

The Retail Observer

November, 2013

AN EYE ON THE INDUSTRY SINCE 1970

Vol. 24, Issue 11

IFA 2013

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AND MEDIA INTEREST FROM ABROAD



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Gratitude

As we find ourselves in the midst of the holiday season, I almost always start thinking of Thanksgiving Day. Just the word “thanksgiving” conjures up good feelings for me and the simple word – gratitude.

According to *Psychology Today*, gratitude is an emotion expressing appreciation for what one has—as opposed to, say, a consumer-oriented emphasis on what one wants or needs. Gratitude is what gets poured into the glass to make it half full.

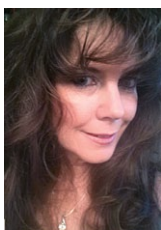
We spend a lot of time learning how to get what we want and often relate this to finding the best ways to manage our inventory, our staff, our money and time. We read up on the latest business strategies and attend training seminars hoping to get an edge-up on our competition.

But what I’ve found that is often not taught and what we so easily overlook, is that gratitude should be part of the foundation for any new endeavor. Especially for the independent dealer who relies on their own entrepreneurial spirit to drive them onward as well as the support from family, friends and employees and open collaboration with service and vendor partners.

Taking time first to be grateful for who you are today and your successes up to this point will prepare the fertile ground needed for seeds of growth. Taking time to express gratitude to the people in your life for who they are today will only increase their support for your future goals.

Everyone in your life plays a critical role in your business’s success. Instead of thinking, what can I get from this person, begin to think, what have I already received? Studies have shown that looking through life through the lens of gratitude can not only assist in efforts to cultivate but will increase levels of well-being and happiness among those who cultivate it. Grateful thinking—especially expression of it to others—is also associated with increased levels of energy, optimism, and empathy.

So tomorrow morning I encourage you to wake up with the words, “I’m grateful for...” and when you look in the mirror tell yourself thank you for..., I appreciate you because... and do the same with every person you talk to or do business with during the day. You will soon find out how full your life and business already are and this newfound gratitude will inspire you to want to reach even higher for you and for them.



Gratefully Yours,

Eliana Barriga
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The Retail Observer

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CELEBRATING OUR 24TH YEAR
AS *THE RETAIL OBSERVER*

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2014 is Looking Up— Are You Optimistic Too?

op-ti-mism defined.

1. a disposition or tendency to look on the more favorable side of events or conditions and to expect the most favorable outcome.

The current year is coming to a close and a new year of opportunity awaits us all. Throughout 2013 I have had the chance to speak with many Retailers, Manufacturers and others in the Kitchen and Bath, Furniture and CE Industries. The majority have made similar comments to me, "Our numbers are well over what we budgeted!!!" and that's Great News.

What led to your accomplishments this year? What are you planning for next year? These questions may take a few days to answer and may require that you stop for a while and take a breath. Yes, literally breath, oxygen is a great stimulant for the mind. I found from past retreats that taking time away from your business can be invaluable to both the company and your sanity. We all need some time away to take a break and think.

Start by reviewing and critiquing key business concerns then brainstorm ideas for future solutions. This should provoke other items that need to be discussed and pondered over. Take a poll by asking your employees what they think works and what things they might change. Get your accounting up to date and make a list of all your upcoming promotions and sales programs. Even if you can't go far, setting aside time to put together a clear plan will help you get the new year started on the right foot!

In closing, I would like to respectfully acknowledge the passing of Chuck Edmonds. Chuck was the founder of *The Northern California Retailer* and *The Retail Observer*. He passed peacefully at his home in San Jose CA. on October 1. His passion and love for this Industry, made him a man I truly looked up to and I will miss him greatly. A memorial will be held in his honor in mid-November. Please let me know if you are interested in more information. We welcome any stories about Chuck that you would like to share with us and his family. Please email them to moe@retailobserver.com. Thank you Chuck, for your many years of service.



Regards,

Moe Lastfogel
moe@retailobserver.com

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IFA 2013

Attracts Increasing Trade Visitor & Media Interest from Abroad

1,500 EXHIBITORS DISPLAYED THEIR VAST RANGE OF PRODUCTS AND INNOVATIONS ON RENTED DISPLAY AREAS COVERING 145,000 M².

Overall, approximately 240,000 visitors attended IFA 2013. “We are delighted with the worldwide level of interest which this year’s event attracted and were able to welcome more than 142,000 trade visitors (+1.4%), of whom 46,000 came from abroad (+2.2%).” Jens Heithecker, the director of IFA: “The number of international journalists attending rose to 2,360, so that IFA was able to build on its reputation with the media as the world’s most relevant event,” says Dr. Christian Göke, chief executive officer of Messe Berlin.

IFA Global Broadcasting Center Attracts Radio and TV Channels from Around the World

The high level of interest expressed by the media was reflected by increased demand for transmission time at the IFA Global Broadcasting Center. The list of international TV and radio stations which cooperated with IFA and covered events in Berlin included China, Dubai, France the UK, Italy, Japan, Qatar, South America, Austria, Poland, Korea, Turkey, as well as CNN, CBS and Fox News from the USA.

IFA International Keynotes: The Global Stage for CEOs

The list of high-ranking speakers at this year’s IFA International Keynote series was particularly long. As the highly coveted event where CEOs and senior executives gather, this year’s keynote series focused on the personal visions and strategies of its speakers. They included Pieter Nota, vice president of Philips and CEO, | *continued on page 10* |



consumer lifestyle, Philips; Dan Hesse, CEO of Sprint Corporation; Alan Mulally, president and CEO of Ford Motor Company; Turan Erdogan, CEO of Vestel Group; Colin Angle, co-founder and CEO of iRobot, and Noel Lee, founder and CEO of Monster, Inc.

IFA Summer Garden Concerts Sold Out

More than 40,000 visitors came to enjoy the sunny, summer atmosphere of the IFA Summer Garden, one of Berlin's most beautiful open-air venues. Helge Schneider, Philips Poisel, Die Neuen DeutschPoeten, Unheilig and Heino got the audiences into a lively partying mood.

HIGHLIGHTS OF THE PRODUCTS AND SECTORS ON DISPLAY AT IFA

Samsung: Exhibits Large Refrigerators & Smart Washing Machines

The home appliance division of Samsung is bringing a whole new generation of washing machines and refrigerators to IFA. They include the Smart Control VRT Plus, which can be operated by means of an app. The type of textile, number of rinsing cycles and rotation speed can all be selected. It is even possible to interrupt the washing program if that second, missing sock turns up. If a fault occurs the machine will conduct a self-diagnosis. The code in the digital display is scanned in and relayed to an engineer. In this way the damage can be precisely identified. The new French Door refrigerators with a capacity of 510 liters operate with two cooling systems. The floors of the refrigerators can be folded back, and the built-in carbon dioxide dispensing tap enables users to even make their own mineral water. The temperature of the middle shelf can be varied, depending on whether one wishes to cool drinks rapidly or store fish and meat there.

Haier: High Economical Washing Machines, Giant Refrigerators

Haier, a manufacturer of home appliances, is presenting refrigeration units in XXL format at this year's IFA. The 3D French-Door fridge-freezer combinations measure 1.9 by 1 meter and offer a substantial 689 liters of volume. In the refrigerator section the temperature on two shelves can be adjusted individually between -1 and +3 degrees for storage of fish, meat, fruit and vegetables under perfect conditions. Drinks can also be cooled down rapidly. The Intelius 600 washing machine is making its world debut and can offer a 50 percent better energy saving than the best commercially available units with the energy efficiency rating A+++.

"The same applies to the water consumption, which is less than five liters for each kilogram of washing," according to Sales Coordinator Julian Lietzau. The load is measured by a sensor and adjusts the water and detergent consumption accordingly.

Garmin: Featured a Head-Up Display with Its Smartphone App

"Until now, easy-to-operate head-up displays have only been fitted in expensive luxury cars," says Jörn Watzke, vice-president of Mobile Phone Business Worldwide at Garmin. Via StreetPilot for iPhones or Navigon for Android smartphones, Garmin has become the first satellite navigation company to offer its app users vital information such as the next turn-off,

the best lane to use, the time of arrival, the vehicle's current speed along with a speeding warning function, all in the driver's line of sight. It functions by connecting an image projector to the mobile phone via Bluetooth which in turn projects data onto a reflector or a clear foil (supplied) that is attached to the windscreen. This head-up display is available as of mid-September from app shops and from selected Telekom partners and their internet portals.

Kronoz: Smartwatches for Every Smartphone

It was only a year ago that together with a partner from the watch industry the electronics specialist Boris Brault set up Kronoz in Geneva. Six months later ZeWatch and ZeBracelet were the first smartwatches to appear on the market which can connect with a mobile phone via Bluetooth and can be wrist-operated using an integrated microphone and loudspeaker. "We have already delivered 15,000 to ten countries," says Brault, who is displaying these watches at IFA for the first time. "Most smartwatches only function with a single make of smartphone, whereas our products operate with any device," says the CEO of Kronoz. Also on display at IFA is ZeNano, which has a touchscreen, headphones, a phone directory that can store up to 2,000 entries and features longer talking and standby times. All three watches are equipped with an alarm function that activates whenever the wearer moves more than ten meters away. Other watch models are currently under development.

Haier: Presented Android TV and Television Sets with Eye Control

The U7000 series from Haier that is on display at IFA is a new range of televisions with an integrated Android 4.1 operating system. The company is also exhibiting the second generation of its Smart-TV kits, designed for Android 4.2, which can turn any TV set with an HDMI socket into a giant tablet computer. In both cases the remote control on the back is provided with a keypad, explains Tanja Heise, product manager for Brown Goods for Haier Deutschland GmbH. Examples of the next generation of TV sets are being exhibited by Haier with a 55 inch OLED receiver with built-in stand, a surrounding frame with a width of just 1.5 millimeters, and a depth of only four millimeters. The sets were first introduced last year, and have now been improved with the addition of an eye control function with the aim of making it easier in future for the visually impaired to enjoy viewing. This manufacturer has also expanded its HaierPad range with seven new tablets, and is celebrating the debut of its new range of Android smartphones with six models and a 3G router. When used abroad it can generate a virtual SIM card to enable calls to be made at local tariffs.

Making Its Debut at IFA: First Clothes Drier with Heat Pump from AEG

Heat pumps and dust briquettes: A whole range of innovations for the home is again being presented by AEG at IFA. The Lavamat eco-combi drier washes and dries clothes in a very energy-efficient way, being the first of its kind to be fitted with a heat pump. No cooling water is used during the drying process, thereby reducing water consumption to 63 liters for nine

kilograms of washing. AEG has also addressed the subject of emptying vacuum cleaners. "This can stir up quite a lot of dust," says Andreas Gelsheimer, product line manager for Germany and Austria. The new UltraCaptic vacuum cleaner solves this problem by condensing the dust in the container to form a briquette, which can be hygienically emptied into the waste bin at the press of a button. The UltraSilencer appliances operate at a noise level of only 61 decibels.



Liebherr: Abolishes Handles

The exhibits by Liebherr Hausgeräte Ochsenhausen GmbH at IFA reflect the trend for kitchens free of handles. With TipOpen technology it is only necessary to tap the new wine storage base units to open them. It does not matter where one taps the door. Available as a stand-alone or built in wine cabinet, they are provided with low-vibration mounted compressors and telescopic rails for perfect storage and conditioning. The BioFresh technology in the refrigerators uses two drawers: In the HydroSafe with its high humidity, unpackaged fruit and vegetable retain their flavour and vitamins three times longer than in a normal refrigeration compartment. The DrySafe is ideal for storing airtight packs of meat, fish and dairy products. For retail outlets Liebherr also provides modular shop-in-shop systems enhancing the display of its products.



Bosch: Presents What are Possibly the Quietest Appliances of All

The total of 320 A+++ home appliances being exhibited by Robert Bosch Hausgeräte GmbH at IFA is possibly a record. The company does in fact offer Europe's largest A+++ range, according to General Manager Harald Friedrich. Some of the exhibits from Bosch are also the world's best: "Our 'Silence Edition' consists of 13 appliances, and one of them is truly a world-beater, a washing machine that operates at only 47 decibels. The driers produce only 62 decibels, while the quietest dishwasher is just 39 decibels. Allergy-sufferers have not been forgotten either: the Logixx 8 Sensitive washes and rinses very intensively in order to dissolve allergy-causing particles out of the fabric. This special program operates with a higher water level to ensure that animal hairs and pollen are effectively expelled from the fibers.



Kenwood Appliances: Even More Practical and In Fashionable White

This year at IFA the display by Kenwood features kitchen aids in fashionable colors and robust materials, according to Product Marketing Manager, Matthias Gehle. The Chef Titanium food processor is also available now in brilliant white. This reflects the current color trend which was first introduced with smartphones and tablets. The Chefette range of hand mixers can be combined with stands and rotating mixing bowls, leaving the cook's hands free for other tasks. Kenwood has also expanded its Lafer Edition range with the inclusion five new items consisting of compact food processors and table top mixers. All these appliance have non-slip handles and cord wraps and are made from dishwasher-safe stainless steel.



Philips: Presents Smart Kitchen Appliances

"For us, this year's IFA was not only a global showcase for innovations but also strongly featured smart technology," said Pieter Nota, CEO of Philips Consumer Lifestyle. Among the displays by this company are | *continued on page 12* |



the latest version of its Home Cooker, which is now linked to the internet via WiFi. This enables recipes to be downloaded, and the appliance adjusts automatically in order to prepare the food. The Grand Baristo Avanti is a coffee maker with an app, by means of which the individual strength and mixing of the drinks can be selected using a smartphone or tablet. In the field of televisions Martin de Vries, CEO Philips TP Vision, presented the new 9000 series in Ultra-HD quality, comprising two models, with screen diagonals of 65 and 84 inches, as well as the patented background lighting system Ambilight.

Grundig: Expands Its Portfolio to Include Large Electrical Appliances

"This is a historic IFA for us, because we have now changed from being a consumer electronics manufacturer to a home electronics brand," stated Murat Sahin, CEO of Grundig. "At this year's IFA we are being represented by the widest and most diverse portfolio of products ever displayed by Grundig." On the Berlin Exhibition Grounds this whole range of especially energy-efficient models marks the company's entry into the field of large electrical appliances. However, small appliances and the traditional core business of TV/audio have not been neglected, and high hopes are being placed in smart television receivers and the company's leading role in the field of digital radios. Grundig is presenting no fewer than 120 new products and at this year's IFA it is also celebrating the 25th year of its City Line initiative, which is aimed at specialist dealers and currently has more than 3,200 members. Despite a situation in the first half of the year which was marked by a decline in sales of television sets in Western Europe, the General Manager of the Marketing Company, Horst Nikolaus, awaits positive results for the whole of 2013, due to expected strong business during the Christmas season.

De'Longhi: Another Coffee Maker World Premiere at IFA

This year De'Longhi Deutschland GmbH continues to maintain its position as a trailblazer on the German espresso market: With a 33 percent share of coffee maker sales the company shifts almost twice as many units as its nearest competitor, according to the General Manager, Helmut Geltner. This is partly due to the world premieres that the company presents each year at IFA. And this year the display features the Eletta coffee maker, with the focus on design, according to Product Marketing Manager, Angelo Luce. It even enables the thickness of the milk foam to be regulated, by means of another development making its world debut here, the Latte Crema system. This supplies a fine micro-foam at the perfect temperature, and it is no longer necessary to clean the jets out afterwards either. Rounding off the company's range of coffee makers at IFA are the new Dolce Gusto appliances.

White Goods Giant Beko: Energy-Saving Appliances at IFA

Beko is in a good position and, with European sales of home appliances totalling 4.2 million in 2012 the company ranks third overall on the continent. Continuing successes are being recorded in Germany by Beko Deutschland GmbH too. "In 2012 we sold more dishwashers here than anyone else," reported General Manager, Sühel Semerci. Many of these appliances have the energy-efficiency rating of A+++ - 50% or -40%. They also included refrigerators that

can keep vegetables fresh for up to five days. “We achieve this by increasing the humidity to 90 percent in the vegetable compartment,” explained Product Manager, Patric Gores. The Hygiene 20° program makes washing clothes easier than ever, with no risk of fungal contamination, spores or bacteria, according to Gores. The fast wash setting even provides for 20-minute wash cycles.

Panasonic: Enters Into a Partnership with Gorenje

Panasonic and the Slovenian home appliance manufacturer Gorenje have entered into a strategic partnership with the intention of jointly developing new technologies. This was announced at IFA by Laurent Abadie, chairman and CEO von Panasonic Europe, and the CEO of Gorenje, Franjo Bobinac. Panasonic has made improved networking through the use of cloud technology one of the main features of its display at this year’s fair. There is also a major focus on devices employing 4K technology, such as a product due to be launched shortly, the WT600, which the company claims is the world’s first ultra-HD television with a 4K 50/60p input.

Miele: Cut Out the Ironing

The washing machines being presented by Miele & Cie KG at IFA 2013 have dual pumping systems to make them even more efficient, as well as driers that eliminate the need for ironing. In the W1 washing machine the PowerWash function improves the washing performance by ten percent, and QuickPowerWash cleans five kilos of clothes in less than an hour. TwinDos is a dispensing system that reduces the amount of liquid detergent needed by up to 30 percent. Those who do not like ironing will welcome the pre-iron option: “Residual dampness in the washing and the gentle motion of the drum can eliminate the need for ironing,” explains Frank Jüttner, head of the German Sales Division. The pre-ironing program is augmented by the SteamFinish feature in the T1 drier: “Steam is used to smooth out wrinkles, and this is also useful for freshening up clothes from time to time.”

Siemens: Kitchens Take Precedence Over Cars

When asked whether they would rather spend their money on a car or a kitchen, the vast majority of German consumers favored the kitchen. This was the outcome of surveys conducted by Siemens-Elektrogeräte GmbH, which is displaying home appliances at IFA that feature complex technology but are easy for people of any age to operate, as well as looking good, according to Roland Hagenbucher, general manager, Siemens-Elektrogeräte GmbH. The Vario-Serie Induction ovens include a display showing energy consumption and offer a 14 percent larger cooking surface, which rapidly heats up pots and pans. The Speedmatic dishwashers are provided with high speed programs, which can wash 66 percent faster than traditional appliances. The new refrigerators utilize vacuum technology to ensure that sensitive foods stay fresh for longer at temperatures of almost zero degrees and with a reduced air supply. “Washing at half the price” is how Hagenbucher describes the performance of the “A+++ 50% washing machines.”

Severin: The Cooking Party Begins

Severin Elektrogeräte GmbH is staging 40 product premieres at IFA; and with some of these products Severin is concentrating on a party, in the sense of the cooking experience. With its self-timing cookers the company has given new life to an old trend, that of preserving food. However, this appliance is not only intended for preserving fruit, vegetables and meat. These self-timing cookers can be used to prepare soups, chili con carne and stews for any party occasion. They are fitted with a tap to enable hot drinks such as teas or mulled wine to be drawn off at any time. The electric table top grill known as the Smart Line is provided with several cast iron cooking surfaces. This smooth surface is ideal for preparing teppanyaki dishes and fish specialities, while a combination hotplate with both smooth and ribbed surfaces also offers the perfect surface for cooking all traditional meat dishes. With its grill cover it also functions as a genuine barbecue.

Aaron: The Egg Cooker turns Eggs Into Rolls

Its shape and the colored stripes against a white background make it look at first glance like a lighthouse, and then like a vase. The American company Aarons Appliance Inc. is using IFA 2013 for the debut of its egg cooker, which is made by Yongkang Huitian Electrical Appliance Co. Ltd. in China. Unlike the traditional models this does not heat up the egg in its shell. Instead the egg is whisked and placed in the tube with a drop of oil, and vegetables, herbs or sausage can be added according to taste. After the egg has been cooked for the specified period it is expelled in the form of a roll, ready to serve. A mobile version of the Egg Cooker is also available, which can be connected to a socket in a car. It is already well established on the American market and European re-sellers are now being sought at IFA.

Dometic: Presents Silent & Vibration-Free Wine Conditioner

The wine conditioning cabinets from Dometic GmbH are quite unique: “Not only do they operate free of vibration but also silently,” says Marketing and Press Manager, Jan Hass at IFA. The secret lies in the absorption cooling system, which used a mixture of ammonia and nitrogen. Vibration-free storage is vital for wine because otherwise, over the decades, the sediment is stirred up and adversely affects the quality of the wine. These units can either be powered from a 12 volt or 230 volt supply, or by gas, Hass adds. The company also produces coolboxes and compressor systems, including the Cool Freeze range. Their most outstanding feature is that their operation is not affected by their location, unlike other compressors. The RH 449 Minibar from Dometic is the world’s first minibar with a triple glazed, reflecting glass door.

IFA is the world’s leading trade show for consumer electronics and home appliances and took place on the Berlin Exhibition Grounds (Berlin Expo Center City) from 5 to 10 September 2014.

For more information visit: www.ifa-berlin.com. **RO**

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Book Review

The Power to Transform:

Passion, Power, and Purpose in Daily Life

(Second Edition)

This success strategies-laden book, transforms readers with tactical ways to spur real, positive change in their work and home life. This unique book reveals strategies corporate, military, and sports leaders have successfully employed to achieve greatness.

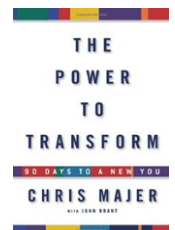
In *"The Power to Transform,"* Majer shares potent proprietary methods he has developed over two decades that have made him one of the leading innovators in the field, having designed large-scale transformational programs for the U.S. Army, Marine Corps, Amgen, AT&T, Microsoft, Intel, Allianz, and Capital One, and a host of others that have tapped Majer to revamp the way they do business. Readers of "The Power to Transform" who have reached a plateau in their personal or professional lives, and are seeking tactical ways to affect real change, can benefit from the book's distillation of complex concepts into easy-to-use practices that produce a positive transformation.

Among a host of mission critical specialized skills, readers learn how to conquer the most daunting challenges, make consistently powerful choices, and maintain calm and composure amid chaotic situations. "You can't transform your business until you transform your own mindset," notes Majer. "You have to continually learn and adapt new ways of functioning in today's ever-changing world and tumultuous marketplace in order to achieve your ambitions, whether personal or professional. But, while continual learning is the only way onward and upward, there are several barriers that prevent the efficient and effective assimilation of new knowledge—the enemies of learning. Only when these obstacles are identified, addressed and rectified is true learning possible, which fosters that elusive, coveted forward momentum in kind."

About *"The Power to Transform,"* Amazon® Vine™ Voice-level reviewer Steve Burns, who issued the title a 5-star rating, said, "...The book explains how words can shape our mental reality and the importance of understanding the difference between real truth and declarations, assertions, assessments, requests, promises, and offers...The author shows that no matter what the circumstance that we find our self in, we always have a choice in how we react to it and what we do." **RO**

Author: Chris Majer, founder and CEO of The Human Potential Project, which teaches the strategies leaders have used to positively transform themselves and their organizations in a way readers can adept to their own lives and professions.
www.humanpotentialproject.com

Publisher: Rodale Photo credit: Jodi Jones



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www.ventahood.com



BLUESTAR® INTRODUCES NEW PLATINUM™ SERIES REVOLUTIONARY POWER, FLEXIBILITY AND PERFORMANCE TO TRANSFORM THE ART OF HOME COOKING



BlueStar® brand new Platinum™ Series features includes two searing PrimaNova™

25,000 BTU burners for maximum, concentrated heat; an interchangeable cast-iron griddle/charbroiler that offers the ultimate in cooking flexibility; and the revolutionary PowR Oven™ technology to ensure faster, more efficient heating.

“This is a truly amazing cooking machine; a technological leap forward in high-performance cooking equipment for the home,” says Michael Trapp, president, BlueStar®. “For people who love to cook, and want the highest degree of performance, flexibility and efficiency, the new Platinum™ is unmatched.”

Power—The new PrimaNova™ burners deliver 25,000 BTUs of high concentrated heat, ideal for searing and achieving an ultra-rapid boil — more than three minutes faster than current, already high-performing professional ranges. BlueStar’s classic open burner design ensures that heat is evenly distributed across the bottom of the entire pan, with no hot spots around the edges. Combining the PrimaNova™ burners with your choice of any combination of 22,000 BTU, 18,000 BTU, 15,000 BTU and 130 degree simmer burners allows you to customize the power options to meet your personal cooking requirements.

“The majority of professional chefs use gas ranges, primarily because gas offers exceptionally high temperatures and heat control. The higher the BTUs, the hotter the range can get. This enhances any cooking method that requires high heat, such as searing and wok

cooking and also helps reduce cooking time. Besides, combining burners of different power gives you practically unlimited possibilities, and by changing the gas flow you can control the heat instantly and with precision,” adds Trapp.

Flexibility—What’s also new about the BlueStar® Platinum™ range is that it offers an interchangeable griddle/charbroiler system with up to 40,000 BTUs of heat for ultimate flexibility and power. You no longer have to choose between a griddle and charboiler when designing a range. With the BlueStar® Platinum™, simply place the cast-iron griddle or charboiler anywhere on the range, interchange the two components based on the day’s menu, and enjoy the dual zone cooking control on four unique surfaces. Indoor grilling means that grilling meats, vegetables or anything else is possible from the comfort of your own kitchen. Or, when the mood strikes, simply remove the charbroiler and change to the griddle to enjoy varied dishes like pancakes, grilled sandwiches and seared meats.

Performance—The Platinum™ Series also features a new PowR Oven™ technology that preheats the oven nearly 40 percent faster and provides a 30 percent increase in overall heat efficiency. Combined with BlueStar’s extra-large oven capacity that accommodates full size commercial sheet pans, unique convection oven system and professional grade 1850 degree infrared broiler, the PowR Oven™ delivers top professional-quality results.

Re-Imagined Design and Ultimate Customization—The Platinum™ Series’ exciting new design features will be incorporated across BlueStar’s entire line of professional gas ranges. The entire BlueStar® line will now offer a sleeker, contemporary design, with a one piece control panel, smoother front edges, stainless steel knobs, sleeker side trims, as well as a full-width oven door and handle. The new design’s easy-to-clean rangetop burner system features formed grease pan inserts and an easy-pull handle to make cleanup a breeze. The oven is easier to clean with a new curved corner cavity and removable bottom. The larger glass oven door offers increased visibility.

“BlueStar® engineers have paid meticulous attention to every element of the new design from both a style and function standpoint,” notes Trapp.

Constructed of superior-quality, commercial-grade stainless steel, all BlueStar® products are designed to withstand the rigors of the busiest home kitchens. Push-to-turn burner knobs with infinite settings provide the precise temperature control home chefs desire.

BlueStar® has been a leader in color customization for nearly a

decade, offering cooking equipment in more than 750 standard color and finish choices plus thousands of custom color options. Even the knobs are available in 190 colors, and both knobs and trims are offered in designer metals.

Like all products in the BlueStar® line, the new BlueStar® Platinum™ is customizable to each individual buyer's taste: choosing from an almost infinite combination of range colors, knob colors, trim finish, backguard, doors and more allows you to make your BlueStar® truly your own.

Made in the USA—Since 1880, Prizer-Painter Stoveworks, the manufacturer and owner of BlueStar®, has built top-quality ranges for the home chef at its factories in Reading, PA. Each BlueStar® range is handcrafted by skilled American workers, continuing a 133 year heritage of American craftsmanship.

For more information, visit www.bluestarcooking.com.



FRIGIDAIRE INTRODUCES NEW FRONT LOAD WASHER AND DRYER

FEATURING THE INDUSTRY'S FASTEST COMPLETE WASH AND DRY CYCLE

FRIGIDAIRE Frigidaire has launched its new front load washer and dryer, featuring the industry's fastest complete wash and dry cycle as well as steam components to ensure clothes are done quickly and correctly every time—eliminating

the need for do-overs.

"Today's busy schedules make it easy for consumers to fall behind in the laundry process, which can quickly become overwhelming," says Chris Harris, Vice President and General Manager of Wet Products for Electrolux Major Appliances North America. "Taking that into consideration, we've developed innovations that help consumers tackle their laundry fast and prevent them from having to wash and dry loads more than once."

The appliance pair allows consumers to run a full load of laundry from start to finish in just 45 minutes with Quick Wash (20 minute cycle) and Quick Dry (25 minute cycle) options. Both units also include steam features, which add steam to the cycle to fight stains, reduce wrinkles and keep clothes fresh.

The new front load washer and dryer (FFFS5115P W/A and FFSE5115P W/A) are available in White and Classic Silver. They retail at \$849.00 and \$949.00 respectively. Please visit www.frigidaire.com for more information.

CLIMATIC HOME PRODUCTS WELCOMES HAIER TO ITS FAMILY OF APPLIANCE OFFERINGS

TWO LEADERS IN THE APPLIANCE INDUSTRY PARTNER TO PROVIDE STRENGTH FOR THE SOUTHEASTERN INDEPENDENT DEALER



Haier

Climatic Home Products, a long-time leader in logistics, sales and distribution is pleased to announce an agreement with Haier Appliances. This relationship will provide independent dealers even more product choices to maintain a complete offering, allowing them to strategically compete in their market. In addition, this partnership increases Climatic's footprint by adding states to their current territory. With warehouses in place throughout the southeast and new territory through the Haier brand, Climatic Home Products is expanding to provide the best service and products for their dealers.

"We couldn't be happier to have Haier allow us to represent them," said Doug Allen, president, Climatic Home Products. "Climatic has a long history of successful dealer and manufacturer relationships because we focus on more than just selling a product. Our work is about a better, intuitive understanding of the market and strategically helping those with whom we do business."

With more than \$20 billion in worldwide sales last year, Haier ranks #1 in the global major appliance | *continued on page 18*

brand market share. Their leadership is due, in part, to their dedication to the quality and advancement of their product line, which consistently receives accolades and awards, including several from Good Housekeeping and other leading consumer magazines.

Climatic's current offering of brands, now including Haier, allow the independent dealer to offer a diverse line to level playing field with the competition.

For more information, visit the corporation's website at www.climaticcorp.com or call 800.845.4994



LG STUDIO FRENCH DOOR REFRIGERATOR WITH DOOR-IN-DOOR



The LG Studio French-Door Refrigerator elegantly combines style and functionality, featuring world-class technology and energy saving capabilities.

- **Added "Door-in-Door" Convenience**—LG's Door-in-Door™ feature is a magnetically sealed section of the right refrigerator door that releases and allows

consumers quick access to the most commonly needed items without opening the entire refrigerator. Simply push a button on the door handle to release the magnetic seal and open the easy access compartment. Because of the Door-in-Door™ feature, less cool air escapes when the easy access compartment is opened keeping cool air in the rest of your fridge, where it matters most.

- **Energy Savings**—This refrigerator is ENERGY STAR® qualified, meaning, it uses at least 20 percent less energy than required by federal standards, helping to reduce energy bills and overall energy consumption. LG redesigned the refrigerator's most inefficient element, the compressor, to maximize energy savings. Typically, the compressor is either running at full power or off completely; however, LG's redesigned Linear Compressor can vary output depending on

need, saving eight to 17 percent in energy usage compared to previous models with conventional compressors. With fewer moving parts and thereby less friction, the Linear Compressor regulates temperature with less noise and far less energy use. LG confidently backs the motor with a 10-year warranty.

- **Sophisticated Design**—This built-in refrigerator is made with professional-grade components, adding a customized look to any kitchen. In addition to sleek doors and hidden hinges, this model features an ultra-premium design highlighted by bright LED lighting in the unit's walls and unique, horizontally-brushed stainless steel lines to present a more attractive finish that easily matches other stainless steel appliances.
- **Slim SpacePlus™ Ice System**—LG's innovative Slim Space Plus™ feature allows the ice system to be relocated to the door, making way for greater capacity and an entire top shelf free of obstructions.
- **Smart Diagnosis**—LG's Smart Diagnosis™ technology eases possible concerns when it comes to the refrigerator's performance. This feature allows the service center to troubleshoot mechanical issues over the phone, helping owners minimize costly, inconvenient service calls. In those instances where a service visit is required, the field technician can come prepared with the correct parts, enabling the repair to be resolved in one visit.
- **Additional Information:**
 Model Number: LSF2591ST
 Color/finishes: Stainless Steel
 MSRP: \$4,399
 Website Link: TBD

LAS VEGAS MARKET SETS 2014-2016 SCHEDULE SHIFT TO SUNDAY-THURSDAY: TIMING CALCULATED TO BETTER SERVE RETAIL NEEDS

WINTER CO-LOCATIONS OFFER SYNERGISTIC BUYING & SELLING OPPORTUNITIES

Las Vegas Market
 January 26 - 30, 2014
 TODAY'S TOTAL MARKETPLACE

International Market Centers has announced Winter and Summer Las Vegas Markets through 2016, introducing a new Sunday to Thursday date pattern to better serve retailers' needs for a weekend day and accommodate Friday travel plans. Markets in 2014 and 2015 also will overlap with other related industry events running in Las Vegas, offering | *continued on page 20* |

COOK TO CREATE



Introducing the new 30" Induction, Electric and Gas Ranges from Fisher & Paykel. Designed to compliment our family of kitchen solutions, our new ranges are spacious with telescopic shelving, easy to clean and offers precise temperature control for even the most demanding chef.

Fisher & Paykel

fisherpaykel.com
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synergistic buying and selling opportunities for both buyers and suppliers.

Running Sunday through Thursday, future market dates are: January 26-30, 2014; July 27-31, 2014; January 18-22, 2015; August 2-6, 2015; January 17-21, 2016; and July 31-August 4, 2016.

“In the face of recent upheaval in the industry show calendar, with other shows switching dates and running times, Las Vegas is maintaining continuity and organizing a consistent timeframe for market participants,” stated Robert Maricich, president and chief executive officer, International Market Centers. “An extremely successful Summer Market – with exponential year-over-year growth in both buyer attendance and vendor participation – has teed-up some great momentum for our future growth, making Las Vegas Market the leading home furnishings and gift destination in the western United States.”

In Winter 2014 and 2015, the Las Vegas Market will continue its existing, and successful, co-location with the Surfaces/StonExpo, which runs January 28-30, 2014, and January 21-23, 2015, at the Mandalay Bay Convention Center.

“We are extremely pleased that Las Vegas Market dates will overlap with these industry related markets and look forward to working with their organizers to make the most of our common timing and locations,” Maricich pointed out. “Las Vegas clearly is ‘the place to be’ when it comes to doing business in the home furnishings arena.”

A highlight of the Winter 2014 Las Vegas Market will be the second annual CEO Summit produced by International Market Centers and Eller Enterprises, which will take place January 29 to January 30, 2014. Showrooms will be open from 8 a.m. to 6 p.m. Sunday, January 26, through Wednesday, January 29, and from 8 a.m. to 4 p.m. on Thursday, January 30.

Looking ahead, the Summer 2014 Las Vegas Market will feature the completion of phase three of the Market’s transformation into today’s complete home furnishings and gift marketplace, with continued growth in better giftware and better home décor to supplement the strong and growing furniture offerings that anchor the market. Phase three features the introduction of new categories of merchandise, including kitchen products and gourmet housewares.

Las Vegas Market is a leading home furnishings and gift marketplace in the western U.S., presenting 2,000+ home furnishings and gift resources in an unrivaled market destination. Las Vegas Market features thousands of furniture, home décor and gift lines, allowing for cross-category commerce among these industries. The Winter 2014 Las Vegas Market runs January 26-30, 2014, at World Market Center Las Vegas. For more information, visit www.lasvegasmarket.com.



PERLICK INTRODUCES THE FIRST INDOOR AND OUTDOOR 24" DUAL-ZONE REFRIGERATOR/WINE RESERVE WITH TWO INDEPENDENTLY CONTROLLED TEMPERATURE ZONES



Perlick has launched the Signature Series 24" Dual-Zone Refrigerator/Wine Reserve. As part of the company’s new line of Signature Series 24" Dual-Zone undercounter refrigerators, it is the first unit available as either an indoor or UL-listed outdoor model with the industry exclusive ability to properly store wine as well as food, beer and other beverages in two separate temperature zones (refrigerator zone 30° – 42°F and wine reserve 40° – 68°F). Unequaled storage capabilities and availability for use outdoors | continued on page 24 |



Everything is ready for entertaining - Including your Dual-Zone.

Your sophisticated kitchen is designed to help you entertain your guests in style.

Make everything perfect with the sleek new Perlick Dual-Zone Refrigerator/Wine Reserve. Store wine at the optimal temperature while food chills separately below. And with unparalleled quality, meticulous craftsmanship, a stainless steel interior, full-extension shelving, state-of-the-art digital controls, and other innovative industry-leading features, the choice is easy.

Choose Perlick and relax.



Perlick.com

Miele Announces Winners of 2013 Call for Exceptional Kitchen Design Competition

Design Inspiration Abounds as Hundreds Submit Entries

Miele is thrilled to announce the winners of “The Miele Call for Exceptional Kitchens.” This year’s design competition, in partnership with Architizer, the largest and fastest-growing database of architecture online, received hundreds of entries from more than 200 architects, designers, builders and kitchen aficionados.

“The response from the design community and the caliber of the designs submitted were above and beyond our expectations,” said Catherine Vadino, Trade Marketing Manager for Miele. “From minimalist and modern to traditional, the array of design styles we received showcase the versatility of Miele appliances and their ability to blend seamlessly into any kitchen design.”

Winners in two categories were selected—Overall Winner and People’s Choice.

OVERALL COMPETITION WINNER

South Beach Miami Minimal by Esteban Cruces & Lisette Aragon, of ALBERTO/ESTEBAN

Tasked with renovating a modest 2,000 sq ft unit, Cruces and Aragon fused the dining table and kitchen island to create an “island for living” which a family can share meals, interact, play, study, and surf online.

As one of the judges commented, this design is, “based on an innovative concept that portends the kitchen’s future: no longer a single-purpose cooking/dining area, the kitchen becomes the multipurpose “intelligent” heart of the home—a central hub that consolidates all domestic activities, not only cooking and dining but also working (home office), cleaning etc.”

Highlighted by its minimalist design aesthetic, it also features a complete suite of Miele culinary appliances including, a Fully Integrated 30” Miele Refrigerator, Fully Integrated 18” Miele Freezer, Fully Integrated 24” Miele Wine Storage System, 30” Miele Electric Cooktop, 70cm Miele MasterChef Oven and Microwave.

“What was particularly appealing about specifying Miele for us in this case, was the fact that the majority of their appliances adapted quite easily to the underlying core concept of concealment. We had envisioned a clean, minimalist, linear kitchen space, that could at once be both the central hub of the unit, while remaining true to concept and form,”



explained Esteban Cruces, designer/principal at ALBERTO ESTEBAN. “The versatility of Miele’s product offerings allowed us to achieve our design objectives, maintaining the minimalist aesthetic while simultaneously providing immediate unencumbered access to all necessary functions via cleverly concealed Miele appliances. It’s there, in that one detail, the fact that Miele allows for alternate front panels, that our concept was able to take flight.”

The grand prize is an all-expenses-paid trip to Eurocucina 2014 (April 8 - 13) in Milan, along with a visit to Miele’s global headquarters in Gütersloh, Germany.

PEOPLE’S CHOICE WINNER

Clean, Warm, and All Wrapped Up by Lauren Levant Bland, of Jennifer Gilmer Kitchen & Bath Ltd.

This kitchen design juxtaposes traditional materials like Oakwood with elegant stainless steel adding warmth to the sleek, modern fixtures. Bay windows, white cabinets, and a tiled backsplash work together with the 30” Miele Masterchef Double Oven, Fully Integrated Dishwasher and Warming Drawer to give this contemporary kitchen a classic feel.

Nearly 1,800 fans submitted their pick for the People’s Choice winner. Lauren Levant Bland will receive a Miele Countertop Coffee System (Model # CM 5200), valued at \$2,500.

To learn more, visit www.mieleusa.com, www.facebook.com/mieleusa, www.youtube.com/mieleusa and follow us @MieleUSA. **RO**

Miele's Combi-Steam Oven... a true gourmet pairing.

Using steam cooking, convection cooking or a combination of the two, Miele's Combi-Steam Oven ensures genuine flavor, color and texture — no matter your menu choice. And with built-in MasterChef Gourmet programs, achieving the succulent results of authentic slow cooking has never been easier.



EXPLORE

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Miele
IMMER BESSER

make this new unit the perfect point-of-use refrigeration solution for any indoor or outdoor space.

“By providing designers and contractors unmatched options in industry exclusive undercounter refrigeration solutions, Perlick has become the leader in the growing trend of point-of-use refrigeration,” states Jeff Wimberly, vice president of sales for Perlick’s Residential Products. “Whether specified for the master suite, the kitchen island or the outdoor entertainment area, Perlick’s 24” Dual-Zone Refrigerator/Wine Reserve is the solution to making wine, food, beer and other beverages accessible within one unit anywhere in the home.”

Perlick’s industry exclusive Signature Series 24” Dual-Zone Refrigerator/Wine Reserve includes numerous customizable configurations for indoor and outdoor use. Other features include:

- The first indoor and outdoor 24” Dual-Zone Refrigerator/Wine Reserve to feature two independently controlled temperature zones to properly store wine, food, beer and other beverages
- Both indoor and UL-listed outdoor models available
- Wine Reserve temperature 40° – 68°F (factory set at 55°F)
- Refrigerator temperature 30° – 42°F (factory set at 38°F)
- All models can be configured with solid stainless steel door, solid wood overlay door, stainless steel glass door or wood overlay glass door
- Glass doors are UV-coated with argon-charged warm edge intercept technology to protect wine from harmful UV rays
- Includes three (3) full-extension pull-out wine shelves and one (1) full-extension pull-out refrigerator shelf
- Shelves are vinyl coated to prevent vibration and adjustable to accommodate oversized (magnum) bottles
- Unmatched construction and two-inch thick walls provide superior insulation and eliminate vibration transfer to properly preserve wine
- Wine Reserve capacity is 21 wine bottles (750 ml)
- Fully-integrated depth allows a flush fit with surrounding cabinetry
- Commercial-grade stainless-steel interior remains odor-free and prevents the growth of bacteria
- Front-vented RAPIDcool™ forced-air refrigeration system is the fastest chilling system in the industry, cooling within 30 minutes
- Exclusive whisper-quiet variable speed compressor
- Industry Best Three-Year Warranty plus an additional three years on the sealed system

To learn more about Perlick’s Signature Series 24” Dual-Zone Refrigerator/Wine Reserve or other undercounter refrigeration products and to find a dealer, visit perlick.com or call 800-558-5592.



PRIZER HOODS OPENS NEW STATE-OF-THE-ART MANUFACTURING FACILITY IN READING, PA

Prizer Hoods Prizer Hoods, a stunning new brand of professionally-inspired luxury kitchen hoods, is ramping up production with the opening of an expanded factory in Reading, PA. The new facility will bring state-of-the-art, American-made custom manufacturing and new jobs to the community.

Prizer Hoods leverages the 133-year-heritage of quality custom manufacturing technology of its affiliated company, Prizer-Painter Stove Works. With stunning and fully customizable designs, using a wide range of metal options, and offering a dazzling palette of colors, trims and finishes, Prizer Hoods makes the ultimate statement in any kitchen. From rich old-world, commanding styles to modern hood designs with smooth, sweeping contours, every hand-crafted Prizer Hood offers enduring elegance and engaging style customized to the buyer’s individual taste.

Since the kitchen is one of the more popular places to gather in the home, range hoods are evolving and becoming a focal point. “From artistic to deep-rooted designs with flair, unique statement hoods are appearing in many settings, whether contemporary or traditional. And advanced manufacturing technology allows realization of unmatched performance,” says Michael Trapp, president, Prizer Hoods.

“What sets Prizer Hoods apart from other ventilation products are the almost limitless customization features, the wide range of available colors and finishes, and restaurant-quality performance,” explains Trapp.

| continued on page 26 |

Festivity Fundamentals

from
SAMSUNG



Stock

Store more for longer with the new **Convertible Zone 4-Door Refrigerator**. Its Ultra-high 32 cu. ft. capacity with a customizable temperature zone, slide-in and flip-up shelves, and space saving Ice Master make it the ultimate holiday necessity.
Model #RF32FMQDBSR

Sizzle

Bake cookies and a turkey at the same time? No Problem with the new **Flex Duo Range**. You choose: one huge 5.8 cu. ft. oven or two smaller ovens at different temperatures. It also offers a 5 burner ceramic cook-top and warming drawer - a busy cooks dream.
Model #NE58F971WS



Sanitize

Load it and Relax. Let Samsung's new 800 Series Dishwasher with heavy-duty StormWash™ system tackle your toughest dishes. An adjustable racking system accommodates larger items and a 6-layer insulated door makes cleaning positively peaceful.
Model #DW80F800

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INFINITE CUSTOM DESIGN AND STYLE

Each Prizer Hood can be formed from virtually any metal, including designer metals such as copper and European black steel, and painted in any one of hundreds of colors and finishes. Prizer Hoods offers more than 750 standard color options and a virtually unlimited range of trim and finish options. This unique approach to kitchen hood design empowers designers and architects to reenergize the kitchen space with a personalized design statement.

When a dream kitchen calls for fully customizable and distinctive silhouettes, Prizer Hoods delivers a uniquely styled product that can be tailor-made to fit any kitchen layout or design preference. Prizer Hoods has the capability to create a unique shape for each customer's taste. This innovative approach to kitchen hood design empowers designers and architects to reenergize the kitchen space with a personalized design statement.

Prizer Hoods' world-class design team has a combined 100 years of hood design experience. Custom hoods are created by the design and drafting department, whose main concern is attention to the detail and precise specifications of architects, designers, contractors, and home owners. Restoration services are also available for customers' existing hoods to revitalize current hoods and breathe new life into a kitchen.

The hand-assembled quality of Prizer Hoods has caught the attention of cooking enthusiasts from serious home chefs to professional chefs such as local Pennsylvania-based Iron Chef Jose Garces, as well as architects and designers who desire unique, hand-crafted cooking equipment.

LASTING AMERICAN QUALITY AND HAND CRAFTSMANSHIP

"Not only will this new plant give us the ability to bring our top-of-the-line products to the public, but it will also give us the chance to create new jobs right here in Reading," says Trapp.

"This is great story about how our investments in U.S. manufacturing and the success of our products is driving results," says Trapp. "We are able to provide competitive, differentiated products that are winning with consumers."

Quality is extremely important for Prizer's line, Trapp says. From employee training to supply chain to quality assurance, Prizer goes the extra step to produce a quality, hand crafted product. A leader in customization, Prizer has filled its new facility with state-of-the-art, cutting-edge machinery that will allow it to continue to create distinctive goods and without having to economize on value.

Each hood is handcrafted with precision to ensure consistency and quality. Built to meet professional standards inside and out, Prizer Hoods combines high-gauge metals and commercial-style baffle filtration systems. High heat sensors provide automatic heat moderation for seamless high heat cooking. The hoods accommodate top or rear discharge for convenience and accept a variety of fans to

meet the demands of any kitchen.

Since 1880, Prizer has built a heritage of craftsmanship – beginning with a full-line of residential and commercial coal ranges, hot water heaters, furnaces and heating stoves at the company's factory in Pennsylvania. In 2002, Prizer introduced handcrafted, restaurant-quality ranges for the residential market under the BlueStar brand name and introduced Prizer Hoods this year.

For more information, visit the new Prizer Hoods website at www.prizerhoods.com, or call 610.376.7479.



SPEED QUEEN® UNVEILED CAMPAIGN TO SUPPORT THE BREAST CANCER RESEARCH FOUNDATION®

HOME LAUNDRY BRAND TO RAISE BREAST CANCER AWARENESS AND FUNDS THROUGH LIMITED-EDITION WASHER/DRYER PAIR



For over 100 years, Speed Queen® has been committed to manufacturing best-in-class laundry equipment to make families' lives easier. Now, the brand is reinforcing its commitment to families by partnering with The Breast Cancer Research Foundation® (BCRF) to support the search for a cure for breast cancer by donating a portion from the purchase of a limited-edition washer and dryer pair.

"Speed Queen supports breast cancer research because the disease personally affects many of our lives. We looked for an opportunity to make an impact on a national level for our consumers, as well as everyone at the company by uniting with a | continued on page 28 |



Elegance, meet Intelligence.

It's a match made for a dream kitchen. A Liebherr integrated refrigerator fits elegantly and seamlessly with your cabinet design. And it more than satisfies your desire to spend intelligently. It also holds more food and keeps it fresher longer. It's everything you'd expect from a high-end refrigerator at a price you wouldn't. Meet your new Liebherr by following the QR code below.



www.liebherr.us/hg

LIEBHERR

Quality, Design and Innovation

like-minded organization to help find a cure for breast cancer,” said Reid Meisner, national sales manager for Speed Queen Home.

To help raise funds for BCRF, Speed Queen will be donating \$20 from every purchase of their limited-edition home washer and dryer pair. The exclusive machines, available through mid-November at independent retailers around the country, have been built to a commercial standard of durability so that they never let our home laundry consumers down.

“Just for this month we’ve modified the exclusive washer’s and dryer’s control panels, making portions of the panels pink to show the brand’s support to breast cancer awareness,” Meisner said.

“The Breast Cancer Research Foundation is inspired by Speed Queen’s efforts to make a difference in the fight against breast cancer,” said Myra Biblowit, president & CEO, BCRF. “Not only is Speed Queen making an impact by spreading breast cancer awareness on a national level, but this partnership introduces your loyal customers from across the country to our mission of prevention and a cure.”

The Breast Cancer Research Foundation’s mission is to achieve prevention and a cure for breast cancer by providing critical funding for innovative clinical and translational research at leading medical centers worldwide and increasing awareness about good breast health.

For more information about Speed Queen’s new limited-edition washer and dryer pairs or about the company’s philanthropic initiative and how to donate, please visit SpeedQueen.com/home or call 800.552.5475.

For more information regarding The Breast Cancer Research Foundation or how to join the fight against breast cancer, please visit bcrcure.org.

SUMMIT APPLIANCE INTRODUCES INGENIOUS COLLECTION OF COUNTER DEPTH REFRIGERATION FULL-SIZE REFRIGERATOR-FREEZERS SPECIALLY CONFIGURED FOR THE MODERN LIFESTYLE

SUMMIT Space-challenged kitchens can get an upgrade with Summit Appliance’s new Ingenious line of refrigeration, full-sized household units with unique features for the user. Available in two sizes, these frost-free refrigerator-freezers put innovative design in hard-to-find footprints.

“The Ingenious Collection has a dramatic look, yet the units themselves are incredibly practical,” says Paul Storch, CEO of Felix Storch, Inc. “The curved doors and platinum color are quite stylish, while the actual product features are designed for true user convenience.”



Those features include a digital control panel on the door’s exterior that lets users set an open door alarm, reduce the energy consumption for short holidays, and set the Power Cool function to rapidly chill the interior (ideal for bringing room temperature items like groceries to a colder temperature). A ‘door-within-door’ Smart Station feature lets users access commonly used items without opening the entire refrigerator door. The freezer compartment includes the Smart Fill Ice Factory, a no-spill system for making ice cubes, and the Express Chill Zone, a rapid cooling compartment that can be programmed on a timer-based system. Additional features include glass shelves, door storage, interior lighting, and multiple crisper storage drawers.

“When you’re looking for a counter deep refrigerator, your options are generally limited to wider units that take up too much space or built-in models that come with a very high price tag,” Storch says. “Because of their height, the Ingenious models manage to maintain full-size storage capacity in slimmer widths than what you generally find when looking for counter deep units. They also come at a much lower price than the built-in models on the market.”

The units available are the 18 cu.ft. FF1935PL (73” H x 29.25” W x 27” D) and 14 cu.ft. FF1525PL (73” H x 26” W x 26.25” D).

To learn more about these units and see the Ingenious features in action, visit www.summitappliance.com/ingenious or call Summit at 1-800-932-4267. **RO**



YOUR SPECIALTY SIZE EXPERT



**Ingenious Collection
Counter Depth
Refrigerator-
Freezer**



**20" Gas &
Electric
Ranges
High CFM
European
Range Hoods**



**Gas-on-Glass
Induction
Smoothtop Radiant
Cooktops**



**Built-In
Undercounter
Refrigerators
& Freezers**

Summit Appliance Division FELIX STORCH, INC.

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info@summitappliance.com www.summitappliance.com

Vinotemp Launches New Designer Series 149 Bottle Dual-Zone Wine Cooler

Vinotemp launched the new Designer Series 149 Bottle Dual-Zone Wine Cooler. Part of Vinotemp's new independent dealer exclusive Designer Series product line, the sleek cooler was recently recognized with a Silver Award for Design Excellence (ADEX) and features a reasonable price point, industry exclusive, patent pending gliding metal shelves with black wood trim, charcoal filtration for proper humidity and odor control, and the ability to properly store 149 bottles of wine in two temperature zones.

"Vinotemp is dedicated to expanding our new Designer Series line with products that complement a variety of kitchen designs as well as growing wine collections," states President of Vinotemp, India Hynes. "With design features like patent pending gliding metal shelves with black wood trim, a seamless stainless steel trimmed dual-pane glass door and soft blue interior lighting, the new Designer Series 149 Bottle Dual-Zone Wine Cooler is a stylish solution for incorporating wine storage—that properly accommodates a growing collection—into a new or existing kitchen design."

Features of Vinotemp's Designer Series 149 Bottle Dual-Zone Wine Cooler (VT-DS26SB149):

- Patent pending, gliding metal shelves with black wood trim
- Two temperature zones, one for red wine and the other for white wine
- Dual-pane glass door with seamless stainless steel trim
- Charcoal filtration for humidity and odor control
- Blue LED (light-emitting diode) interior lighting
- Front-vented for undercounter or free-standing installation
- Option of right or left hinged door
- Temperature range: Top Zone: 40 – 54 F Bottom Zone: 54 – 64 F
- Approximate bottle capacity: 149
- Dimensions: 23.42" x 26.77" x 69.45"
- A one year warranty covering parts and labor and a five year warranty on the compressor
- MSRP: \$2799

The new Designer Series complements Vinotemp's growth by providing quality refrigeration options through independent dealers. For more information about the new Designer Series 149 Bottle Dual-Zone Wine Cooler, and to find a dealer, please visit www.vinotemp.com. To become a dealer please contact Robert Magro of The Product Solution Group at 888-522-9947. **RO**



Introducing Vinotemp's Designer Series

An Independent Dealer Exclusive

Vinotemp
DESIGNER SERIES

149 Bottle Dual-Zone Wine Cooler
VT-DS26SB149

Great taste extends beyond the bottle.

Vinotemp introduces the Designer Series 149 Bottle Dual-Zone Wine Cooler

Exclusive, patent-pending, gliding metal shelves with black wood trim

Dual-pane glass door with seamless, stainless steel trim

Option of right or left hinged door

Front-vented for built-in or freestanding installation

Soft glowing blue LED interior lighting

Charcoal filtration for humidity and odor control

Temperature range: top zone: 40°F – 54°F, bottom zone: 54°F – 65°F

1 year warranty for parts and labor, 5 year warranty covering the compressor

Learn more about the benefits of being a Vinotemp dealer by
contacting **The Product Solution Group** at 1-(888)-522-9947

www.vinotemp.com/DesignerSeries

Discover Opportunities, Uncover Hidden Potential

Partner with BWG

When choosing an extended service provider, retailers have a lot of options. But after the choice is made and the contract is signed, do retailers want another vendor to manage? Bankers Warranty Group (BWG) will be a partner, in the retailers' corner, strengthening their program.

DISCOVER OPPORTUNITIES

Whether retailers want customized or simplified, BWG is flexible, price-competitive, and ready to exceed expectations. BWG's team of industry veterans discovers opportunities where others don't. BWG will take the time to collaborate with the retailer to build a more successful program and provide a customized solution for the retailer's customers and business.

UNCOVER HIDDEN POTENTIAL

BWG will dedicate the time with the retailer to uncover its unique hidden potential. Are there opportunities to cover additional products? Can value-added offerings be bundled with existing plans to provide customers with the total protection they need? Is the purchase path optimized for every customer? What services can Bankers Financial Corporation offer to provide one complete solution as a true partner in business? BWG responds quickly to implement the program that will work best for the retailer's customers, working hard to win each client's business.

PARTNER WITH BWG

BWG has over 30 years of experience in this industry, providing a solid foundation of experience and stability. Retailers' customers will benefit from BWG's expertise and knowledge base in a variety of product categories. As an affiliate of Bankers Financial Corporation, BWG enables clients to enjoy the additional opportunities, resources, and financial stability that come from being part of the BFC family of companies.

BWG is not just another vendor; it is in the business of developing partnerships. As a valuable partner, BWG will give its partners' business the attention it deserves and their customers the quality of service that will differentiate them from their competitors.

If there's any doubt, just ask BWG's clients:

"BWG takes the high road."

"BWG works with integrity."

"BWG has provided customized terms and conditions that provide the best warranty experience for our customers."

"The BWG team is committed to customer service excellence."

"BWG takes a solution-oriented approach to every service call."

"We consider BWG a solid partner."

"BWG is very flexible and adaptive to our changing retail needs and demands."

"BWG worked hard to find creative ways to strengthen our service network in very rural areas."

*"We have worked together to build a program that has value to our retail customers." **RO***



Bankers Warranty Group (BWG)
St. Petersburg, FL
800-305-0473
www.bankerswarrantygroup.com

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Corporation, and with over 30 years of industry expertise
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FHIABA: VENETIAN DESIGN

PASSIONATE APPRECIATION FOR QUALITY,
PERFORMANCE AND LUXURY

The timeless desire to entertain family and friends at home has made the preservation of food and wine more than a mere necessity—but a way of life. Very few cultures exude this desire more than in Italy, a nation whose very core is built around this principle. No other region embodies a desire to develop commercial and residential appliances like the Veneto and Friuli-Venezia-Giulia regions, where a history rich in wine production and perfection of culinary arts ignites a passion for refinement. It is only fitting that the descendants of the great Venetian architects of design and technology bring us a food preservation system like no other.

Fhiaba represents the ideal solution for those who have an appreciation for quality, performance and luxury. Iconic and distinctive interior and exterior designs, with luxurious fit and finishes, Fhiaba offers a professional refrigeration system like no other. With ingenious solutions for the management of internal spaces which maximize the unique food preservation properties of these units, this series is available in a wide range of models which can be customized for each client and is one of the key concepts driving the Fhiaba vision.

Founded in 2003, Fhiaba developed from a

shared vision of a group of professionals with over thirty years of experience in the production of premium commercial refrigeration. Dating back to 1972, the Baron family established Friulinox srl, a manufacturer of premium commercial refrigeration and complementary cooling products for the luxury European restaurant market, as well as the institutional and food service industry. Establishing a reputation for superior quality, workmanship and performance, their luxury restaurant clients requested that the Baron family design and manufacture premium commercial cooking products, and thus Baron Cucine Professional was born, completing the circle of food preservation and preparation.

Thirty years after his father's initial launch, son Massimo Baron saw an opportunity to leverage years of experience in the premium commercial appliance industry to develop a truly commercial style, premium built-in refrigerator which would represent the next evolution in food and wine preservation for the home. Motivated by the changing needs of consumers, Fhiaba has developed a line of refrigerators that set new standards of exclusivity, individuality and elegance. Collaborating with Giugiaro Design studio, Fhiaba | *continued on page 36* |



has transformed the idea of what a refrigerator can be, making models which adapt to the lifestyle of the owner bringing advance food preservation to the domestic kitchen.

Fhiaba Series refrigerators have been developed combining technological attributes found in premium professional refrigeration with Italian design principles of style, quality and superior functionality. The refrigerators meet high expectations in terms of aesthetics, performance, and longevity. They are constructed using premium quality materials and an unparalleled attention to detail. Fhiaba uses AISI 304 stainless steel, preferred in the commercial and institutional industries for both its high resistance to corrosive agents and its hygienic properties. Furthermore, the Fhiaba Series are equipped with innovative technological solutions including FhiabaAccess, a touch-sensitive electronic control panel for precise management of temperatures within as many as three independently cooled internal compartments. All bottom-drawer units feature TriMode function which provides a seamless transition between fridge, Fresco and freezer options. Micro beaded stainless steel crisper drawer interiors provide an anti-bacterial finish where food stuffs may come into direct contact with the refrigerator's surface.

All models are available in three different widths (36", 30", 24") and offer flexibility in terms of installation, to meet the needs of a multitude of configurations. Custom panels can be added to integrated models for seamless integration into virtually any kitchen design and designers are only limited by the space they have regarding the number of Fhiaba which can be connected side-by-side within a model series. Their patented, robust Equilance hinge facilitates the opening of doors without interference; opening within the profile of the appliance, even with a custom panel installed. Fhiaba refrigerators are also equipped with EvenLift shelves; a patented repositioning system which allows you to quickly organize interior spaces of the refrigerator, providing infinite positioning of shelving within the refrigerator compartment avoiding any cumbersome extraction or reinsertion of the shelves themselves. Amazingly, the shelves are still easily removable for cleaning purposes.

For enthusiasts of fine cuisine, using fresh produce is essential. The best cooking equipment in the world will not make poorly preserved food taste better. Fhiaba features the Fresco compartment in the 1T models which guarantees independent maintenance of temperature and humidity levels. This exclusive feature allows the user to always select the right temperature and the perfect conditions necessary for the optimum preservation of fruit, vegetables, meat and fish, ensuring their organoleptic properties are preserved.

Fhiaba refrigerators are considered to be a lifetime product, due to their build quality, commercial platform and ease of maintenance over the operating life. Fhiabas are designed for those who understand the importance of precise and extended food preservation and performance - for those fortunate enough to have one installed in their home, this product will be the focal point of the kitchen for decades to follow. www.fhiaba.com. **RO**





Affordable Care Act, Employees, and You

Are You Prepared to Change How You Do Business?

Everybody's talking about it... not just politicians and the "talking heads" but people young to old and business owners small to large. The health care overhaul, a.k.a. Obamacare, will impact nearly all of us both personally and professionally.

The chatter has been relentless for many months. Those supposedly responsible for the implementation of the new Affordable Health Care Act continue to display confusion and delay the undertaking of pushing businesses to engage. Are you clear minded on where your business falls in the continuum of legal responsibilities to provide health coverage for your employees?

The culture of every business is reliant upon how leadership respects and mentors their employees, how employees respect and interact with one another, and how employees serve the customer. Your employees/customers are the recipients every day of enhanced technology, extreme shopping options, and global excellence. Satisfaction must begin within your organization and employee health concerns need to be addressed with compassion, caring, and a firm understanding of what your budget can undertake. Understanding your business' obligation is your first step in creating a budget that provides the customer experience that leads to ultimate profits.

PeopleMatter, a human resource service company, has provided the navigational tool on the next page to guide customers through the legislation. (www.peoplematter.com)

Are your employees predominantly under 65 (the common age for Medicare)? If so, their costs for healthcare coverage and your capability to offer them coverage potentially could retain them in your business. Although coverage is a "benefit", the new Affordable Health Care Act eventually will insure all

Americans. It is a necessary evil that business owners understand what lies ahead.

And, what about the employees under 65? How will you strike the balance between what you can afford to contribute and how much they can afford to participate in your coverage plan. According to the Congressional Budget Office, some six million people of various ages will pay the tax penalty for not having insurance next year, the first full year of implementation of the Affordable Care Act. Some younger employees argue they don't need insurance and will opt to pay the penalty. However, by 2016 the fine jumps to \$695 or 2.5 percent of taxable income, whichever is more. What will "affordable health care" mean to your employees? Will they be able to pay the premiums of \$144+ monthly or will they be pushed into paying the fines?

How your business determines to provide health care for your employees is a decision that should be made thoughtfully. The culture you create will impact not only your bottom line, but the lives of your staff and the customer service of your business. **RO**

Rhonda Bauer is Senior Director of Marketing & Trade Relations at World Alliance for Retail Excellence & Standards, a non-profit trade association, serving all sectors of the retail industry.

Learn more at www.worldalliance-retail.org.



START

Do you have at least 50 full-time equivalent employees?

\$0

You're off the hook! Penalties don't apply to small employers.

NO

You could even earn a health insurance tax credit if you have fewer than 25 employees with average wages less than \$50,000

YES

Do you offer coverage to your employees?

YES

Does your plan pay for at least 60% of covered health care expenses for a typical population?

YES

Do any employees have to pay more than 9.5% of their family income for the employer coverage?

NO

\$0

You did it! You're giving your team affordable coverage, so there's no penalty!

Did at least one employee receive a premium tax credit or a cost-sharing subsidy in an Exchange?

NO

NO

\$0

There's no penalty.

YES

\$2,000

x (# full-time equivalent employees - 30)

You've got to cough up \$2K annually for every full-time employee after the first 30, for not providing coverage

Your employees can buy coverage in an online marketplace (Exchange) and receive a premium tax credit

NO

\$3,000

x # employees receiving a tax credit

Not providing affordable coverage will cost you \$3K annually for every employee receiving a credit.

The maximum fine is \$2,000 x (# full-time equivalent employees - 30).

Not so fast! These penalties increase each year by the growth in insurance premiums.

It's a Numbers Game

When I ask most dealers “how’s business?” they’ll usually say “Great!” or “down about 3% from last year, but the last two months have been smokin’,” or “sales are ok, but margins are tough.” I’ve never heard anything like “inventory is down so turns are better,” or “sales per employee are way up,” or “even though I’m advertising more, as a percentage of sales, advertising is down.”

Almost everyone tracks sales volume—even compared to last month or last year—and occasionally, I’ll hear about coming close to making a budgeted goal. Most also know how much money they’ve made. But only the savviest—and sometimes most successful—understand the implications of productivity and balance sheet management.

PRODUCTIVITY

Tracking sales per square foot, profit dollars per associate, sales per employee, and profitability by brand and category can dramatically improve business results.

Apple stores generate the highest sales per foot of any retailer—nearly two and half times more than average. In your store, you have some areas that generate more sales than others. Are those areas the most prominent? Best lit? Are the products in them best merchandised?

With sales per square foot in mind, a retailer I recently visited in Connecticut expanded his laundry products into what had been a video demo area. Although still committed to electronics and particularly to custom installation and networking, that space was more productive by expanding his appliance assortment.

If one associate sells more extended service contracts than another who consistently sells

at a higher margin, which one is better? Trick question—the one who brings the most profit dollars to your bottom line is the best. Try looking at all your associates for the total profit they each generate.

Increasing the average number of items per ticket will reap great rewards. There’s bound to be more profit in sales with five or six line items—warranties, accessories and other add-on products—than one that just has the product the customer asked for. Compute the average items for each sales associate and coach those selling under the mean to get to that average. Each month you do this, your average will go up.

BALANCE SHEET

Nearly every retailer has faced a cash shortfall in a time of booming sales. Your promotions worked and store traffic was brisk. Associates did a great job in closing each prospect. Yet somehow you can’t pay your bills at the end of that same month. Where is the money?

The answer is in the balance sheet. Chances are your cash is either in inventory, fixed assets or accounts receivable. Close tracking of inventory turns, GMROI, and Current, Quick and Cash ratios will help you avoid the kinds of pitfalls described above.

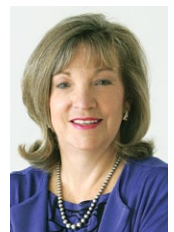
There was a time when four inventory turns (annual cost of goods sold/average inventory) was the industry standard. But now, when most stores can get deliveries from appliance vendors every week and when CE prices are as volatile as commodities, it might not be prudent to stock that much product. Without knowing what your turns are on every category and for every brand, making purchase decisions is like throwing darts.

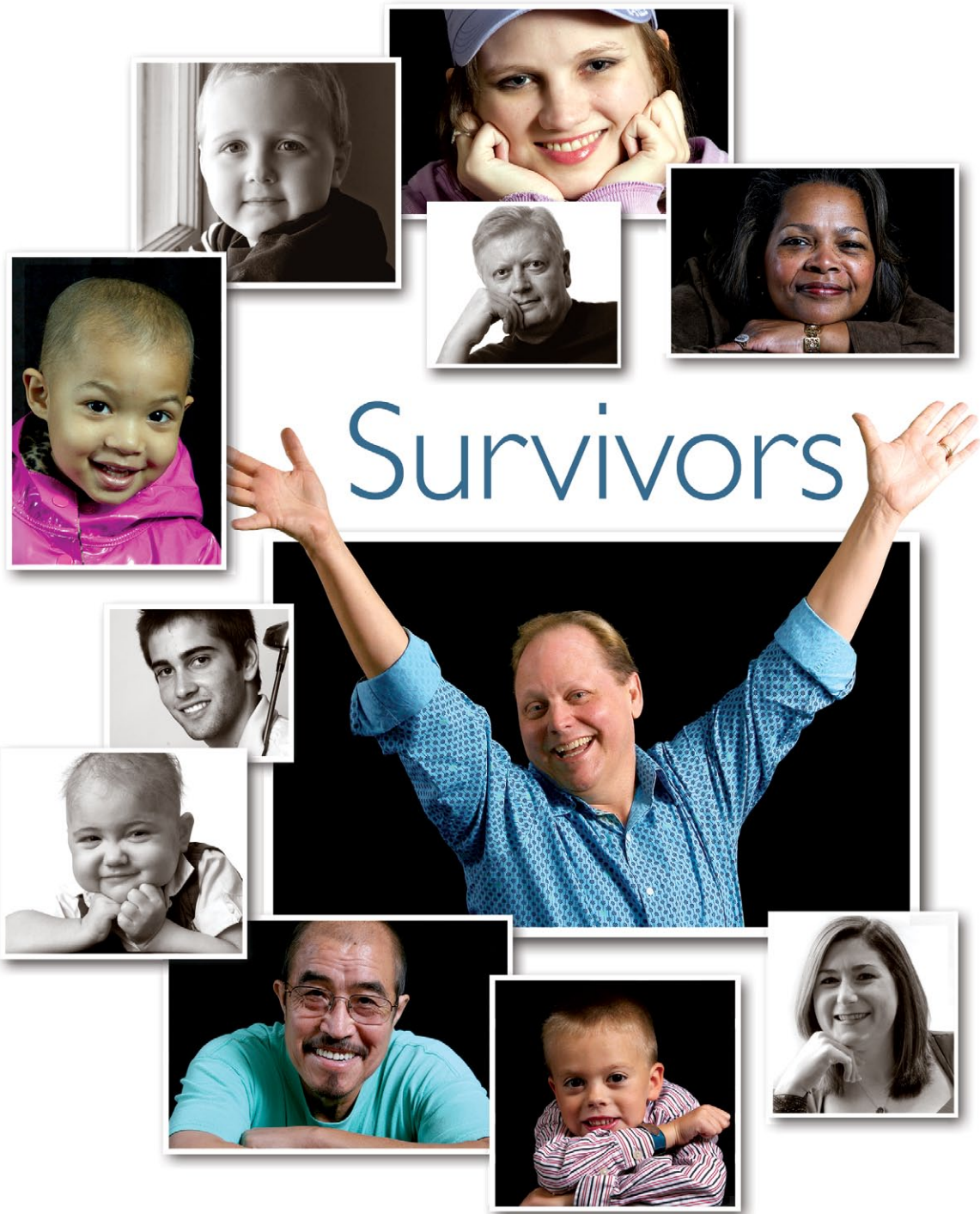
GMROI—Gross Margin Return on Inventory (annual gross profit \$/average inventory)—computes the return based on both gross margin and inventory turns. If you have to buy a large quantity to get a discount on a product, it’s only a good deal if you’re going to get a very high margin to offset the slower turns. You’ll be paying warehouse costs, maybe finance charges and risk the merchandise getting stale or damaged. That risk may be worthwhile if the return is good enough. A return of \$2 for every dollar invested would be a good goal to shoot for.

Liquidity ratios help you ensure that you can pay your bills. Current Ratio (current assets/current liabilities) gives you the biggest picture. You want no more the \$1 in bills for every \$1 you owe. The Quick Ratio (current assets – inventory/current liabilities) tells you how much you can raise to pay your bills if sales slow and inventory sits. The goal here is .50 in quick assets for every \$1 of current liabilities. The cash ratio (cash/current liabilities) tells the real story. You should have at least .20 in cash for every dollar of bills you have to pay in the next 12 months.

Financial statements are like scales. If you weigh yourself regularly, you’ll know what kind of actions you need to take to stay financially fit. Track your productivity and balance sheet trends over time and you’ll have the information you need to run a profitable and stress-free company. **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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Customer Service Is Everyone's Job

It was 6:30 at night and I had to deliver a test sample to the Mayo Clinic. I walked in and saw the front desk was empty. Everyone in any position of authority had gone home. The only person there was the janitor. Fortunately, he found someone who could help me—because he understood he was in the customer service business.

Mayo Clinic is continually ranked among the top companies in the world for customer service. It's easy to see why. They believe that customer service is everyone's job. Every employee is a customer service employee. Does your company have the same attitude? Unfortunately, most companies don't. That attitude can cost them money. That's because they don't realize that customer service affects the bottom line.

Let's prove the point that customer service affects sales and profits by looking at two companies everyone's heard of—Costco and Sam's Club, which is part of WalMart. On the surface, they are both warehouse department stores. But on paper, Costco is worth much more. The numbers don't lie:

- Costco net sales were up 6 percent and they had \$102.9 billion revenue ending September 1, 2013. They are the 7th largest retailer in the world.
- Sam's Club net sales were up only 4.9 percent from 2012 on \$56 billion revenue.

And that's with nearly the same number of stores! The bottom line is that Costco nearly doubled Sam's Club revenue.

What's the difference? After all, both companies sell nearly the same merchandise. But while Sam's Club focuses on price, Costco focuses on service. They

realize that price is not a sustainable weapon but customer service is. Costco has a corporate culture to take care of its members. Because of that attitude, Costco employees give help faster.

That difference in the bottom line starts with the people, like the janitor at the Mayo Clinic. That's because those are the people your customers are most likely to see first. Bank tellers, receptionists and security guards; they all play a vital role in creating the customer service experience. They need to think they are in the customer service business. If I go up to a bank teller and ask him what his job is, he should say, "I'm in the customer service business." When your customer sees that kind of customer service mindset they'll begin to trust the company and will want to spend their dollars with you. Their performance will either kill you or make you look like a hero.

Fortunately, it doesn't cost a lot of money to turn people into customer service heroes. It takes a commitment to on-going training. Here are three steps to begin to incorporate a customer service training program in your organization:

1. Train everyone in customer service.

As I've said before, customer service is everyone's job. Put people from different departments into the same training room. The more you mix people, the better. It helps build relationships. It pulls everyone together.

2. Don't use the same materials over and over.

Use new materials every 4-6 months. If you use same material, people will tune it out. It's like a commercial you see on TV. It is effective for a short



while and then people don't notice it any more. The advertiser creates a new commercial every month. It's the same with training materials. You can't bore people into learning.

3. Give people time to change. People won't change in an instant. Therefore, you need to keep the customer service thought pattern in front of them so the message seeps in every day.

If everyone knows they are involved in customer service, then the impact on the revenue stream is much more dramatic. It doesn't matter where you are now. It matters what you do with this information. If you understand the power of customer service, then money will fall from the sky and you will grow faster than anyone else. **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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Pick a Port and Chart Your Course

Yes, You Need a Vision!

My dad, a retired Air Force Lt. Colonel, loves to tell me about how a significant percentage of words we have for describing most anything derive from nautical terminology. One of his favorite books is *When a Loose Canon Flogs the Dead Horse There's the Devil to Pay: Seafaring Words in Everyday Speech*. He could've easily chosen a career on the water as in the skies. Sometimes he muses of being a tugboat captain.

When I was 7, he taught me to sail on Lake Champlain in upstate New York. He reminded me to watch the tattle-tails flapping against the sails to determine wind direction and to pick precisely one spot on the horizon and aim for it. Sometimes, a very subtle correction in the tiller moved us closer to our destination, sometimes we had to come about or change our tack, in order to adjust to the environment. We still ultimately pointed the bow in the direction we wanted to go.

I'm sure I don't need to drag this metaphor out and make you crazy with your responsibilities as ship's captains, nor do I need to remind you that as everyone boards the boat that is your company or team, they're all looking at you to tell them where the destination is. They think you know. And if they've showed up with their duffle bags full of talents and tools specific to their roles and responsibilities, in the beginning especially, they can't wait to hear what adventures you have in store for them. They want you to wax on about the exciting ports of call and destinations to be determined. You need to tell them, and don't assume, since they got on the boat with you in the first place, they know where you're going. And don't waste your time thinking that they should know—sometimes they don't because they cannot read your mind and it's your job to pick the port and chart the course.

Ultimately, in your store, everything that happens should align with the vision. Every act and decision should lead to the ultimate goal. Don't make the mistake of thinking that the vision is entirely related to profits—it's not. People do not get excited, committed, and remain loyal simply for profits of an organization—they get excited when they believe their work and contributions are valued, rewarded and important. By clearly defining your vision and helping your employees know their place in it, you're more likely to meet the destination you desire.

Here are some tips for thinking about visioning work:

- 1. Pick a Port: Create a Really Clear Picture.** Your vision or strategy is the framework within which the organization exists. It is the ideal—it is the dream of success as you define it. It's important to articulate this not only because you want everyone and every action aligned with it, but also because you want everyone to know what is not part of it. Ask yourself these questions: what would it look like if we were really successful? How will we know we've met the mission of our organization in terms of finances, people and operations? Here's one to really get you thinking: if I were to leave my organization and set up a highly competitive organization down the street, what would that look like?
- 2. Chart the Course: Map out How You Will Reach Your Destination.** Assess your current state: where you are now, your desired state and your vision & strategy, in order to identify the gap between the two. How will you reach your destination? What might affect your journey, i.e. the market, trends, regulations, current resources & people, etc.?

Make decisions based upon priorities aligned with your vision and organizational values that will get you to your destination.

- 3. Set Sail: Implement Your Journey.** Once you have a clear vision and you've created a plan for how you will reach it, you need to get moving! No one reached the New World by continuously re-vamping committees and reorganizing Balanced Scorecards at the dock. Eventually, you need to set the rigging, let loose the lines and raise the sails. You can't feel the wind in your hair or the sun on your face until you point the boat out of the harbor and toward the horizon. And you'll get there faster, safer, with better use of your resources if you've communicated with the crew to keep the bow pointed where you want it to go.

One last thing—remember that any journey you begin as a leader should ultimately begin with you. Setting your own, personal vision will set the model and tone for everyone else. You need to do your own visioning, your own clarifying of what the ultimate is for you. It's so simple, but we often overlook it—what's your ideal life look like? How might you design your ultimate day, week, or career path? You need to chart your own course and set sail so that as you ease yourself into the slip at the end of the long haul, you can muster up your own pirate voice to celebrate with your mates. **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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What Causes Breakdowns of Team Communication?

Since leaders are dealing with individual personalities in the team environment, it is unrealistic to expect that communication will never break down. Even within the most effective and efficient team environment, issues and situations will arise that will cause an entire breakdown of team communication. Since teams are comprised of individuals, all with human tendencies, this is common and to be expected.

The breakdown of communication in the team environment often occurs when trust and respect are diminished or ignored by individual team members. Breakdowns also occur when chronic conflict has not been resolved within the team. Another source of communication breakdown is when team members feel their personal interests and agendas are stronger than the needs and identity of the team. These individuals are motivated by their personal desires and will do anything to achieve them, including disrupting the team environment.

It is important for leaders to recognize that communication breakdowns will occur within the team environment. It is essential that they recognize this and intervene as quickly as possible before issues and problems escalate.

In the early stages of team growth, communication problems and breakdowns are more frequent, as individuals struggle to obtain position and retain power in a new and changing environment. However, in more mature and structured teams, leaders will find that the team itself will deal with the communication problem according to its defined boundaries, rules and standards.

Leaders should be aware that a breakdown in communication can have long-term ramifications on the structure and effectiveness of the team.

Therefore, it is important for them to recognize potential problems and the symptoms in order to anticipate issues, such as those discussed below, before they occur.

- **Loss of Trust and Respect**—If leaders allow problems to fester and lead to a breakdown of team communication, they will experience a corresponding breakdown of trust and respect among team members that can be difficult, if not impossible, to restore. These circumstances can be fatal to the team and might require the formation of a new team in order to overcome them. Broken trust requires prolonged periods of time to be reestablished. Leaders need to be aware of this and take appropriate action to reduce the occurrence of chronic problems that can result in the loss of trust and respect among team members.
- **Hindered Free-Flow of Ideas**—Once communication has broken down among team members, leaders will observe that discussions become more emotional and subjective rather than objective and factual. When discussions are based on emotion rather than fact, brainstorming will diminish to the point that there is no free-flow of ideas among team members. This effectively halts the team process until the issues causing the breakdowns are dealt with.
- **Intimidation**—Leaders who experience a breakdown of communication observe that certain members will attempt to take control of the team process, subjugating the team to their personal agendas and perspectives. Once done, these individuals will use emotional responses to intimidate other team members into accepting their points of view. This is where

the bonds of trust and respect among team members can be broken. The communication breakdown destroys the team structure and subjects it to the will of one or more members.

- **Bias**—Once the breakdown of communication has led to the destruction of the team order by one or more team members, a specific bias is created that supports the personal agendas of these individuals. When members allow the team process to be subverted by particular individuals, they undermine the entire team effort.
- **Faulty Decision Making**—The breakdown of communication in the team environment inevitably leads to faulty decision making. Specific biases that hinder the free-flow of ideas prevent teams from considering all options and alternatives when making decisions. Consequently, decisions are impacted by the biases of the specific individuals controlling the team. In these circumstances, decision making and outcomes will be flawed.

Individuals who have hijacked the team process will use the team environment as a cover to mask their activities when decisions produce faulty results. As they do not want to be held accountable for their behaviors and actions, they will place blame for the decision on the team environment. **RO**

Contact Timothy Bednarz at timothy.bednarz@majorium.com, or 715.342.1018

Excerpt from: A Team's Purpose, Function & Use: Pinpoint Leadership Skill Development Training Series





~~Produce Cuckoo's Nest~~
~~Win Best Picture Oscar~~
~~Become a dad~~
~~Win Best Actor Oscar~~
~~Marry Catherine~~
~~Win Lifetime Achievement Award~~
~~Co-star with my father~~
~~Reprise Gordon Gekko role~~
~~Find cure for throat cancer~~
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Attracting New Customers with Digital Marketing

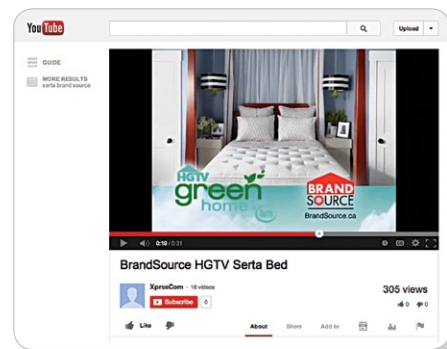
Attracting the young customer is no easy feat. First, they don't read newspapers, preferring to get all their info on the Internet or via apps on their smartphone. This means an ad in a local newspaper is not going to reach them like it does your 60-plus customers. Second, this market fast-forwards over commercials on their DVRs, not to mention the "cord nevers" who forgo cable and local TV—and its associated advertising—altogether, preferring to get all their content on-demand. On top of that, there is the incredible amount of marketing delivered to their homes via catalogs like Frontgate or Crate & Barrel to compete with, not to mention well-known superstores like IKEA or department stores. With all of these alternate options, younger consumers don't automatically think about the local independent furniture retailer when they are shopping for a new sofa or bedroom set.

We do know, however, that this segment of the market are avid internet and social media users, which means digital marketing should be a top priority. According to Netsertive, a digital marketing company, even though more than 90% of consumers do their research online, 94% of all retail sales still take place in local business locations. According to Bonnie Melcher, key account executive, Home Goods at Netsertive, "Your best customers click through website after website looking for design ideas, new products and inspiration. They ask their online friends. They use their phones and tablets to read reviews. Then they contact a local retailer and start spending money. So the question is: Are they going to be more comfortable with your competition, or with you?"

It's about effective social media marketing—really engaging the client rather than just announcing sales or new arrivals. Moving beyond that, it's important for retailers to implement search-engine optimization (SEO) and create a rich Web presence that has enough relevant hooks and content to get people to your site and social media pages in the first place. For example, if a customer is in the market for a new mattress and Googles "Brand X mattress," will your site appear in the search results? Appropriately tagged YouTube videos are another way to show up in more search results and therefore ultimately reach this customer.

With the hybrid model of online and brick-and-mortar retail shopping, it's also a good idea to optimize your own website for mobile use. If a couple is driving around looking for a new sofa and comes across your site on their iPhone, it's important that they are able to navigate your site easily from their phone, otherwise you might lose them. A digital advertising plan is the final piece of the digital marketing puzzle and can be very effective for targeting customers, especially now that you can target banner ads by location, vendor, and keyword searched.

Creating vignettes that are accessorized in a way that allows the shopper to get excited and to visualize the furniture in their own home is extremely important too—especially in the face of stores like West Elm and Pottery Barn who do it well. This consumer wants stimulating design; and even though brown and beige sell, adding appeal with color and accessories brings life to the showroom floor.



Adding an accessory vendor to your line card allows you to not only show, but sell area rugs, pillows, throws, and more. These "impulse" items can actually move your ticket price up 15 to 20 percent!

Along these same lines, it's important to carry and promote product that the new furniture-buying generation cares about. For example, one Brand Source furniture dealer has a line of furniture made from reclaimed sources, like railroad ties, and champions it on its social media pages. The younger generation will pay attention to this because it values products that are socially and environmentally conscious.

Venture out of your comfort zone and start prospecting for new, younger customers by catering to the way they live, their habits, and the things they care about. **RO**

E. Michael Allen, BrandSource VP of home furnishings, has been with the organization for 15 years and overseen the growth of the category to one of the largest in the country.





UPCOMING EVENTS

NOV.

NOV 28—THANKSGIVING DAY

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7-10

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26 - 30

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4-6

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10-12

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11-13

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Catch the Wave in Consumer Electronics

DIGITAL INTEGRATION

Times are tough for Consumer Electronics dealers in Canada, so smart dealers are taking steps to ride the next big wave.

For decades, the TV category has been the industry's workhorse, representing up to 70 percent of overall business for many CE retailers. But over the past four years, as the market matured, sales of LCD and Plasma TVs in Canada fell from \$2.8 billion in 2009 to a projected \$1.8 billion in 2013*. During the same period, warehouse clubs and general merchandisers grew their market share from 10 percent to almost 30 percent, leaving traditional CE retailers (including Best Buy/Future Shop) to divvy up some \$1.3 billion in sales—about half what it was just four years ago*.

During the past four years or so, suppliers reduced the number of TV models offered by up to 70 percent and decreased inventory on-hand to less than 45 days, including "on the water" (products that have left the factory but not yet arrived). This contributed to declining sales. Formerly, independents could count on 25 percent to 30 percent of their sales coming from the "slow moving inventory" of their suppliers. These specially priced products rewarded retailers who spent the extra dollars to advertise and promote them, thus differentiating themselves from everyone else who carried the same core models. These deals are few and

far between today because suppliers no longer keep large inventories.

For CE retailers, all this has meant double-digit sales declines year over year, lower margins, and even red ink for the first time. To succeed, independent CE retailers will need more than a strong online presence and excellent marketing.

THE NEXT WAVE—DIGITAL INTEGRATION

CE retailers can no longer count solely on traditional consumer electronics. While new blockbuster products like Ultra HD TVs and home automation are due to explode on the retail scene, they are still in the early adoption stage. Consequently, this new wave of products is unlikely to improve retailers' profits anytime soon.

That's why CE dealers should consider adding product categories that position them to take advantage of the next wave—digital integration of electronics and appliances.

FILLING THE VOID—A NEW PROGRAM FROM CANTREX NATIONWIDE

Until the new wave lifts this market segment, Cantrex Nationwide has developed an appliance solution for its CE dealers that doesn't require them to re-invent themselves or make substantial investments. It is a simple, turnkey program covering merchandising, product assortment, product training,

sales training and marketing.

This new program requires dealers to devote from 800–2,000 sq. ft. to "step-up" and "lock-off" (exclusive) appliances from key vendors, many of whom already supply electronics to CE dealers. Sales from this program are projected to be \$300/sq. ft. in the first year and \$500/sq. ft. in the second—a potentially significant boost to a retailer's bottom line!

As the appliance industry evolves toward connecting fridges, stoves, washer/dryers and dishwashers to the Internet, to smart grids and to smartphones, such appliances will be a perfect fit for CE dealers, especially those who provide their customers with set-up and installation services. As demand for mid- to high-end smart appliances grows, the future looks bright.

Meanwhile, thanks to Cantrex Nationwide's new appliance program, there is now a simple and profitable solution to fill the void left by the steep decline in the traditional TV business of CE retailers.

For more information about this program, contact Jim Mahoney at Cantrex Nationwide. jim.mahoney@cantrex.com.

*NPD Group and Consumer Electronics Marketers of Canada (CEMC) **RO**

Marc Mercier—Electronics, Cantrex Nationwide, the Canadian arm of Nationwide Marketing Group. Visit www.cantrex.com



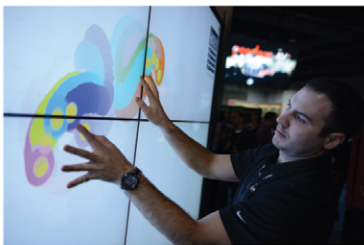
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Profit is Not Only in Cost, but Mix!

A Draw, Escape, Sell Model

Think back to when you started in this crazy retail business. Whether you began out on a retail floor, or jumped into a family business, things were simple. There were fewer categories, fewer vendors, less “information” and less outside interference. We all had time to focus on products and floor line-ups. We actually met, in person, with each key vendor partner. Consumers actually came to a retailers’ store for professional advice. They never possessed more knowledge of any particular product or a certain brand than the retailer themselves.

Today, running a business of any size is overwhelming. We are all expected (and required) to accomplish more with less time. Unfortunately, there is a law of diminishing returns and in some cases, actually negative returns. This is true for both manufacturers and retailers.

For manufacturers, there are great efforts spent on factory optimization, new product launches and maintaining their brands. Brand equity in this ‘information’ world can change in a heartbeat. With all of the social media outlets at consumers’ fingertips, today’s winners can quickly become tomorrow’s losers. There is a unique balancing act of pleasing consumers, retailers, Wall Street and staying relevant in the market. Manufacturers seem to try to provide everything for everybody and adopt a “more is better” mantra.

For retailers, the story is similar. Maintaining the proper inventory levels, payroll,

leases, insurance, advertising, store operations, equipment and succession planning can quickly overwhelm. We can swiftly become lost in day-to-day operations in which success is simply measured by whether we open our doors for business on a particular day.

These are precisely the reasons we have embarked on a modest approach to merchandising with our appliance vendors. With our D.E.S. (Draw, Escape, Sell) model, we have removed the “clutter” and focus our attention on a short, concise line up from each manufacturer.

THE RULES ARE SIMPLE

- **Limited Assortment**
 - 3 sku’s per vendor by category.
 - Feature and Step attributes on each model.
- **Market Reality Based**
 - Each model is shopped weekly on floors, in ad and online.
 - A “Market Value” is generated for each model based on 4-week average of shops.
- **Focused Funding**
 - Support funding/PA’s applied to step models to ensure profitable upsell opportunity.
 - Consumer incentives applied to step and sell models.

The above guidelines allow for a concentrated effort on fewer sku’s. It eliminates the “noise” and gives retailers a clear path for profitability.

THE GOALS ARE SIMPLE

- Maintain reasonable profit on the draw models utilizing manufacturer wholesale offers.
- Create profit on Escape and Sell models with strategic promotional activities (PA’s, Rebates, Instant rebates, etc).
- Drive mix and ASP (Average Sell Price) to positively effect our members AND vendors bottom line!

The results have been nothing short of astonishing. Not only are units up YOY with all appliance manufacturers, but the ASP of each manufacturer is up as well. This means higher retails and higher profits for everyone that participates. Nationwide Marketing Group has consistently outpaced the industry in both units and dollars. As a matter of fact, the trend has continued each month at an increasing rate.

There is an old adage in retail that states “The is no nourishment in a bowl full of volume.” In other words, we can’t survive simply on unit sales. We need to find creative ways to generate mix and profit. Our D.E.S. model gives you the tools to accomplish just that. **RO**

Patrick is the Vice President of Appliance Merchandising for Nationwide Marketing Group, a leading buying and marketing organization for independent retailers. www.nationwidemarketinggroup.org.



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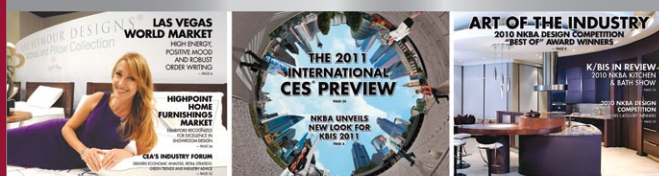
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REPORTS RECORD ATTENDANCE & CONTINUED GROWTH IN 2013

BrandSource Awards “Best of the Best” with Dealer of the Year Presentations

BrandSource members attending the organization’s recent Convention & Expo in Las Vegas were presented with a multitude of opportunities to help drive store traffic and increase profit margins. Event highlights included a motivational keynote presentation by Debbi Fields, founder and spokesperson for Mrs. Fields Famous Brands, dozens of informative workshops and seminars, a jam-packed Stampede and a standing-room only crowd at a performance by the popular band Three Dog Night.

During his opening remarks, BrandSource CEO Bob Lawrence introduced new measures to help members better compete with big-box chains by taking advantage of several tailor-made programs, products and tools available to them through BrandSource.

Lawrence encouraged members to embrace technology, advising that 84 percent of shoppers are using devices while in-store, and customers using those devices are likely to spend up to 40 percent more.

John White, executive VP of sales, discussed the new OutdoorSource division and offered key insights on shopping habits for the outdoor products category. Males typically make purchasing decisions for these products, and grill prices between \$399 and \$699 make up 35 percent of dollar sales for this category. | continued on page 56 |

Kevin Janssen is pictured receiving his Dealer of the Year award from the BrandSource Officers at the 2013 BrandSource Convention. (Pictured L-R, Andy Kersey, Jeff Zeglin, Pam Janssen, Kevin Janssen and Mark Pardini).



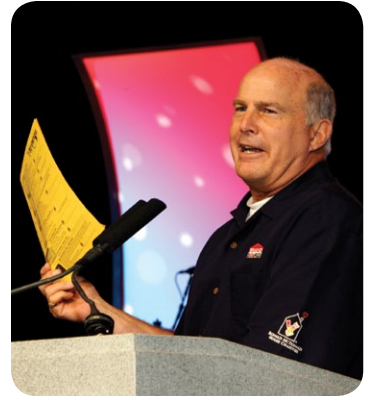


On average, 86 percent of the households in North America own grills, and the grilling season no longer ends with Labor Day. On the higher end, the kettle grill, like the Kamado Joe, is growing in popularity and is now available to BrandSource members. Another item, the outdoor pizza oven, is also making waves in the outdoor category. BrandSource members were offered a “buy one, get one free” opportunity with the Pacific Living outdoor Pizza Oven, which boasts a main burner of 16,000 BTU and cooks a 16-inch pizza.

Additional programs highlighted during the convention and expo included Expert Review, a new service designed to boost member profiles and foot traffic locally by encouraging positive customer reviews online, a zero-percent financing program packaged with a \$50 gift card incentive for shoppers, ShelfSource, which allows customers to retrofit their kitchen cabinets with convenient roll-out shelving units, and much more.

A seminar focused on the BrandSource Mobile App for dealers showed members how to access more than 7,000 appliances, electronics and home furnishings with descriptions, features and specifications. Attendees were also shown how to access real-time price comparisons, national coupon specials, group rebates and in-sightful videos for better product knowledge. | continued on page 58 |





Hundreds of attendees took full advantage of the popular “Stampede” session, which allowed BrandSource members to take advantage of a limited supply of amazing deals during a 90-minute time period.

BrandSource also announced an expansion of its Majestic private label line, which currently includes mattresses and stationery upholstery. The new Majestic Motion collection of reclining sofas are made in the USA by Southern Motion, with prices starting at \$299. According to Mike Allen, VP of home furnishings for BrandSource, feedback from members has been extremely positive, with more than two dozen immediately placing orders on first viewing. Allen added that this is ideal timing for members to

have access to a line like this because of recent bankruptcies and closings of other major manufacturers.

BrandSource also honored its “best of the best” during the convention with the 2012 Dealer of the Year awards. More than two dozen key members from each BrandSource region were recognized from a pool of more than 4,000.

“Our Dealer of the Year recipients are truly leading the way in terms of setting the best example for others to follow,” said Bob Lawrence, CEO of BrandSource. “They place a high value on customer service and know how to market themselves to their local communities in remarkable ways. **RO**

2013 BRANDSOURCE DEALERS OF THE YEAR

Greater Midwest Region

- Frank’s Appliance Center
- Sleep Source

Northwest Region

- Bemis Appliance

Rocky Mountain Region

- Lane’s Appliance and Bedding
- Baker Furniture

Pacific Rim Region

- Center Appliance

Pacific Southwest Region

- Aztec Appliance

Great Plains Region

- ZEMS Appliance, TV, Furniture and Floor Covering

Southwest Region

- Ken’s Furniture

North Central Region

- Pentz Appliance and TV

Southeast Region

- Factory Furniture

South Atlantic Region

- Kimbrell’s Furniture

Mid American Region

- Ralph’s Joy of Living

Tri States North East

- Bridgeville Appliance

North Atlantic Region

- Herman Brothers

The Maytag Channel

- Gormsen Maytag

Michigan Region

- Bell’s Furniture

In Memorium

Kevin Janssen—BrandSource Dealer of the Year

It is with deep sympathy that we acknowledge the unexpected passing of Kevin Janssen, 54, of Pentz Appliance in Marshalltown, Iowa. Kevin was a strong BrandSource supporter who, with his wife, Pam, built the family business into one of the largest independently owned showrooms in Central Iowa. Kevin worked in the family business of Pentz Appliance & TV for 33 years, becoming owner and



operator. The depth of his knowledge for his profession and uncanny ability to problem solve were truly a gift. He devoted his life to his business and his many loyal customers and loved establishing and maintaining lifelong relationships with them. Our hearts and prayers go out to the Janssen family, friends and the staff of Pentz Appliance. He will be sorely missed.

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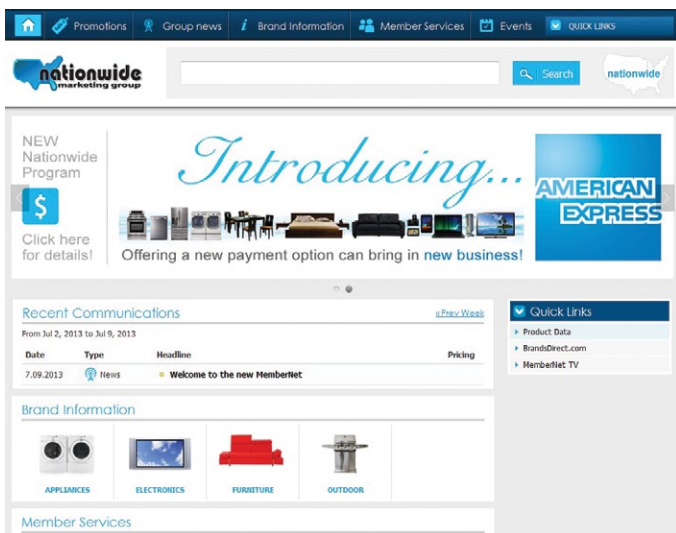
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Nationwide Provides Its Members with the Resources They Need to Enhance Their Customer's Shopping Experience



NATIONWIDE MARKETING GROUP LAUNCHES NEW MEMBERNET 4.0

As Nationwide wrapped their August PrimeTime! conference held in Dallas, the group was also preparing for the launch of the completely revamped communication platform, MemberNet 4.0. This intranet website is used by all Nationwide divisions for communication with their members. The team has been working for over a year to make many functionality updates, including a complete rewrite from the ground up on a platform that positions MemberNet for growth in an increasingly mobile world.

The new site was launched and available for member access on August 19. One of the newest key features is MemberNet TV Plus, the video platform of the system, which now has updated software and the ability to play 3D and 1080p. The old system was structured to play one loop of content, while the new system comes equipped with an on-demand feature that will make it easier for retailers to play specific content when they want.

"We strive to provide our members with the resources they need to enhance their customer's shopping experience," says Les Kirk, COO. "The advancements in this new system will help our retailers keep ahead of the curve in their marketplace."

INTERCOUNTY APPLIANCE HIRES JOHN GRAFF AS DIRECTOR OF MERCHANDISING AND ADVERTISING

Intercounty Appliance has announced the addition of John Graff to their team as the new Director of Merchandising and Advertising. Graff's duties will include developing merchandising plans to increase the volume from existing vendors, as well as assisting in developing policies and procedures pertaining to the operational improvement of the business to provide continuing efficiency and effectiveness.

Graff most recently held a GM position for Electrolux Major Appliances, where his primary duties focused on managing the independent dealer channel. His expertise in this area will lend greatly to his new responsibilities acting as a liaison with NECO management.

"With more than 29 years of experience, John brings a wealth of knowledge and leadership experience to our organization," says Vito Blandi, President of Intercounty. "We are certain his talents will enable our members to grow stronger in their marketplace."

Graff says, "I am most looking forward to strengthening my existing relationships with retailers and developing new ones. This industry is my passion and I look forward to getting started." **RO**



Nationwide Marketing Group congratulates this year's honorees of the



ANTI-DEFAMATION LEAGUE National Consumer Technology Industry 2013 Awards Tribute

We congratulate Nationwide's own Dave Bilas and this year's other honorees for their contribution of leadership excellence to the industry:



Patricia Rienzi Legacy Award

David Bilas

Executive Vice President of Nationwide Marketing Group

American Heritage Award

Peter Weedfald

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Act Your Wage

When servicers believe that customers choose their service based on price, they generally have low trip fees and hourly labor rates. Chances are they're delivering a mediocre experience for less than they think they deserve and can afford. To successfully charge more for service, companies have to provide value and act professional while exceeding expectations.

Charging for time spent in the home is a big part of the challenge in securing higher and more profitable service rates. Many if not most appliance service technicians learn their trade on-the-job. Multiyear experience enables senior technicians to make quicker diagnosis and repairs. Something is fundamentally wrong when years of experience results in technicians getting paid less for their skills and service than their juniors that charge more since the same repair takes them longer. Charging time and material for appliance repairs is flawed; it's also unfair to a business and its customers and prevents charging what an experienced technician is worth.

Flat rate repairs are common practice for many services today and allow service companies to charge professional rates based on difficulty, complexity and exposure to risk. In every case, flat rates are higher than charging for the time spent in the home. Service companies that charge by time are leaving money on the table at every service call. Service rates are only part of successfully charging more for service.

- **Companies that act like professionals, provide value and exceed expectations will succeed in charging more for their products and services.**

First impressions are just that and we only get one. What first impression does your service experience deliver? Technicians presenting themselves in clean, professional uniforms driving professionally labeled vehicles by default will deliver a better first impression than those wearing jeans, an old polo and sports ball cap carrying a tool bag that has seen better days.

Using a laptop in the customer's home to look up wiring diagrams, fault codes and order parts in real-time is cutting edge and communicates professionalism in utilizing new technologies to be more efficient. Service companies using mobile technology deliver a better customer experience from shorter cycle times.

- **A professional service experience starts with the first point of contact either in person, on the internet or on the telephone.**

Time pressed consumers demand the ability to communicate with service providers 24/7. Requesting service should be state of the art and easy to do both on the telephone and online. A one man shop can provide a large company impression by utilizing an answering service to take calls when not available or in a customer's home. VOIP telephone systems with virtual receptionists are low cost and provide a large company experience. Voice mail and call forwarding features allow companies to take professional messages and connect customers to virtual parts departments utilizing a parts suppliers' 1-800 club for parts fulfillment and additional margins. Equally important is a good first impression online.

- **Websites should be modern and easy to navigate allowing customers to book a service call 24/7.**

A professional service company will collect email addresses to send invoices, communicate product recalls and regular informational newsletters to keep their brand top of mind. 85% of Americans search for products and services online with the largest group of users being in the 45 -55 year age range. An effective marketing campaign today includes social media. Service companies today that ignore FaceBook, LinkedIn, Twitter and YouTube are missing out on a large segment of business. Effective social media will engage customers in what's important to them and not about how great a company is. This takes a lot of time and often best executed by younger generations.

- **Set the tone for what the behavior expectation is from your team.**

Almost any service techniques used for outside customers applies to "inside customers" as well—courtesy, respect, being on time, doing what you promise to do, being accountable, exceeding expectations and always saying "please" and "thank you" go a long way to looking, acting and talking like a professional service company. If you want to charge professional service rates, be sure to act professional. **RO**

*Paul Mac Donald
Executive Director
United Servicers Association*



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Why Should I Attend NASC 2014?

I need someone to convince me that I should spend in excess of \$1,000.00 to attend NASC 2014.

Attendance at NASC 2014 will educate you in the new technical skills presented by the attending manufacturers, which will better enable you to keep up with the ever changing nature of our industry. If you are not now an authorized servicer for a particular manufacturer, then this training is not normally available to you outside of a convention. This is something PSA insists on at our convention- that the training is open to anyone in attendance whether or not they are an authorized servicer.

While away I would lose a gross income of between \$2 and \$5,000 in revenue.

We have planned the convention to coincide with the traditional slower time period for our profession in order to minimize this loss. To get the amount of training available at NASC 2014 in 4 training days, with an additional day for travel, will be less total time invested than if it were possible to obtain this training from the individual manufacturers. This year's convention starts on Monday and goes through Thursday (March 24-27, 2014), leaving Sunday and Thursday evening as a travel days. In order to get this amount of training directly from the individual manufacturers you would have to travel on many different occasions.

I make the money I need to make and my business runs pretty efficiently.

I find that during the year I get to a point where I am burned out, to a degree, and our convention always revitalizes me. When I return home I am eager to implement newly

discovered ideas and ways to improve my business. No business is always perfect and we discover new ways of getting things done. Failure to attend leaves you out of the loop. Times and customers as well as appliances change and the convention helps to keep you abreast of these changes. This helps your business continue to operate efficiently and can even give you an edge, with different ways to improve yourself and your business that may not have occurred to you.



I don't have anyone to cover the technical side for me while I am away, so the business will go to my competition.

Attending a convention is always a personal choice and you have to ask yourself if this attendance will help me become a better business person and/or a better technician, which will improve my professional image for me and my clients as well as our industry. I have found that in most cases, when a customer trusts and depends on you, they will wait for your return from a convention, holiday or vacation and that you do not lose out on their business.

Most customers appreciate the fact that you are keeping your skills up to date and this reinforces the fact that they are using a very knowledgeable, educated and concerned service company.

Don't get me wrong, I always enjoy the convention and the people I get to see again as well as the new ones I get to meet.

It was not that long ago that automobile mechanics had a serious image problem and through ASE they have improved their image with customers as well as the manufacturers. It is now difficult, if not impossible, for an auto mechanic to get a job if he is not ASE certified, because the public and auto manufacturers have come to expect this as a minimum standard. This is what we are trying to do within the appliance technician trade. Membership in the Professional Service Association and use of the tools we offer to advance your knowledge and skills helps to improve our professional image and skills. Attendance at our convention and having access to this professional

training, both technical and management, helps accomplish this. While there you will have the opportunity to test your core knowledge to see if you qualify as a PSA Certified Appliance Professional and prove to yourself and your customers that you are one of the best. There are other certifications offered, but this is the only worldwide accepted standard available to our appliance service industry. **RO**

*Don Holman CSM / MCAP
President PSA*



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A Legacy of Innovation

MAYTAG® DOUBLE OVEN FREESTANDING RANGES

In 1893 F.L. Maytag famously brought to market a threshing machine that changed the way grain was processed. In 1919 he introduced the first aluminum tub washing machine, an innovation previously thought impossible. And the introduction of the first agitator in 1922 revolutionized the washing of clothes and proved a massive success for the company.

In the years to come Maytag built tank and airplane parts, and brought a series of products to market that are mainstays of the modern home, such as the automatic dryer and the portable dishwasher. Surprisingly, Maytag only ceased production of its durable wringer washers as recently as 1983, which is about the time that they brought the first freestanding double oven ranges to market.

Before the introduction of the freestanding double oven range, customers could only install the ever-popular, but expensive, double oven wall units. Leadership at Maytag had a game-changing insight. They realized that with more than 85% of American homes using freestanding ranges, market conditions were ideal for the introduction of a freestanding version of the double oven.

Nearly 30 years after it was first introduced, the double oven freestanding range is still turning heads. It has had a number of incarnations, but the latest version may well be the most exciting for retailers.

In 2013 Maytag was one of the first brands to offer an induction cooktop on its freestanding double oven ranges. This popular innovation, along with gas and electric models, has helped the market for double oven freestanding ranges grow at the fastest rate of any kitchen appliance on the market. And it's easy to see why—fast preheating and the ability to cook at two different temperatures make this genuine Maytag innovation the latest in a long line of dependable appliances.



Maytag was one of the first brands to offer an induction cooktop on its freestanding double oven ranges.

COOKS THE WHOLE HOLIDAY MEAL

It can't be overstated—double oven freestanding ranges are the hottest thing in kitchen appliances. In fact they are so popular that double oven sales have jumped 97% since 2009.* They give your customers the flexibility to bake at two different temperatures. And both ovens preheat an astounding 40% faster,** so they can bake a pie in the upper oven while the turkey roasts in the lower oven. Best of all, you can offer your customers a new double oven range with their choice of a gas, electric or induction cooktop.

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Our challenge has always been finding appliances that are as appealing on the sales floor as they are on the bottom line. With the style our customers love and the margins we need, LG Studio answers the call, beautifully.

RICHARD MERHIGE
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