exclusive North American distributor. For more information visit www.lacornueusa.com.



WHIRLPOOL LIBERTY PROJECT BRAZIL

 The Liberty Project, developed by Whirlpool Latin America was created by the principles of universal design. Moreover, it has a strong focus on accessibility and designed for a small environment, following the trends of ever-smaller spaces.

The product, which is a prototype, offers a complete solution for kitchen and laundry facilities, integrating appliances and furniture: refrigerator, cooktop, microwave oven and oven, sink with the possibility of using regular or purified water, dishwasher, washing machine, air cleaner/air-conditioning and storage space.


To develop it, internal tests were carried out that simulated the conditions of use of solutions for wheelchair users, visually impaired, temporary limitations (such as a broken arm, for example), meetings with the Institute of Physical Medicine and Rehabilitation from University of São Paulo—which was attended by people with several types of physical limitations—and interviews with handicapped users indicated by the Institute with the intention of raising needs and determine the applicability of the solutions presented in the project.

The Brastemp Liberty was displayed with a huge success at 12th BGGourmet, the Brastemp Home Design Show, a trendsetting exhibition for design and gastronomy in living spaces designed by renowned Brazilian architects using that brand portfolio.

| continued on page 18 |

LG SHOWCASES ITS LARGEST-CAPACITY FRENCH-DOOR REFRIGERATOR WITH BLAST CHILLER

LG'S FRENCH-DOOR REFRIGERATOR EMPOWERS CUSTOMERS WITH MORE SPACIOUS INTERIOR

 **LG** LG Electronics showcased its largest capacity French-door refrigerator—measuring 31 cubic feet—at the 2012 International Consumer Electronics Show. The new refrigerator comes equipped with breakthrough features such as the Blast Chiller, which earned the refrigerator the coveted CES 2012 “Best of Innovations” Award. This new model features expansive shelf space, powerful air control that helps keep food fresh and numerous convenience features, all while being ENERGY STAR® rated.

With 31 cubic feet, there is enough room in the refrigerator to accommodate more than 50 gallons of milk in the fresh food compartment alone. LG's new French-door model also offers expansive shelf space. While most icemakers are bulky and intrude inward, LG's innovative Slim Space Plus™ feature relocates the icemaker inside the door, but leaving space for door bins and an obstruction-free top shelf. With insulation panels around 23 percent thinner than those used in previous LG models, the new French-door refrigerator boasts the slimmest and the most effective insulation yet for an LG refrigerator, providing customers with usable capacity without sacrificing energy efficiency.

The Blast Chiller takes room-temperature beverages, such as wine or soda cans and quickly cools them; it can chill a 12-ounce can in around five minutes as well as two soft drink cans or bottle of wine in eight minutes. Quick chilling is enabled by Jet Flow and Swirling Structure, which decreases the temperature and distributes the chilled air throughout the chiller compartment.

LG's Smart Cooling Plus system helps keep food fresh to minimize food waste. The system uses the LG's powerful Linear Compressor and Dual Evaporator, combined with digital sensors to help maintain optimal humidity and temperature. The digital sensors constantly monitor the interior climate, while the Dual Evaporator quickly reacts to

any changes, rebalancing the air when necessary. These two systems work in tandem with LG's unique Multi-Air Flow, a set of strategically placed vents that surround food with cool air, and the Fresh Air Filter, which features a dedicated fan that continuously circulates the filtered air throughout the refrigerator and helps keep air extremely fresh.

LG's patented Linear Compressor lies at the heart of Smart Cooling Plus, meeting ENERGY STAR® standards by taking advantage of its unique direct transmission system. LG backs the Linear Compressor with a 10-year manufacturer's limited warranty.

LG's super-capacity French-door refrigerator is also equipped with numerous convenience features that offer ease-of-use, enhanced organization and even troubleshooting:

The refrigerator's versatile Four-Compartment Crisper System provides easy access and more ways to organize fruits, vegetables

and beverages in one of two humidity-controlled crisper drawers. A full-width, fully extending Glide-N-Serve™ drawer and a bonus drawer make party preparations easy.

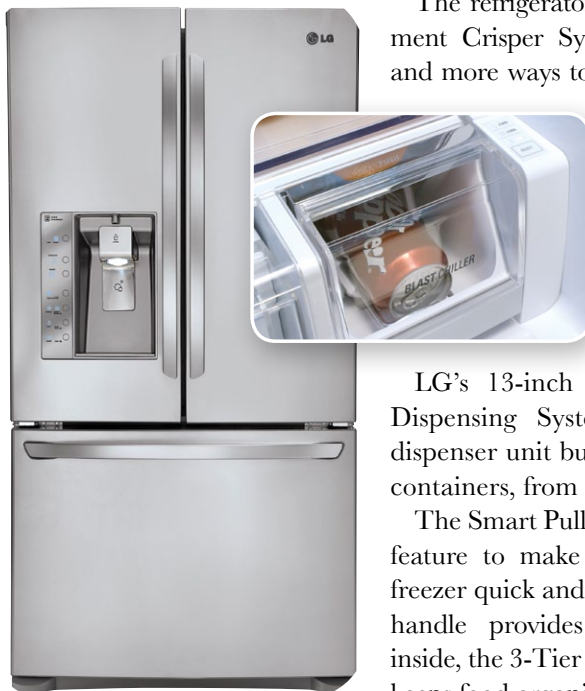
LG's 13-inch Extra-Tall Ice & Water Dispensing System, which is a flexible dispenser unit built to handle various sized containers, from pitchers to pints.

The Smart Pull Handle, a simple, intuitive feature to make opening and closing the freezer quick and easy, as a simple lift of the handle provides effortless access. Once inside, the 3-Tier Shelf Organization system keeps food organized and accessible.

LG's Smart Diagnosis™* technology helps customer service representatives quickly and efficiently troubleshoot mechanical issues over the phone, limiting costly, inconvenient service calls and in-home visits.

Additionally, this refrigerator incorporates sophisticated, stylish design that will make this a welcome addition to any kitchen. The hinges are tastefully hidden and contoured doors added, ensuring a sleek and modern feel inside and out. LG's enhanced styling package, including interior LED lighting along the sides and ceiling, embodies the elegance and quality for which LG appliances have become known.

| continued on page 20 |



NOW AVAILABLE TO THE INDEPENDENT DEALER CHANNEL



**REFRIGERATION. RANGES. LAUNDRY.
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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.

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ENTERTAINING DREAM: GE 30" MONOGRAM® REFRIGERATORS OFFER SLEEK STYLING, CHEF-INSPIRED FEATURES IN SLIM HOUSING



NEW GLASS DOOR AND WINE-RESERVE MODELS AVAILABLE THIS MONTH EXPAND OPTIONS FOR LUXURY KITCHENS AND ENGAGING AT-HOME ENTERTAINING SPACES

Consumers need not venture to an upscale restaurant to be wined and dined. That luxury experience can be achieved in a small package, all in the comfort of their own homes. The GE Monogram® 30" wide refrigerators offer an exquisite design that starts with options like an integrated wine reserve and ends with staple features like a "convertible" refrigerator/freezer drawer, which can be set for fresh foods, frozen foods or wine storage.

"Consumers shouldn't have to sacrifice gourmet features just because they don't have the space for larger appliances," says Brian McWaters, Monogram general manager. "Our 30" wide refrigerators can be used as main refrigerators in smaller kitchens, like those found in urban apartments, or as secondary refrigerators anywhere in the home. No matter where they're used, they'll be met with features that add an ultra-chic appeal."

This month GE adds a glass door front option—a company first—to its opulent 30" Monogram line. This enticing glass design quickly turns the refrigerator from an ultra-convenient appliance to a stand-out focal point that enhances a room's aesthetic. All of the 30" Monogram models, including the glass door design, offer a flush installation with surrounded cabinetry for a fully integrated appearance.



The many features of the Monogram refrigerators offer a world of delicious possibilities, including:

- **Chef-inspired food preservation:** Just as you might find in the kitchen of a gourmet chef, the 30" Monogram refrigerators are equipped with two separate sealed refrigeration systems to help the fresh food section maintain humidity, while preventing odor transfer between compartments.
- **Convertible refrigerator/freezer drawer:** Need to store ice cream one week and raw vegetables the next? That's easily achieved. In addition to a fresh food compartment and a freezer drawer complete with an ice maker, this new line of refrigerators features a third "convertible drawer"—an industry first for built-in refrigerators—that can be set from negative 6 degrees Fahrenheit to 55 degrees

Fahrenheit with a simple touch of its digital controls.

- **Wine reserve:** Don't have space for a wine room? Wine-reserve models featuring dual zones allow for storing and serving both white and red wine simultaneously at optimal temperatures. The compartment offers six full-extension wooden wine racks, along with a display shelf, and storage for as many as 106 bottles.

- **Style-forward accents:** The refrigeration panels from GE Monogram come in various options—including stainless steel models with either European or Professional styling. They can

even be installed with custom panels to match the homeowner's cabinetry.

The Monogram refrigerators are the first HFC-free refrigerators in the U.S., which means they replace the standard hydrofluorocarbon refrigerant with isobutene, an alternative that creates significantly fewer greenhouse gases.

The 30" GE Monogram refrigerators are available nationwide where Monogram appliances are sold. Estimated retail: \$6,249. For more information on GE Appliances, visit www.ge.com/appliances.

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Featuring

Daewoo Electronics' New and Exciting Products for 2011



Daewoo French Door
Refrigerator



Daewoo Multi Oven with
Voice Command



Daewoo Top Mount
Refrigerator



Daewoo Steam Laundry

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about this or any other Daewoo Electronic product

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ELECTRONICS

NEW NORITZ CONDENSING TANKLESS WATER HEATER OFFERS HIGHER EFFICIENCIES, LONGER VENT RUNS FOR SMALLER APPLICATIONS

DESIGNED FOR SMALLER RESIDENTIAL APPLICATIONS, NRC83 DELIVERS AN ENERGY FACTOR OF 0.92 TO 0.94, PLUS THE ABILITY TO VENT WITH INSTALLER-FRIENDLY PLASTIC PIPE, INSTEAD OF STAINLESS STEEL



NORITZ® Noritz has expanded its ecoTOUGH™ Series of gas-fired residential condensing tankless water heaters with the new NRC83, an ENERGY STAR®-rated unit designed for smaller homes and multi-family dwellings. Available in both indoor (the two-pipe, direct vent NRC83-DV) and outdoor (NRC83-OD) models, the new wall-mounted units have an energy factor (EF) of 0.92 for natural gas and 0.94 with liquid propane –

approximately 30 points higher than a standard, storage tank-type, gas-fired water heater.

Featuring a gas-consumption range of 16,000 BTU per hour to 157,000 BTU/h, the NRC83 Residential Condensing Tankless Water Heater is engineered to meet the domestic hot water needs of smaller northern residences with one bathroom, as well as southern homes with two baths. “We believe the NRC83 will also be an attractive option for apartment developers, owners and managers, as well as for owners of vacation homes with smaller hot-water needs,” says Jay Hassel, vice president of sales and marketing for the Noritz America Corporation.

With flow rates from 0.5 gallons per minute to 8.3 gpm and temperature settings from 100°F to 140°F, the new NRC83 protects the environment by heating water strictly on demand, while offering a longer product life cycle than storage tank-type models.

“In 2012, the United States Environmental Protection Agency is expected to create a second, higher ENERGY STAR classification for condensing tankless water heaters because of their higher EF ratings,” Hassel notes. “Our entire ecoTOUGH Series will qualify for this higher category, as well as the higher federal tax credits that we expect to follow. “With the introduction of the NRC83,” he continues, “we have met our objective of creating a full line of high-efficiency condensing tankless water heaters that will cost effectively meet the hot-water needs of

every American household, regardless of size.” For more information on the new NRC83-DV and NRC83-OD condensing tankless water heaters and other Noritz products, visit www.noritz.com or call 866.766.7489.

STEAMIST® ANNOUNCES NEW ENHANCEMENTS TO THE INDUSTRY'S MOST ADVANCED STEAM-BATH LINE

STEAMIST® Since introducing the Total Sense™ Collection in 2009, Steamist® has been offering the most advanced, customizable steambath options available in the marketplace. Continuing to enhance the line with new innovations, Steamist is unveiling the new touchscreen TSC-450 Digital Control as well as announcing that its AudioSense option is now equipped with Bluetooth® technology.

The Total Sense Collection has always featured Steamist's most cutting-edge control options, and the introduction of the TSC-450 Digital Control takes that offering to a new level. With touchscreen operation, the TSC-450 sets a new standard for user-friendly steambath operation.

Designed for installation inside the shower, this advanced new control offers a high-contrast display of adjustable settings for the Total Sense functions as well as for temperature and duration. The TSC-450 allows for two user profiles to be programmed, so each user can customize the steam settings to their unique preferences.

AUDIOSENSE WITH BLUETOOTH® TECHNOLOGY

The Total Sense Home Spa System is also known for its experience-enhancing sensory options, such as AromaSense, ChromaSense and AudioSense. Among the most popular options for today's homeowners, AudioSense features a wall-mount dock for an iPod and allows the user to enjoy their favorite music in the shower. | continued on page 24 |



DISCOVER

Microwave Innovation

Sharp Insight Microwave Drawer - Model # KB6524PS



SHARP
Insight™

**THE NEXT GENERATION OF
Microwave Drawer Ovens**
LARGER CAPACITY & MORE CONVENIENT.

Available in 24" & 30" Designs

- Contemporary look and feel
- Larger 1.2 cu. ft. capacity
- Taller internal space

Easier Accessibility

- Exclusive Easy Open System
- Pull or push handle activation
- Automated one-touch mechanism

Increased Functionality

- Expanded short cut options
- More Sensor Cook settings
- New defrost options



Countertop & Convection
Microwaves



Steam Ovens



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Delivery

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Now equipped with Bluetooth® technology, the AudioSense wireless receiver connects a smartphone, iPad, iPod touch or any Bluetooth-enabled music player from up to 30 feet away for added convenience.

“The Total Sense Collection represents the most complete, customizable home spa experience available,” stated Jeff Carney, vice president of sales and marketing. “As new advancements in technology are introduced, the Total Sense offering will continue to evolve in order to meet the needs of today’s homeowners and offer them the ultimate steam system for their space and style.”

Based in East Rutherford, N.J., Steamist offers a full line of residential steam bath and sauna products and systems, as well as a full commercial line of Steam bath

Steam Generators, Controls and Maintenance Products. For more information visit www.steamist.com.

AIR KING INTRODUCES AMERICANS WITH DISABILITIES ACT ENERGY STAR® QUALIFIED UNDER CABINET RANGE HOODS



Air King has recently added its ESADA Americans with Disabilities Act (ADA) ENERGY STAR qualified under cabinet range hoods to its extensive line of ventilation products. The ESADA range hoods [Models ES24 Series, ES30 Series and ES36 Series] provide an ENERGY STAR qualified solution for residential kitchen ventilation that needs to comply with the ADA standards.

The ESADA series of range hoods is available in white, biscuit, almond, black or stainless steel finishes in widths of 24, 30 or 36 inches. All hoods feature a quiet operating two-speed blower with a high speed of 270 CFM and a low speed of 150 CFM. On low speed, the hood has a sound level just slightly more than a quiet operating refrigerator, yet still has enough ventilation power for typical cooking.

The ESADA range hoods feature motor and lighting that are controlled by the included dual rocker control switch that can be installed in any convenient location providing maximum accessibility and ease of use. The

remote-mounted rocker switch assembly comes in a white or stainless steel finish to match all decors and fits into a triple gang box.

The included 26-watt, energy-efficient fluorescent lamp provides about as much light as a 100-watt incandescent bulb and is located at the front of the hood for total cook top illumination.

“Air King is very excited to offer the ADA ENERGY STAR qualified range hoods,” said Jeff Kenkelen, president, Air King. “This series will be the first ENERGY STAR qualified ADA range hood on the market and will give home builders a new option.” For more information www.airkinglimited.com.

COOKING WITH CAPITAL VIDEO SERIES



The first video in the “Cooking with Capital” series focuses on the Maestro built-in wall oven and how to use unique features; such as the patent-pending MoistRoast feature. Just as Capital Cooking products are custom designed for those who love to cook, the Cooking with Capital video series has been customized with instructions and tips for the home chef.

“We wanted to talk about our high performance features in a way that meant something to our customers. We decided to use simple recipes that every home chef has probably made in order to show how our products can enhance the most basic meal,” says Surjit Kalsi, chairman of Capital Cooking and 2011 NKBA Hall of Fame Inductee. “And we’ve packaged the information in an entertaining way.”

The MoistRoast feature (patent-pending) allows for moisture, not steam, to produce perfect, moist roasting and baking. Water is injected directly into the oven, then evaporates and creates a moist cooking environment. The key is to keep the oven door closed, that way the moisture will stay in the oven and most importantly, in the food. MoistRoast also helps keep the oven 95% cleaner compared to cooking in a regular electric wall oven because of the amount of moisture in the oven.

The Cooking with Capital video series will be used to answer questions, demonstrate unique features and launch new products. The videos can be found on Capital’s YouTube channel, youtube.com/CapitalRanges as well as on the Capital Cooking website, www.capital-cooking.com. The video was shot on-site at AMG Appliances in Guelph, Ontario. Viewers can look forward to more Cooking with Capital videos to launch on the YouTube channel and Capital Cooking website in the future.

| continued on page 28 |

MAKE KITCHEN VENTILATION ACCESSIBLE

The Air King ESADA ENERGY STAR® Qualified range hoods are compliant with the American's with Disabilities Act (ADA) and feature a white, remote mounted control switch. The control switch can be mounted either on the wall or at counter height for maximum accessibility. The ESADA series provides powerful ventilation and is one of the quietest range hoods on the market today. ESADA range hoods are available in Stainless Steel, White or Black finishes and 24", 30" or 36" widths.



ENERGY STAR® PARTNER OF THE YEAR

Air King offers a full line of ENERGY STAR® qualified exhaust fans and range hoods to fit all budgets and ventilation needs. These products along with Air King's commitment to energy efficiency education have earned the honor of being named the 2012 ENERGY STAR Partner of the Year.



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Visit us in Booth 2556 at the
2012 KBIS show in Chicago.

www.airkinglimited.com

Liebherr HCB 1560



Style and sleek the HCB 1560 is Liebherr's first 30" fully integrated refrigerator. Offering impressive performance features and design flexibility, this new unit can be concealed behind cabinetry or stainless steel, giving designers flexibility and the homeowner ideal food storage conditions. This 30" model also offers the possibility of custom design with flush 24" deep cabinet installation, a feature not available in competing models.

The HCB 1560 unit features Liebherr's patented BioFresh technology in separate compartments where temperatures are kept just above freezing—keeping fruits, vegetables, fish and meats at an optimum humidity level, allowing them to stay fresh up to three times longer than in traditional refrigerators. The automatic IceMaker, which is permanently plumbed in and an integrated water filter with activated charcoal, provides just the right supply of perfect cubes.

OTHER FEATURES OF THE HCB 1560 INCLUDE:

- Liebherr's smart DuoCooling system with separate exceptionally efficient variable speed compressors ensuring no air is exchanged between compartments guaranteeing food won't dry out and the freezer is always ice free.
- Two freezer drawers mounted on smooth telescopic rails offers more than 4 cubic feet of storage space.
- Elegant GlassLine fittings with large aluminum trim provides extra door storage.
- High precision MagicEye control system featuring digital refrigerator and freezer temperature displays.
- Unique LED lighting and a water filter.
- Liebherr's SoftSystem integrated in the door to cushion the movement when the door is closed, providing added safety and convenience.



Liebherr's HCB 1560 is ENERGY STAR rated and will be available at fine and specialty appliance retailers across the U.S. and Canada beginning April 2012 with a manufacturer suggested retail price of \$5,479 USD. Consumers and members of the design trade can find an authorized Liebherr retailer by visiting the Refrigerators and Freezers section on www.liebherr-appliances.com and clicking on the 'Dealer Locator' tab in the Resource Center. **RO**



Splurge **Wisely.**

It's not how much you spend on your kitchen – it's how intelligent you are while doing it. Just ask any Liebherr owner. Our stainless refrigerators resist fingerprints, hold more food, keep it fresher longer, and come with a warranty that meets or beats other brands you're considering. It's the premium refrigerator that makes your kitchen look beautiful – and you look brilliant. Be wise and follow the QR code below.



www.liebherrus/hg

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Quality, Design and Innovation

SANUS® TO SHIP THREE NEW BASIC AUDIO/VIDEO FURNITURE MODELS IN EARLY 2012

SANUS SYSTEMS SANUS, a leading global brand of audio/video mounts, furnishings and consumer electronics accessories, announces that in early 2012 it will be shipping three new models within the SANUS Basic Series, an offering of home furniture suitable for today's high-performance AV gear.

The new Basic Series models include the BFV157, BFV546 and BFV348 AV stands. Each piece offers an original design and is crafted of quality material. All three pieces can be easily assembled without tools.

BFV157 PRODUCT FEATURES INCLUDE:

- A mid-century modern design with open sides and back for optimum airflow
- A middle shelf with enough space for up to four components
- A media storage box ideal for keeping remotes and other accessories organized
- Integrated wire management channels that keep cables completely hidden
- Adjustable feet to ensure stability on any surface
- TV size range: Up to 60 in.
- Top shelf weight capacity: 130 lbs.
- MSRP: \$299.99

V546 PRODUCT FEATURES INCLUDE:

- An asymmetrical design with light and dark walnut finishes
- Dual pull-out media drawers with door pulls
- A large middle shelf, perfect for a center channel speaker or other components
- Hidden cutouts for cable organization
- A removable back panel for quick access to the back of components
- Adjustable feet to ensure stability on any surface
- TV size range: Up to 50 in.
- Top shelf weight capacity: 110 lbs.
- MSRP: \$369.99

| *continued on page 30* |



The New Fagor Torre

The 24" Energy Star Refrigerator provides the perfect solution for modern living with high efficiency and stunning design



www.fagoramerica.com




BFV348 PRODUCT FEATURES INCLUDE:

- A distressed black finish for a classic, lived-in look
- Dual doors with knobs and tempered glass windows
- Two vented shelves for increased air circulation; one shelf is height-adjustable
- Cutouts for cable organization
- A removable back panel for quick access to the back of components
- TV size range: Up to 50 in.
- Top shelf weight capacity: 130 lbs.
- MSRP: \$369.99

All SANUS Basic Series models are compatible with the SANUS Furniture Mount System (FMS), a unique TV mounting solution that allows 32 to 60 in. televisions to be secured to a furniture-mounted pillar rather than to the wall. The furniture is also compatible with the SANUS TV anti-tip strap, which allows TVs up to 60 in., and the furniture they sit on, to be secured to the wall as an alternative to traditional TV wall mounting.

TRUE PROFESSIONAL SERIES—DUAL-ZONE WINE CABINET

 The True Professional Series® Dual-Zone Wine Cabinet is designed to preserve the homeowner's favorite vintage by offering two, independent temperature zones that promise not to vary by more than one degree of the set point. Providing complete flexibility with a temperature range from 35 to 65 degrees Fahrenheit, the Dual-Zone Wine Cabinet is equipped with

vibration-dampening racks that cradle up to 45 bottles ensuring the ideal environment for the homeowner's collection.

ADDITIONAL FEATURES INCLUDE:

- Patented TriLumina™ LED lighting that, at the push of a button, illuminates within the wine cabinet with color options in white, amber or blue
- Exclusive True Precision Control™ technology ensures refrigeration accuracy within one degree of the set point
- TrueFlex™ shelving system allows the product to easily convert to a beverage center or refrigerator when desired
- Crafted in the U.S.A. of 300 Series stainless steel inside and out, it's also beautiful and rugged
- Uniquely rated by Underwriters Laboratories Inc. (UL) for both indoor and outdoor usage making it ideal for bars and outdoor kitchens alike
- Star K compliant ensures the homeowner does not have to worry about electronic features being activated/deactivated when opening or closing the door and can utilize the product on Shabbos and Yom Tov
- Ability to connect to a home security system



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Six Ways Poor Perform



MANAGERS MUST
HAVE A PLAN
AND STRUCTURE
TO TRANSITION
STRUGGLING
EMPLOYEES
INTO BETTER-
THAN-AVERAGE
PERFORMERS.

Every manager will have one or two poor performers in their unit or department. They may have inherited these individuals when they assumed the manager's position and now must deal with them by either turning them around or terminating them for poor performance.

Employees' negative behaviors often impact their overall performance and mirror their personal skills, attitudes and levels of discipline and perseverance. Many individuals have the "right stuff" to be successful, and only need guidance and direction to focus their abilities and increase and sustain their performance.

It is essential for managers to be able to distinguish between employees who can be rehabilitated and those who should find another company and/or profession.

People who are being unfair to both themselves and the company by only surviving in their job need frank talk about their career options.

On the other hand, employees who are struggling but have the ambition or potential can, with the proper guidance and direction, be turned into above-average, even excellent performers. It is often more sensible financially to work with these individuals rather than recruit and train new people, and also from an ethical perspective these people deserve the opportunity to turn themselves and their work around.

Managers must have a plan and structure to transition struggling people into better-than-average performers. The following steps can be used to turn a poor performer into a highly productive employee:

DEFINE PERFORMANCE LEVELS

Many employees are genuinely unaware of what constitutes acceptable behavior and performance. Often a manager will inherit several people who were simply not properly informed as to what is expected of them. Past managers may have dropped the ball, having failed to work with these individuals to develop their potential.

The first step a manager must take is to inform the employee that his or her behavior is unacceptable and that it is negatively impacting their performance. The employee should be educated as to the various levels of performance that are acceptable and a realistic time frame established for rehabilitation and bringing his or her work into line with established standards.

ANALYZE BEHAVIORS

Managers must take the time to review and analyze the employee's typical work-related performance and activities in order to identify the specific behaviors that must be eliminated, modified or replaced with more productive efforts.

to Turn a mer Around

Such discussions can be sensitive and put the individual on the defensive. He or she must be made to understand that the time and effort being expended is done so with the belief that his or her performance can be improved. They should also understand that if the manager did not think this the case he or she would have been removed from the company. Tactfully done, this should motivate the employee to change and make them more amenable to recommendations to improve their performance. The manager should further make it clear that a failure to improve adequately could well have dire repercussions.

ESTABLISH COACHING PLAN

The manager, with the employee's assistance, should develop a realistic and attainable coaching plan to assist him or her to change their behaviors and achieve acceptable levels of performance.

The coaching plan should be confined to a particular time frame with specific objectives met by predetermined points. Each goal and objective should be attainable and easily measured by both parties. The full responsibility for their implementation falls on the employee with the manager providing full support and assistance as required.

COMMIT TO GOALS AND OBJECTIVES

Once a coaching plan is developed and agreed upon by both parties, it is important that both the employee and manager commit themselves to the outlined goals and objectives. While the employee will carry the majority of accountability for the plan, the manager must commit to fulfilling his or her portion of the responsibility as completely as possible if it is to be successful. This may include providing the employee individualized training and reinforcement as well as other commitments of time and energy.

If managers want these individuals to make a positive change, they must actively work with them toward these goals. Developing a plan and leaving these individuals without

adequate supervision and support is a recipe for failure--and is unfair. It builds his or her expectations for improved performance and will result in total demoralization when they are unable to make the necessary changes on their own.

MANAGE GOALS AND OBJECTIVES

The implementation of the coaching plan is the most critical element of resolving negative behaviors and turning an employee's performance around. Both employee and manager must actively manage the goals and objectives with the employee actively working toward their accomplishment and the manager keeping them focused and on track. This means he or she must positively reinforce the employee's desirable behaviors and provide redirection when old behaviors resurface. Additionally, as the manager coaches their employee, he or she is providing constructive criticism to guide and direct them in attaining their goals and objectives.

MEASURE PROGRESS AGAINST GOALS

As coaching plans are implemented, managers must measure the employee's progress at regular intervals and provide full and sufficient feedback in order for them to make needed adjustments. As the employee progresses toward the attainment of his or her goals and objectives, monitoring can be less frequent and intensive.

When the employee happily does meet the stated goals and objectives, the manager should celebrate the individual's success to reinforce their good work. While some managers will assume they are just doing what is expected of them, any major change is worthy of celebration. **RO**

Timothy F. Bednarz, Ph.D., author of Great! What Makes Leaders Great: What They Did, How They Did It and What You Can Learn From It.

Contact: timothy.bednarz@majorium.com, 715.342.1018

MSA 2012

Members Earn Their at the 2012 MSA Co

MASTERING THE BUSINESS OF APPLIANCE SERVICE AT MSA



r “MBAs” nvention

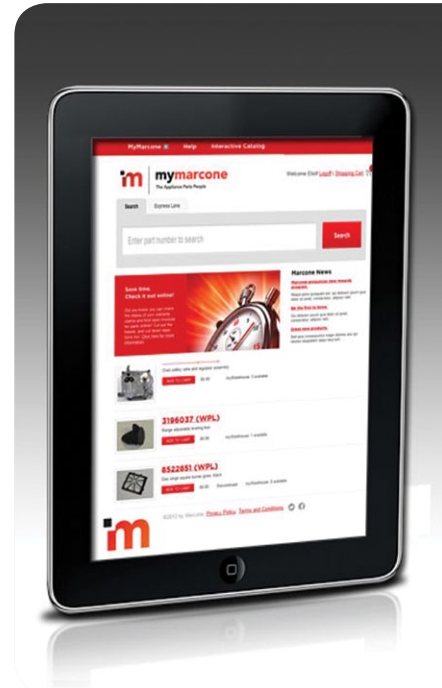
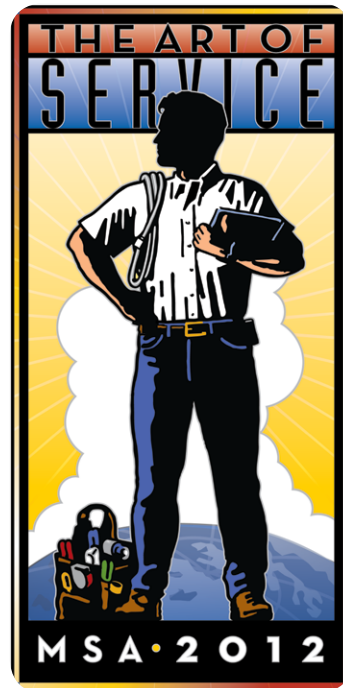
The most common line when referring to a trip to Vegas, business or pleasure, is “What happens in Vegas stays in Vegas” and usually for good reason ... but not at this year’s 2012 MSA Convention! Members were ecstatic to receive the most up-to-date technical training from the industry’s most influential vendors along with the cutting edge business, marketing and technology classes – they couldn’t wait to get back and share all their excitement, education, and new ideas with fellow employees and business partners.

The theme of this year’s convention was the “Art of Service”. Yes there was the traditional plethora of hands-on training sessions and business seminars coupled with the opportunity to interact with over 40 top vendors. However, from a gourmet chef showing the finer techniques of Mastering the Art of the Kitchen, to a group of shrewd technicians competing against time at the Technician Olympics, to the very talented caricature artists bringing an authentic Parisian atmosphere to the Paris/Bally’s hotel. This convention was like no other.

Some features to this year’s event that represented all the aspects, or “art” of running a service business included:

- The first ever MSA Technician Olympics.
- The MSA Marketplace where members could learn about, and take advantage of all their MSA benefits including Health and Life Insurance, background screening, the new MSA website, a direct mail marketing and advertising web portal, and so much more.

[continued on page 36]



- The Freight Corner sponsored and hosted by FedEx and UPS to better understand the shipping aspect of our business.
- A sneak preview of the new Marcone brand and the direction of the company.
- The Innovation Booth where members could consult with Marcone's technology department one-on-one, learn about new programs being released in 2012, and provide feedback.
- The Service Trust Score...bringing trust back to the business and in the home.
 - Even cooking lessons with our acclaimed Chef J.

This was the largest MSA Convention in history and is being touted by members as the "best convention they've ever attended" The Class of 2012 "Mastered" the Business of Appliance Service and had fun doing it.

THE MSA CLASS OF 2012 CAN BE CHARACTERIZED AS:

- Youthful – young at heart and very eager to improve themselves and the industry.
- Energized – as seen in the competitive nature of the Technician Olympics.
- iPads, tablets and discussions about YouTube, Twitter, and the impact of social media moving forward.
- Optimistic – about the future and bringing "trust" back to the forefront of the industry.
- Engaged – classes were full and interactive.
- Generous - Attendees generated over \$6,000 for the Fisher House Charity.

Thanks to all of our sponsors and supporters who helped make this event possible. We look forward to transforming all the energy, optimism and intelligence gathered from the Convention into new opportunities and innovations to help the independent service company and our industry as a whole. Together we embody "The Art of Service."

TESTIMONIALS

Here's what people are saying about the MSA "Art of Service" Convention:

"This was the best convention ever! I thoroughly enjoyed the Whirlpool hands on training and the Mobile Apps and Cloud business classes. The material and subjects at the booths and in the classes were new and interesting; that was really important to me. I will be applying everything I learned to my business." - *MSA Member – Boalsburg, PA*

"I thought the Marcone staff did an excellent job putting together this convention and should be congratulated for all their hard work. The location, the food and the access to the vendors was all great. I also liked the number and choices of classes available to us. The manufacturers put on some good classes with a lot of information. I look forward to the next MSA convention." - *MSA Member – Whitehorse Beach, Massachusetts*

"Marcone has dedicated countless resources to ensuring the health and longevity of the service network and that fact was clear during the recent Marcone Service Association event. This event is one of the most organized and well attended service events in the industry. It is also one of the few events where both authorized and non-authorized service providers can attend our training classes. I encourage all technicians to attend." - *Radisha Brown - Electrolux Appliances*

"I want to thank you for inviting GE to what I consider the best MSA event I have ever attended! I have attended numerous conventions during my career, and the MSA convention would rank as one of the best. It was obvious to the GE team that a tremendous amount of time and hard work went into making the 2012 MSA such a success. Your attention to detail was unbelievable! The Marcone team put together an event that provided a valuable learning experience for the service industry...and managed to pull it off in a fun and entertaining way!! Thank you." - *Karen Lindquist - GE*

"Thank you the entire Marcone "TEAM" for a wonderful show. Aside from all the special events, the technical and business classes always provide me with new information to help run my business and many new "tech tips" from the factory trainers that you cannot get in the field. See you guys next year!" - *MSA Member – Peoria, IL*

"I come to MSA because I like to stay on top of my game. I enjoy interacting with the different vendors and business is attendance and hearing their views on things. Getting the face-to-face time with the manufacturers and Marcone's executive team is invaluable to me." - *MSA Member – Largo, FL*

"This was my first convention but I can't wait for the next! The knowledge I gained from the event was top notch and I had a great time all the way through. Loved the tech Olympics... really got everyone involved." - *MSA Member – Tampa, FL*

For more information on MSA visit www.msaworld.com





Social Commerce Levels the Playing Field

WEbsites, intranet, Facebook, Twitter, Foursquare, eBay, blogging, YouTube, Craigslist, Pinterest, Instagram, Groupon, Living Social, Google Places, AdWords, LinkedIn.... It's a wide, wide world out there in CyberSpace and filled with limitless opportunities for independent retailers to level the playing field.

Booze Alan projects social commerce sales to reach \$9 billion this year and climb to \$14 billion in 2013. Social media accounts for one out of every six minutes spent online.

Robert Lapointe, President of Quebec-based Tailbase, a web developer for retailers in the industry said, "The Internet is the biggest equalizer in the marketplace. Intelligent use of social networks can position retailers ahead of large chains giving them a unique position in the marketplace."

Lincoln retailer Schaefer's has done just that. Third generation Ronnie Romero said he began to ask, "How do I reach ME? I'm a young father of three, don't watch broadcast or cable TV, listen to satellite radio, and don't read the paper." Ronnie said that against his father Ron's advice, but with his support, he cut their newspaper advertising 40%. Despite a lagging economy, the company has grown substantially.

They took their biggest risk on Black Friday 2010 when they did almost no newspaper advertising. Instead of double trucks or expensive inserts, they ran small ads that simply read, "See Our

Black Friday Specials on Twitter." On Thanksgiving Day, Ronnie sent Tweets to his followers every hour based on what he found his competitors doing—getting ahead of them in a way he couldn't begin to do in print or on TV.

Tailbase's Annie Tran consulted with Waterloo, ONT-based Gibson Sound and Vision to develop a successful social media campaign designed to attract younger customers. When Gibson management discovered that the average age of the current customers was well above 40, Annie helped them with an event that was promoted only on Twitter and Facebook. Over 500 prospects came to the store on a Wednesday evening in mid-October to hear about Internet television. The best news: their average age was under 35.

So where do you start? Like any other major business initiative, develop a strategy and a plan to implement it. Create goals, priorities, a budget and the talent to move forward.

A professionally-designed and continuously updated website is a must. It's as important as choosing a good location or having good signage on your building. A catalogue of the products—not just the brands—you carry will help get customers engaged and keep them on your site.

Next claim and complete all your local listings in Google Places, Yahoo, and Bing. Make sure you are consistent in all the sites—don't use Brown's Audio, Video and Kitchens in one listing and Brown's in the others. Don't

use your main store location in one and your office address in the next. Carefully check all of the addresses and telephone numbers.

Then list your company with the major review sites like Yelp, CitySearch, AngiesList, and InsidersList. After registering, check them frequently for bad reviews. Many sites will send you an email whenever a review—good or bad—is posted. Handle poor reviews like any other customer complaint—keeping in mind, though, that these can go viral and affect your business considerably more. Respond in an effort to move the conversation off the internet "I'm sorry for your disappointment in our service, please contact me personally at 555-5555 so that I can resolve the issue with you." You'll show other readers that you really do care. Encourage satisfied customers to post their comments as well.

Once you've got the basics in place, you can move on to social media and expanding your footprint on the Internet. If you don't have the talent in-house to help you develop a web strategy, go find it. Doing nothing will get you nowhere. Develop a plan, dive in and get started. **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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Partnering With Your Customers

THE ULTIMATE IN CUSTOMER SERVICE

How do you view your job and your business? Is it merely to sell products and services? Or is it to form a partnership with your customers and do whatever it takes to meet their needs? When you go beyond the norm in serving your customers, you will go beyond the norm in sales and profits.

Surveys show that customers make their decisions on where to buy based on what a company does, or doesn't do, to make the customer experience a pleasant one. Put simply, it's the quality of the personal relationship that will keep a customer coming back to you. And, when they keep coming back to you, they bring their money with them.

Partnering with customers to determine what they need and to provide them the best products or services possible takes some time and effort, but it is well worth the payoff in customer loyalty. When Kay comes in and says she is planning to re-do her kitchen, do you ask pertinent questions: What style appeals to you? Are you planning to do it yourself or hire the job out? What kind of budget do you have for the project? Or do you show her some cabinet, flooring, and lighting options and let her browse on her own?

The more time you spend with the customer, the stronger the relationship becomes—and the stronger the relationship, the stronger the loyalty. What that means is this: Next year, when Kay decides to re-do a bathroom, she will return to you. And chances are very good that, because of the great experience she had with you, she will recommend you and your company to others.

How do you form that partnership and get that repeat business? Take the following steps:

- **Ask questions.** You can't meet the needs of your customers unless you know what those needs are. When you ask questions, you create the opportunity to provide quality care, which translates to great customer service and increased sales. This process also makes the customer feel important and valued, two important elements of a partnership.
- **Listen.** If you don't listen to what the customer is telling you, you not only will not have the information you need to serve the customer, you will frustrate her. If, for example, Kay tells you that she wants gray tile for her kitchen floor and gray and white tiles for the backsplash, and you trot her over to the brown and cream tile area, she will know you have not been listening to her and will question your sincerity in wanting to help her. Listen to what the customer is saying, and repeat it back to ensure you understand what she wants.
- **Be proactive.** Once you have processed what the customer has told you he wants, you will be able to make suggestions and offer advice that will enhance the project. Would wood flooring make a better choice than tile, given the size and makeup of the customer's family? Has he considered heated flooring? Don't push your own ideas on the customer, but do let him know what additional options are available.

- **Become an expert.** If you are to provide the best service possible, it's critical that you are knowledgeable about the products and services your company provides. But more than that, you must become an expert at what your entire industry offers. Know what the design trends and products are. Be able to explain the difference—beyond simple pricing—between various products and services. The greater your expertise, the stronger the partnership you will form with the customer.
- **Follow up.** If the customer has questions you aren't able to answer on the spot, tell him you will get the answers as quickly as possible and get back to him either by phone or e-mail. This does two things: It gives you access and a reconnection to the customer, and it will give the customer the information he needs.

No matter what you are selling or where, in many cases your competitors offer the same products and services, probably at comparable prices. Customer service is what will set you apart. Take the time to know your customers and let them know that your goal is to be a partner in meeting their needs. Then sit back and reap the rewards. **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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Is it Love or is it Selling?

I recently shot the training videos of the *Retail Sales Bible*. We worked with 8 performers and all were quite accomplished in their own right. I will not be surprised to see some of them in sitcoms or major roles in the near future. They were quite good.

I mention all this because of one interesting comment made by one of the more experienced actors while we were doing a scene about overcoming objections. We were talking about listening to the customer to make sure we are responding to their true needs and then complimenting the customer wherever possible and appropriate. Michael said that this whole project could be re-worked to be an effective training program for Dating Do's and Don'ts. The only difference is you are the product.

It was one of those “aha” moments. He was absolutely correct. Selling a piece of merchandise is really the same as the courting/dating/falling in love process.

Think about it—what is the first thing we are selling in a store? Ourselves. Next is the experience, then the business and finally, the merchandise.

Think about it. If we like the person we are willing to ignore some minor flaws. If we are having a good time or our experience is positive and fun, we want to be with that person more. The next part is when we get turned off to people that

knock the business they work for. We like people who take pride in their community, their environment and avoid those people who complain about their world. The last thing we sell is the merchandise. In this case, our physical appearance and our attitude is what we are selling.

It's an interesting experience when we realize if we like the person, we are having a good take, they take pride in who they are, then those three things are more important than someone's physical appearance or attitude. The similarities are even beyond this. In selling, we talk about selling the sizzle and not the steak. Isn't that what we are doing when we romance someone by selling the sizzle and not the steak?

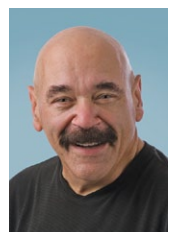
In the age old argument about *features tell, benefits sell*, it goes back to the “what's in it for me syndrome?” Someone may be really good looking or has nice features but the person who can do something for someone tends to be the one to make the sale.

We talk about romancing the customer and that is really what we are doing. We want our customers to fall in love with us and we must do everything in order to make that happen. One of the basic elements of selling is making suggestions, such as “did you see this?” Isn't that the same thing we want to do when we are having someone fall in love with us by showing them things, hoping they will like some of what we are showing?

Now I could discuss the multiple sales but because this article is rated “G”, I won't go down that path. Michael was 100% correct. The same principles that build interpersonal relationships are the skills we need to make a sale. We are in a people business. Logic makes us shop and emotions make us buy. That is why it is critically important to include likeability and the skills of likeability whenever we teach selling skills. Any sales training program that does not teach likability is doing the store a disservice. Likeability is not only a key element but is also the core element in making sales and obviously in building relationships.

Think about the ways you can become more likeable. Think about the skills of commonality, thinking about the things we have in common with people. We need to better understand the rule of reciprocity where the simple act of giving something to someone makes us more likeable. The essence of selling and building a relationship is knowing how to listen and the skill of being able to give a compliment effectively along with the silent compliment when we simply ask someone their opinion. **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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Does One Bad Apple Spoil the Bunch?

DEALING WITH A DIFFICULT TEAM MEMBER

I'm going to confess that, indeed, I remember the Osmond Brothers lyrics of "one bad apple don't spoil the whole bunch, girl..." The song lyrics, a spin-off from the original proverb, "one bad apple spoils the barrel," was a plea for the girl not to give up on love just because there was one ill-behaved boy out there. Yet, in recent years, we use this proverb to make excuses for just one person on the team who's not the very best example of what we stand for or support in our organizations.

"Well, he brings in his numbers," we might hear someone say as a reason for keeping around the abusive sales manager. Or, "he's got a brilliant engineering mind," when someone wonders why that guy gets special treatment and isn't held accountable in the same way as his peers. If we can tie some sort of important result to a person whose behavior isn't in alignment with our company mission or values, isn't it okay to keep them around?

In short, no; although sometimes to imagine your organization without this person's contributions might seem painful, what you might be missing are the hidden side effects of having someone on the team who really isn't a good fit—a bad apple, per se. What are these likely consequences?

- **Decrease in morale and loss of good workers.** Why would any great leader allow someone to consistently break the rules, abuse co-workers or customers,

spread malicious gossip, or foster negativity? Why on earth would I want to work there? The good ones are looking for a way out, if this is going on.

- **Loss of credibility in leadership.** All employee groups, whether it's explicit or implicitly stated, have a barometer of fairness by which they are evaluating you as the leader or owner of the business. When we look only at the technical skill aspect of performance, i.e. sales numbers, tangible results or KPIs (key performance indicators), we miss the overall impact of bad behaviors.
- **Lower overall performance.** Your employees or team members may be thinking, why should I go the extra mile, strive to stretch my goals, or put in the extra time, when this guy isn't going to and he still gets rewarded? Allowing bad behavior to continue fosters a lack of commitment and a growing sense of apathy. Wouldn't it be better to have an entire team of top performers, regardless of their focus, than just one person who might excel?

What can you do about these team members if, in fact, they are not helping the long term success of your organization and might be, like a bad apple, spreading mold spores to infect the rest of the barrel?

- **Have a courageous conversation.** You must be direct, specific and respectful. If you think it's at all possible

to retain them (and their talents) as employees, you need to confront what's been going on and what you want instead. Ask for what you want, be specific, share the positive outcomes of their willingness to change behaviors.

- **Identify a "by when."** If you don't also include a timeframe in which you want to see significant progress or evidence, their sense of urgency and yours may be very different.
- **Make a contingency plan.** Either do your own thinking, or discuss with a trusted confidant and advisor about how you want to handle it if they are no longer a member of your team. Sometimes, the fear of losing a talented bad apple is worse than the reality of their being gone and often (if not always), the whole team or organization can turn around and more than make up for the losses of this person.

For the future, make sure you have a clear Team Agreement in place, which helps everyone know what's expected in terms of interpersonal behaviors, and gives you a benchmark for conversations among the whole team. **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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Would You Like Fries with Your Order?

THE POWER OF THE ADD-ON SALE

The Add-on sale, is a time tested and proven sales technique that will increase your ticket profits without a huge investment or training on your end. You simply need to start asking the right questions, just like McDonalds started decades ago, “Would you like fries with your order?”

Consumers no longer have the time to or want to hop from store to store looking for a matching lamp, or rug or side table or wall art that will go perfectly with the brand new sofa set they just purchased. They expect to be able to purchase the sofa and all of their desired accessories at one store. Consumers are also beginning to gravitate towards the complete home store that sell the TV and surround sound audio system too.

Those of you who work closely with the Nationwide Furniture team have heard this message from me before. However, it doesn't make me happy to report, that many independent furniture dealers are still using pre-historic sales strategies and expecting to grow their business in the new marketplace. How do I know? Well, I shop your stores.

Recently my wife and I went “shopping” for furniture. We walked into a leading chain of furniture stores and went through the entire process, worked with the sales rep, picked out what we wanted, paid for it and left. The store never asked us if we would like a matching accessory, never asked for our contact info, never even asked our

names. That sales rep lost out on an opportunity to add to their ticket sale, build a relationship with us for future purchases and all he had to do was ask. We left pleased with our purchase but overall it was an uneventful shopping experience for us both. Nothing exciting, nothing memorable, nothing to make us come back again.

In contrast, we visited one of my wife's favorite clothing stores that same day. As soon as we walked in, we were greeted with lively music and a friendly welcome from the sales rep who later took clothing from my wife's hands and setup a dressing room, offered advice on styles, brought the needed sizes, and showed accessories that matched perfectly. We were even asked if we would like bottled water. We went in looking for a shirt and instead of leaving with one item; we had several complete outfits, the name of the sales rep and left our contact information for upcoming sales events. The next day, my wife also received a call back from the sales rep to let her know that the blazer she wanted was now in-stock.

WOW! What a different shopping experience, right? But the only real differences were the questions the two sales reps asked. The furniture rep could have easily provided us with the same level of service with just a few additional questions. For example: Do you already have side tables, rugs, lamps or wall art for the room? Would you like to see our matching sets for the dining area? Would

you like to protect your purchase with a product warranty? May I have your full name and email address so we can send you notice of our upcoming sales?

We are killing the experience when customers walk in and are not properly greeted, are not asked for their names, are not asked about their needs and wants. How many dollars are you leaving on the table simply because you haven't ensured your sales team is trained to ask the right questions? When they are not with a customer, are they prospecting for customers on the phone or through email?

A great salesperson doesn't just happen; you must take initiative from the top down to make sure training is an integral part of your employees' responsibilities. If you are part of a buying group like Nationwide that offers sales training and programs to incentivize your sales team, then use them. Make sure your sales reps understand the power of the Add-on sale and how easy it is to execute. Give the consumer today what they are looking for, what they expect. A stress free, no hassle, all-in-one shopping experience. **RO**

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

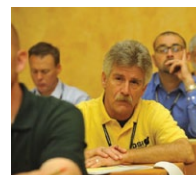




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The Changing Face of Appliance Retail

This month, the Kitchen & Bath Industry Show kicks off in Chicago, so it's only fitting that we talk about the state of appliance retail. There have been several major changes to the retail landscape that mean that things are going to change drastically in the next 24 months. Revolutionary changes to the face of large-appliance retail is inevitable.

For one, Wal-mart began its major-appliance test last year in which it began selling large appliances in a few dozen stores in Texas. Now, that "test" has expanded to 120 stores. Meanwhile, hhgregg recently predicted that white goods will become its biggest product category, with plans to become one of the nation's major appliance retailers. Other big-box manufacturers in the majap game are not doing well. This, combined with the proliferation of direct-to-consumer dotcom retailers mean that appliance marketshare is being gobbled up, despite recent declines in industry shipments.

Interestingly, however, in J.D. Power and Associates' 2011 Appliance Retailer Satisfaction Study, service-related aspects of appliance retailers, including sales, delivery, and installation services, were slightly more important to overall satisfaction than facility, product and price. "Appliance retailers often try to compete on price and merchandise, but the main differentiator when it comes to satisfaction is having knowledgeable and courteous staff available to assess and help meet customer needs," said

Jim Howland, senior director of the real estate and construction practice at J.D. Power and Associates. The study also showed that a courteous sales and delivery staff was valued above all else when it came to the sales and service aspect of the equation.

This alone presents hurdles for companies like Wal-mart, who are not known for trained and knowledgeable salespeople assisting customers, not to mention qualified installers to deliver and set up the appliance itself. The sales and service aspect of the study also points to the opportunity available to the independent retailer; this is where the independent dealer can see the light at the end of the tunnel.

There is a tremendous amount of value that the independent dealer adds to the mix, not the least of which is the breadth and types of products they provide. For example, the customers that shop at Wal-mart are not likely to be concerned with specialized appliance features that you might find in a high-end refrigerator or washer-dryer. We are talking about things like BTUs, timed cooking features, or oven-heat-up times that you might find on a top-of-the-line oven. The Wal-marts of the world are offering commodity product that serve to fill a need in the kitchen, not the gourmet readers of "Saveur" magazine looking for the ultimate chef's kitchen.

Independent retailers also present value when it comes to a dedicated sales staff that is very well educated on the

wares they are selling. The independent retailer must focus on dedicated and trained sales forces, qualified installation teams, and in-store vignettes to help provide the best experience to the discerning shopper. The basic questions of "how much?" and "will it fit?" that a Wal-mart customer might ask are much less important to the shopper in an independent store than quality of the product, brand reputation, sales, and service are.

In the face of these tumultuous changes in appliance retail, the independent retailer must remember that in nearly every business where box stores compete, smaller retailers have managed to survive. Just take paint, for example. Sure, Home Depot and Lowe's sell paint, but that doesn't mean you can't find a local Sherwin-Williams or Dunn-Edwards near you. That's because people still value expertise. Choosy customers want specialists, people who are masters of the trade and not jacks-of-all-trades. The independent appliance dealer needs to renew their focus on the shopping experience and how they are perceived by the consumer and not put these important factors on the back burner. **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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Capital Cooking rounds out our product line with the introduction of the new dual fuel Connoisseurian Series. The best attributes of our built-in electric wall ovens are matched with our gas cooktops that have earned us industry and consumer praise. Exclusive features such as MoistRoist

cooking and our popular motorized rotisserie system take their place in all 30", 36", 48" and 60" self-clean ovens available in stainless, ten standard colors and custom colors. Best of all, choose from our sealed burner or open burner cooktop options to match all cooking styles.



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Come and see the new dual fuel Connoisseurian Series in the Appliance Pavilion, Booth 327 at the Kitchen & Bath Industry Show in Chicago from April 22 to 24, 2012.



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The NKBA Announces Bill Darcy as New Chief Executive Officer

FORMER EXECUTIVE VICE PRESIDENT SEES THE ASSOCIATION
THROUGH A GROWTH OF MORE THAN 10,000



The National Kitchen & Bath Association (NKBA) announced the promotion of Bill Darcy to CEO. In his new role, he will continue the leadership he began in April 2011, as Executive Vice President. As evidence of the positive impact his direction has provided, the organization has also

officially announced an increase in the membership, bringing the total number of NKBA members from nearly 40,000 to more than 50,000.

Darcy began with the NKBA as the Manager of Marketing Partnerships, and has received numerous promotions including Manager of Business Development, where he generated more than \$1 million in non-dues revenue for the association, followed by Senior Manager of Marketing, Director of Marketing, and most recently as of April 2011, Executive Vice President.

As Senior Manager of Marketing, he made significant reductions in the organization's expenses and was then promoted to Director of Marketing, where he led projects such as the complete redesign and launch of NKBA.org, and the development of a program with HGTVRemodel.com that has driven millions of dollars of exposure for the NKBA.

As Executive Vice President, Darcy led initiatives that included launching a kitchen and bath industry directory, NKBA.org/Directory; a kitchen and bath career center, NKBA.org/Careers, and soon to be launched member health insurance affinity program. His investments in the NKBA's learning and development area, as well as corporate sales and member outreach have led to Lowe's—the world's second-largest home improvement retailer joining the

association's membership, helping to bring the count to its present number, which includes nearly 11,000 company or branch members in addition to the more than 40,000 individual members.

Darcy's outreach to industry associations such as the Kitchen Cabinet Manufacturers Association (KCMA), American Lighting Association (ALA), Association of Closet and Storage Professionals (ACSP), National Tile Contractors Association (NTCA), National Association of the Remodeling Industry (NARI) and Custom Electronics Design & Installation Association (CEDIA) have led to collaborative relationships and programs between the organizations.

"Since being promoted to Executive Vice President last spring, Bill has demonstrated that hard work, forward thinking and the willingness to take challenging issues head on leads to success," according to NKBA President Alan W. Zielinski, CKD. "The NKBA Executive Committee and Board of Directors are confident that Bill will seek out new opportunities to build a stronger association, one that will remain at the forefront of revitalization and growth in the kitchen and bath industry."

Prior to joining the NKBA, Darcy was Senior Director of Corporate Accounts at NASCAR's sister company, ISC. While there, his team managed sponsorship contracts totaling \$200 million from such sponsors as The Home Depot, AT&T, Motorola, Pfizer, UPS and Pepsi. Darcy holds a bachelor's degree in management from Moravian College.

"The association continues to focus on maintaining its position as the leading source for expertise, education and professional resources in the industry," Zielinski added, "and we look forward to the contributions Bill will make in his new role." **RO**

NKBA National Kitchen
& Bath Association

Kitchen & Bath Career Center

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EMPLOYMENT RESOURCE**

JOB SEEKERS: Search job descriptions and post resumes free of charge. The right opportunity is waiting for you at the Kitchen & Bath Career Center.

EMPLOYERS: Post multiple job opportunities and search resumes. Maximize your recruitment efforts and reach a targeted pool of candidates.

[Begin Your Search >> NKBA.org/Careers](http://NKBA.org/Careers)



Dealers at PrimeTime! 2012 Energized and Engaged

NEW OPPORTUNITIES EXPO, EXHIBITS AND MEETING APP

Nationwide Marketing Group super charged the show floor experience at the PrimeTime! buying show and strategic member conference that took place at the Gaylord Palms Hotel and Convention Center in Orlando, Florida on February 26-29, 2012. A reported 3400 dealers and vendors attended the event representing nearly 1000 total companies from across the US.

“The major reasons why PrimeTime! is well attended by dealers from across the country every year are the phenomenal show specials and valuable face time they get with key decision makers in the vendor community,” said Robert Weisner, CEO of Nationwide. “However, PrimeTime! is also about re-charging and gaining fresh, new insights and strategies that will help build profitability in today’s marketplace.”

According to Weisner, the show was full of opportunities to learn from PrimeTime! University courses and group meetings right onto the show floor with the new PrimeTime! Opportunities Expo, 48 Great Ideas Booklet & Giveaway and a newly updated Prime Media Exhibit.

“The new opportunities at PrimeTime! energized the atmosphere on the show floor and heightened the exchange of ideas and interaction between our members, vendor partners & service providers.” said Dave Bilas, Executive Vice President.

The Great Ideas Booklet & Giveaway was first introduced in August at the last PrimeTime! event in Dallas, Texas. It was so well received that Nationwide and participating vendors decided to put together another booklet which has 48 brand new ideas that were handed out to dealers who attend the event in Orlando.

“The booklet is filled with profitable takeaways that dealers can implement into their businesses as soon as they get back from the show,” said Bilas. “Dealers who took the additional time to visit with participating vendors at PrimeTime! not only received even more valuable information on these products and services but also got a chance to win giveaway prizes.”

The 48 Great Ideas grand prize winners were Solmaz Baghernezhad of Allwire Integrated Wiring Solutions who won an Electrolux 4 pc stainless steel kitchen package; Nancy Gelormino of Ebensburg Music Mart TV who won two Maytag Aqualift Ranges; and Dan Wettstein of Wettstein’s who won two GE Profile French Door Refrigerators.

Nationwide also introduced a new PrimeTime! smartphone meeting app to help show goers navigate the event and get the most out of their show experience. Meeting times, speaker information, complete vendor listings and maps were all available right at their fingertips through their smartphones.

The newly updated PrimeMedia exhibit incorporated the latest in floor planning and advertising materials. The exhibit came complete with digital signage and QR codes so that members could see how to implement new forms of marketing into their showrooms.

“Digital signage is everywhere you look, from retail stores to doctors’ offices. That’s because it is an exciting, eye-catching and highly effective way to send out targeted messages to your customers while they shop your store,” said Chief Operating Officer, Les Kirk.

Nationwide owns and operates PrimeMedia, a state of the art production studio facility near Atlanta Georgia, where they produce their own network of HDTV commercials, infomercials and custom video clips exclusively for members called MemberNet TV.

According to Kirk, over 1,000 members’ stores across the country already use MemberNet TV. The PrimeMedia exhibit at PrimeTime! showed how easy it is to install and begin using digital signage throughout a store from welcome messages at the front door to product highlights in appliance departments and rich video imagery on TV wall displays.

To learn more about the upcoming PrimeTime! buying show and strategic member conference being held in Washington, DC on August 19-22, 2012 at the Gaylord National in Washington, DC visit www.nationwideprimetime.com. **RO**



RETAILERS • DISTRIBUTORS • MANUFACTURERS

TRADE SHOWS, SHOWROOM OPENINGS AND SPECIAL EVENTS

**PRIMETIME!
NATIONWIDE KICKOFF**

Attendees enjoyed a night full of soulful performances, good food and quality networking time at the PrimeTime! Nationwide Kickoff held at the Gaylord Palms Resort in Orlando, Florida on February 26, 2012.

1. Greg Miller and Sharon Battelli of TTI Floor Care
2. Jillian and Laura Boggs of Lee & Jack's TV & Appliances
3. Nicole Brumagin and Amy Cuccaro of Oncore Home Theater
4. Kent and Garey Alimia of A-1 Appliance Electronics Furniture
5. Harvey and Maria Gilbert of Electrolux, Doug Allen of Climatic Home Products
6. Scott and Linda Eckler of Installation Unlimited
7. Gilly Bailey of Climatic Home Products, Michael and Satima Coomar of Class Appliance Center, Doug Allen of Climatic Home Products
8. Mike and Kaitlin Hinkle of Weber Bros ESQ, Inc



BrandSource Offers Members New Customer Financing Options Designed to Increase Spring Sales

0 %, 24-MONTH FINANCING FOR SIX-WEEK PROMOTIONAL PERIOD

BrandSource members attending the merchandising group's recent summit in Orlando were briefed on a first-of-its-kind financing program geared toward helping them better compete during key spring buying periods including Earth Day, Mother's Day and Memorial Day weekend. The new BrandSource credit card offers qualifying customers 0 percent interest, 24-month financing for a six-week promotional period that begins on April 22 and lasts through the end of May. The cost to the dealer is less than 1 percent.

"When a typical retailer runs a 0 percent interest, 24-month promotion, associated fees often climb as high as 10

percent, making it cost-prohibitive," said Bob Lawrence, CEO of BrandSource. "We've negotiated with Citi Financial Services to help offset the cost of this program so our members pay less than 1 percent. The money saved can be used for other things, including additional promotions or even member dues."

Earth Day marketing campaigns have exploded over recent years, with increasing numbers of major appliance, electronics and home furnishings retailers offering a variety of green- and energy-themed promotions. Men looking for Mother's Day gifts often purchase consumer electronics, major appliances or products geared

toward outdoor entertaining. During the busy Memorial Day shopping weekend, consumers often search for great deals. Special promotions can generate sales all weekend long.

"Big box stores run aggressive advertising and promotional campaigns throughout the spring, and our members need a competitive edge," said Lawrence. "This program is designed to help BrandSource members drive foot traffic into their stores and help customers purchase what they need for their families with easier payment terms." For more information on becoming a retail supplier or partner, please call 1-800-920-6984 x1. **RO**



Left: Jim Ristow executive VP of Home Entertainment Source, addresses the audience during the BrandSource recent summit in Orlando. **Center:** During the recent BrandSource summit in Orlando, the merchandising group announced a new financing program designed to make it easier for members to help customers finance the purchase of major appliances, electronics and home furnishings. **Right:** Bob Donaldson, VP of digital communications for BrandSource, addresses members during the merchandising group's recent summit in Orlando.

2012 •

UPCOMING EVENTS

• 2012

EARTH DAY—APRIL 22

APRIL

EARTH DAY APRIL 22

21-26

HIGHPOINT MARKET

HIGH POINT, NC

www.highpointmarket.org

24-26

KBIS – KITCHEN & BATH INDUSTRY SHOW

McCormick Place

CHICAGO, IL

www.kbis.com

MAY

NATIONAL HOME IMPROVEMENT MONTH

5-8

NATIONAL RESTAURANT ASSOCIATION SHOW

McCormick Place

CHICAGO, IL

show.restaurant.org

6-8

HOME FURNISHINGS INDUSTRY CONFERENCE

Westin Mission Hills

PALM SPRINGS, CA

www.homefurnishingsconference.com

9-11

LIGHTFAIR

Las Vegas Convention Center

LAS VEGAS, NV

www.lightfair.com

15-17

HOSPITALITY DESIGN EXPOSITION & CONFERENCE

Sands Expo & Convention Center

LAS VEGAS, NV

www.hdexpo.com

17-19

AIA 2011 NATIONAL CONVENTION AND DESIGN EXPOSITION

Walter E. Washington Convention
Center

WASHINGTON, DC

www.aiaconvention.com

JUNE

11-13

NEOCON WORLD'S TRADE FAIR

NeoCon - Merchandise Mart

CHICAGO, IL

www.neocon.com

27-28

PCBC 2012 HOMEBUILDING TRADESHOW

Moscone Center

SAN FRANCISCO, CA

www.pcbc.com

JULY

NATIONAL PICNIC MONTH

30-AUG 3

LAS VEGAS SUMMER MARKET

Las Vegas World Market Center

LAS VEGAS, NV

www.lasvegasmarket.com

AUGUST

19-22

PRIMETIME! BY NATIONWIDE

Gaylord National

NATIONAL HARBOR, MD

www.nationwideprimetime.com

20 -23

MEGA FALL NATIONAL CONVENTION

Downtown Marriott

LOUISVILLE, KY

www.megagroupusa.com

28-29

BRANDSOURCE CONVENTION

Caesars Palace

LAS VEGAS, NV

www.brandsourceconvention.com

31 – SEPT 5

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NOTE: Attention Buying Groups, Associations, Distributors & Manufacturers—Please submit your event schedules to production.retailobserver.com at least two months prior to the date so that it may be included in our Upcoming Events Calendar.

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Advertise BIG...Use Your Vehicle

In the business world, we are all trying to find better, more cost effective ways to market and advertise. Sometimes the best vehicle for your marketing may be just that—your vehicle. How many hours do we spend driving in our cars, sitting at stop lights staring at the rear end of someone else's car or truck? You are a captive audience and your eyes are looking for something to look at, to read, to interest you, right?

So why not take advantage of this time and focus your advertising on getting the attention of everyone around you, just by driving your van? Your vehicle is a blank canvas in which you can put your logo, phone number, slogan, image or advertisement. Don't rely on your potential customers finding your advertisements; take it directly to them so they can't miss it!

attached to your truck in a variety of ways. Whether you use one-time use adhesives, (a fancy word for big sticker) or reusable, changeable vinyl signs for your truck, you have now created a huge advertisement that will be seen anywhere you creatively drive or park it to get the most exposure. Don't just park it in front of your store; park it at the mall, on a busy street corner, or near your competition. The best part is, once you buy your graphics, you own them. You are putting your ad right in front of your potential customer, constantly, and consistently for a one-time cost.

Still another huge advertising tool that isn't used nearly enough are your store windows. Here you have more billboards that your potential customers can see from the street. Yes, most places put their wares in the windows, but why not grab their attention while they are looking? Window graphics can be printed with



Vehicle wraps and truck advertising are one of the most cost effective ads with the most visual impact. Studies by the American Trucking Association show that 91 percent of people notice words and pictures when displayed on trucks. Metro trucks are seen by 14 million pairs of eyes a year. Take advantage; show more than just a name on the side of your delivery truck.

Branding is the key to creating a niche in your market. By using your vehicle, you embed your brand directly into the community. Displaying graphics that are tailored to fit your local demographics is a perfect way to reach other qualified buyers along your delivery routes.

Advertising on your delivery truck or van is a perfect way to use something that you already own, use and pay for as your own mobile billboard. Truck advertisements can be

any images, logos and text in dynamic and eye catching designs. Here you can put images of your products, with brand names, prices etc. so your customers get an eye-full before they ever step into the store. Don't make them guess what you have, tell them! Window film is see-through, so when you are inside you can see out clearly. The cost is minimal and again, once you buy them they are yours forever. No recurring costs, no contracts and no rate hikes to deal with. Makes sense doesn't it?

So take a look at where you are spending those precious advertising dollars and change the way you think about your assets; cars, trucks, delivery vans, and windows which can all be put to better use.

So advertise BIG! Start using your windows, cars and trucks to get more market share.

For more information, go to www.truckskin.com **RO**



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2012 Appliance Service Training

PRESENTED BY UNITED



United Services Association (USA) held their 20th consecutive annual convention, the Appliance Service Training Institute (ASTI), February 15-18 at the El Tropicano Hotel in San Antonio, TX. The ASTI is the industry's premier appliance service management and technical training event attended by independent appliance service companies and their trade partners. The five-day event attracted over 435 industry professionals up 25% over last year's attendance, the convention offered 30 business management classes, 44 technical appliance classes, a trade show and networking opportunities.

The excitement and energy surrounding the education and social events created a unique environment to build stronger business relationships and acquire the skills and training needed today and in the future. Over 100 attendees Pre-registered for next year's event to be held on March 6-9, 2013 at The Coronado Springs Hotel in Walt Disney World Florida.

Prominent Illinois attorney Robert Goldberg opened the ASTI with a compelling keynote address relating the acronym ASTI to the importance of Appearance, Skills, Technology and Independence in today's marketplace. Dina Dwyer-Owens, CEO of the Dwyer Group that owns Mr. Appliance the platinum sponsor of the ASTI closed the event with examples of how to build success in your company and your life with a proven code of values. Dina also accepted an honorary chair position of the new group "Women in Service Excellence" formed at the ASTI. The W.I.S.E. committee of USA will work with the women in the service industry creating an educational program that focuses on the hurdles that women face in the male dominated service industry and how to overcome them.

BSH Home Appliances Corporation awarded its top regional service partners for excellence in service and technical knowledge at the Appliance Service Training Institute



Appliance Service Institute

SERVICERS ASSOCIATION

convention. The Servicer of the Year award was created two years ago to recognize BSH service providers for their stellar work ethic, dedication to customer service, professionalism and to also enhance their reputations for exceptional work in the appliance service industry.

The 2012 USA Lifetime Achievement Award was awarded at the event posthumously to Bill Wingstedt, editor of the Appliance Service News for his dedication to communication in the appliance service industry. "I think he liked the exactness of it all," his wife said. "He liked to make the unintelligible readable, and he was very good at clarifying and simplifying ideas and presenting them in a concise form." Mr. Wingstedt, 85, died of lung cancer Saturday, Jan. 21, at his home, said his wife, Peggy.

Every segment of the appliance industry was represented including Service Company CEO's, technicians, manufacturers and parts distributors. The importance of this convention to the industry was evident by the strong sponsorship support from Mr. Appliance, Mega Group, Lowe's, BOSCH, Sub Zero, Wolf, Whirlpool, Electrolux, Brand Source Service, NARDA, NEW, Certified Service Center, Rossware and Service Company Solutions, Plus One Solutions and the Appliance Parts Distributors Association.

United Servicers Association is a North American service trade association formed by servicers for servicers in 1992. Its mission and purpose is to develop and provide services and programs intended to assist members in building strong businesses for the purpose of competing successfully in North America's competitive environment. To achieve these goals, USA provides educational programs, financial services, government relations, and management and marketing programs. Visit USA's Web site at www.unitedservicers.com.

For more information, contact Paul MacDonald at: paul.m.macdonald@unitedservicers.com, 800-683-2558. **RO**





Certification and the Appliance Industry

Our industry and our economy are changing. In the last 7 years our country has outsourced millions of jobs. However there are some jobs that because of their nature can not be outsourced.

Some of those jobs are: waiters and waitresses, janitors, food preparation, cashiers, retail sales persons, registered nurses, general managers, teachers, appliance and electronic in-home service professionals

Notice that the occupation that you have chosen is on the list. Also notice that only three of these positions require a college degree. The rest including the in-home service professional rely on on-the-job training. Obviously YOUR advantage is that you have chosen to be part of an industry that, at this time, cannot be outsourced. However, because our industry does not require a college degree OR industry credentials to prove a technicians competency, anyone who can turn a screwdriver can call themselves a technician and as is the case with some irresponsible companies, turning a screwdriver is the only requirement needed to be hired and then sent out to the unsuspecting consumers home in the guise of a true professional.

The independent service shops are now facing stiff competition from low cost labor providers who consistently hire people with out industry credentials. This forces the independent service shops to either compete by lowering their rates (and their standard of living) or just not do business with those companies

demanding the low rate. Cheap labor is an attack not only on the independent service professional but on the true stakeholder which is the consumer.

As independent service professionals you must recognize the level of competency and proficiency at which you are expected to perform. Today's

“ IT IS NOT THE STRONGEST OF THE SPECIES THAT SURVIVE, NOR THE MOST INTELLIGENT, BUT THE ONE MOST RESPONSIVE TO CHANGE. ”
—Charles Darwin

sophisticated appliances and educated consumers demand skill levels and aptitude that can only be achieved with education and experience AND proven with the credentials that only industry based Certification provides.

The INDUSTRY'S demand for certified professionals, the manufacturers demand for world class service AND the

independent service professionals need to differentiate their business from the rest of the competition are the driving forces behind the certification movement.

Certification raises the level at which the consumer views the independent service provider and proves to the consumer that their shop has the credentials necessary to meet their expectations and competently complete their service repair.

BUT MORE THAN THAT.....

Certification also gives YOU the credentials, recognition, confidence and self-esteem that you are one of the best in the industry, measured by your peers.

If you are not a certified appliance professional and if your shop is not a Certified Service Center, I challenge you to consider the advantages to becoming one. I also challenge the Manufacturers and TPAs to look seriously at the Certification Movement and begin to offer incentives and encouragement to those shops that exhibit the professionalism and pride of becoming certified.

Remember, if you want to be successful it's simple—love what you are doing, believe in what you are doing and most importantly, know what you are doing **RO**

Ralph E. Wolff
MCAP, CSM
Industry Relations, PSA

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



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ETA Sets the Date for 2012 Education Forum

OCTOBER 15-20—THE INN AT DEPAUW & EVENT CENTER, GREENCASTLE, INDIANA

The Electronics Technicians Association International (ETA) recently announced the dates for the 2012 ETA Education Forum. The event will take place October 15-20, 2012 in Greencastle, Indiana at The Inn at DePauw & Event Center, located on the beautiful DePauw University campus.

The ETA Education Forum provides technicians, students, and educators from around the world an opportunity to obtain valuable training and certification in multiple technology fields. Due to the generosity of sponsors and loyal relationships between ETA and other key companies such as Corning Cable Systems, Motorola, Harger Lightning Protection, and OSP Magazine, ETA is able to offer this event and training at low cost to attendees. ETA is and will remain an organization for the technician. Bringing this valuable training at an affordable rate is one way for ETA to honor its commitment to technicians. The ETA Education Forum is also the venue for the ETA Annual Awards Banquet and the Annual Membership Meeting.

This year's Education Forum will host the Motorola Communication Site Installation Practices (R56) training; Corning Cable Systems' TS-LAN-500 Hands-On Comprehensive Installation Technology Course for Optical Multimode and Single-Mode Local Area Networks; Lightning and Grounding Protection from Harger Lightning Protection; a special communications course led by Ira Wiesenfeld (named as one of the top 21 mission-critical consultants by MissionCritical Communications Magazine in November/December 2011.); ETA Customer Service Specialist (CSS) training; and many more. Attendees will also attend world-class presentation sessions led by industry experts.

Among those lined up for general conference sessions are Dr. Thomas Steffen of CertTEC located at the Kennedy

Space Center in Orlando, FL; Jay Warmke of Blue Rock Station in Philo, Ohio; Tom Janca of Utility Ethernet in Greenwood Village, CO; Professor Stephen Fleeman of Rock Valley College in Rockford, IL; Project Manager Chester Kolodziej of Freedom Field Renewable Energy Systems in Rockford, IL; and many more. ETA will also be providing proctoring services for attendees during the event. Any person wishing to take an ETA certification exam during the event will need to register for the examination with ETA prior to attending the forum.

ETA's 2011 Education Forum produced an unprecedented amount of growth from previous years.

With this in mind, paired with the exciting new workshops and sessions in store for 2012, ETA expects the 2012 Education Forum to continue to grow in the number of general sessions, training workshops, and attendance.

For more information on the 2012 ETA Education Forum please visit the event website at www.educationforum.info or contact Chrissy Baker, Event Coordinator at (800) 288-3824 or cbaker@eta-i.org.

ETA[®] International - Founded in 1978, the Electronics Technicians Association, International is a not-for-profit professional association fostering excellence in electronics through certification. The association's initiatives are to provide a prominent certification program of competency criteria and testing benchmarks that steer international electronic standards and renowned professional electronics credentials. Today, ETA has issued over 115,000 technical certifications addressing more than 80 certification programs in a variety of electronics fields. The association consists of over 5,000 members, 625 Subject Matter Experts (SME's) serving on various Industry Advisory Committees, and 1,010 Exam/Certification Administrators (CA's). www.eta-i.org **RO**



How can you drive your competitors stark raving **mad & insane** with jealousy?

By being the only person in your area that gets to take advantage of this one-of-a-kind opportunity!

This year, I will work closely with ONLY 60 people who want to **explode** their profits by adding Dryer Vent Cleaning, and I reveal all the **tips, tricks and secret marketing strategies** it took me 19 years to learn! I have grown my appliance service business to dominate my market, and I'm teaching others to do the same (in WAY less time!)

- **NOT a franchise, NO franchise fees**
- **Step-by-step technical training using the most effective Dryer Vent cleaning method on the planet!**
- **Protected Territories** mean that if **YOU** get in on this opportunity, your competitors are locked out!
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BSH National Servicer of the Year Award

BSH Home Appliances Corporation awarded its top regional service partners for excellence in service and technical knowledge at the Appliance Service Training Institute convention in San Antonio, Texas. This convention was attended by 435 of the leading service providers from North America. The Servicer of the Year award was created two years ago to recognize our service providers for their stellar work ethic, dedication to customer service, professionalism and to also enhance their reputations for exceptional work in the appliance service industry. This award



From left: David Brightman, BSH National Service Manager for North America; John Stasukelis of Stasukelis Appliance, Inc.; Scott Paraniuk, BSH Field Service Manager for New England Region; Andreas Doege, BSH Director of Customer Service for North America

represents the care BSH invests in enhancing their service network, strengthening those relationships and ensuring that our authorized service partners are true representatives of our brands by providing in-depth training on our premium appliances and emphasizing customer service.

The BSH National Servicer of the Year Award is highly esteemed within BSH Customer Support and it symbolizes everything we aspire to every day—passion or good service, utilizing up-to-date technical knowledge, and holding the Bosch, Thermador and Gaggenau brands in high esteem.

THE REGIONAL WINNERS OF THE 2011 BSH SERVICER OF THE YEAR AWARD ARE:

Priority Appliances - Western Canada
Stasukelis Appliance, Inc. - New England
Appliance & Refrigeration Hospital - Northwest
Best Appliance - Northern CA/NV
A & M Home Services - Mountain
Dino's Appliance Factory Service - Southern
Factory Direct Appliance - Mid-South

ABT Electronics, Inc. - Midwest
Reimers Appliance Service - Mid-America
TA Appliance - Eastern Canada
Tee-Jay Appliance Parts & Service - NY/NJ
Dependable Service of Georgia, Inc. - Southeast
Sun Appliance Service - Southwest
Top Notch Appliance Service - Mid-Atlantic

AND THE 2011 BSH NATIONAL SERVICER OF THE YEAR IS...

Stasukelis Appliance, Inc. - New England Region

Please join us as we applaud and recognize these professionals for their dedication to providing outstanding service, continually updating their technical skills, and representing the BSH service network admirably.

For more information about BSH Service and the Servicer of the Year contest, e-mail David Brightman (BSH National Service Manager – North America) at: david.brightman@bshg.com. **RO**



BODY GLOVE
WATER FILTER SYSTEMS
 FILTERED. CLEANER. BETTER.

**UTILIZES
 EXISTING
 FAUCET!**

BG-6000FF

**FULL FLOW
 FILTER**

- **Utilizes Existing Kitchen or Bath Faucet - No Drilling Required**
 (Hook Up to Any Cold Water Faucet)
- **Advanced Water Filtration and High Flow Rate**
 (2.5 Gallons Per Minute)
- **6,000 Gallon Capacity**
 (Estimated 1 year filter life)
- **Reduces Lead, Cysts & Select VOC's**
 (Volatile Organic Chemicals)
- **Certified & Validated Performance**
 (Tested by NSF to Standards 42 & 53)



RECYCLABLE CARTRIDGE!

**QUADSTAGE
 FILTRATION**

**INTEGRATED MEMBRANE
 PRE-ACTIVATED CARBON
 TECHNOLOGY**

See the current Performance Data Sheet for complete contaminant reduction performance claims.
 Do not use where water is microbiologically unsafe or with water of unknown quality, except that systems certified for cyst reduction may be used on disinfected waters that may contain filterable cysts.



Quiet or Clean? KitchenAid® Dishwashers Give You Both

KITCHENAID DISHWASHERS DELIVER 25% BETTER RESULTS VS. THE COMPETITION*

When you cut through all the talk about cycles and loading options, selling a premium dishwasher comes down to two things: quiet, energy-efficient operation and powerful washing and drying performance. KitchenAid dishwashers feature two distinct wash systems that are incredibly quiet and deliver performance that is measurably better than the competition.

“Understanding what today’s dishwashers offer and knowing what to look for to get the best performance will help ensure that you’re happy with this kitchen essential for years to come,” says Stephanie Deegan of KitchenAid.

25% BETTER RESULTS THAN THE COMPETITION*

KitchenAid has a filter-based wash system and a disposer-based wash system. The filter-based Superba® EQ Wash System delivers exceptional wash performance with a true variable-speed motor that automatically adjusts the power based on water conditions. This maximizes the effectiveness of pressure-optimizing wash arms that direct water through narrow jets and targeted wash zones. The result is powerful cleaning performance that is spread to every corner of the dishwasher and with lower water use.

The disposer-based Superba series or classic series features a built-in hard food disposer with a self-cleaning filter. This is the system that may be particularly desirable for consumers who grew up with KitchenAid or have previously owned a KitchenAid dishwasher.

These dishwashers also have another classic KitchenAid feature, four stainless steel wash arms that spray water in precise directions to cover every corner of the dishwasher.

No matter which dishwasher they choose, your customers will get clean dishes without having to pre-rinse a single dish...ever. Sensor-controlled wash cycles, more space for water to flow through the racks, and wash arms that are designed for efficient, effective cleaning help ensure that every dish is scrubbed clean.

And, with a KitchenAid dishwasher, your customers will no longer have to settle for an “it washes, you dry” system. Selecting the heat dry option activates a dedicated heating element that pulses on and off at regular intervals to ensure dry dishes at the

end of the cycle. In addition to a heating element, every model has a 100% stainless steel tub that retains heat from the rinse water for improved drying results.

AMONG THE QUIETEST BRANDS IN THE INDUSTRY

Every KitchenAid dishwasher is amazingly quiet. No dishwasher has a sound level above 52 dbA**—that’s quieter than the average conversation.

The Superba EQ series is our most quiet line of dishwashers with sound levels that don’t exceed 46 dbA. It features our quietest dishwasher, model KUDE70FX, which has a sound rating of just 40 dbA.** “All of our dishwashers are quiet, but 40 decibels is beyond quiet,” notes Beth Robinson of KitchenAid.

And all KitchenAid dishwashers meet ENERGY STAR® and CEE energy qualifications. Some models are significantly more efficient than the minimum federal energy standards, and may be eligible for rebates in select states.

For more information visit KitchenAid.com. **RO**

®ENERGY STAR is a u.s. registered mark.

* combined wash and dry results of leading premium brands’ highest MSRP models; dry testing conducted without rinse aid.

**per IEC standards, normal cycle.





Our dishwashers make pre-rinsing a thing of the past.

We love everything about the kitchen. That's why we make everything for it. Like dishwashers that deliver 25% better results versus the competition.* Exceptional washing performance means you won't have to pre-rinse your dishes. And a dedicated drying system ensures your dishes are dry at the end of the cycle. It makes you wonder what we'll think of next.

Nobody knows the kitchen like KitchenAid.



FOR THE WAY IT'S MADE.®

*Combined wash and dry results of leading premium brands' highest MSRP models; dry testing conducted without rinse aid.

Learn more at KitchenAid.com/Dishwashers

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NO ONE CAN BEAT THIS LINEUP.



Frigidaire Gallery® Range with Symmetry™ Double Ovens Each oven is big enough to cook up to a 28-pound turkey. And it's big on versatility too. You can cook an entire meal at different temperatures at the same time.

Frigidaire Gallery® Dishwasher It's the best-drying dishwasher in its class.¹ You'll never have to towel dry again.

Frigidaire Gallery® French Door Refrigerator Finally, a French Door Refrigerator that maximizes usable space on the inside, so you can store more.

FRIGIDAIRE
Frigidaire.com

¹Based on industry-standard dryability testing using Effortless™ Dry for plastic-interior dishwashers.