

# The RetailObserver

December, 2010

YOUR RESOURCE GUIDE TO THE INDUSTRY

Vol. 21, Issue 12

## DENON'S 100TH ANNIVERSARY SPECIAL EDITION PRODUCT COLLECTION

**NEW COMPONENTS REFLECT DENON'S HISTORY  
OF PASSION, ARTISTRY AND TECHNOLOGY**

PAGE 8

**100**<sup>th</sup>  
*Anniversary*  
**DENON**  
since 1910

## GES-KEYNOTE LINEUP 2011

**KNOW WHERE CONSUMER TECHNOLOGY IS HEADED**

PAGE 34



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## Holiday Tradition Creates Anticipation and Curiosity in Customers

**W**ith the holiday gift giving season upon us, I was inspired in the many ways a business could have fun during the holidays, such as starting traditions of their own in their retail stores. One example is Neiman Marcus, with the 84th edition of their Celebrated Christmas Book. First published in 1926 as a 16-page booklet, the Neiman Marcus Christmas Book was initially intended as a Christmas card to the store's best customers.

Building on tradition over the years, the book has maintained its personal touch while evolving into a legendary source for alluring and mystical gifts. The 2010 Christmas Book features one-of-a-kind gifts and experiences from the Limited-Edition Camaro Convertible (\$75,000.), His and Hers MetroShip Houseboat (\$250,000.), a Tequila Avion private party by Colin Cowie (\$125,000.), to a Life-Size edible Gingerbread Playhouse (\$15,000.) to name a few of their outrageous offerings.

"It is exciting that we are at the 50th Anniversary of the His and Hers Gifts that were started by Stanley Marcus," said Gerald Barnes, President of Neiman Marcus Direct. This year also marks the first time customers may access the Christmas Book via iPad through the new NM Editions app. Customers will be able to place orders on Neiman Marcus' eCommerce site from their iPad—a growing trend.

Neiman Marcus has intrigued their customer year after year with the fantasy. How can your store apply this concept? Take sports, for example; you could create a room size display by blowing up a photo of your local ball park to the full size of the wall (Truck Skins work great for this), complete the vignette with a flat screen TV, Blu-ray home theatre set and a couple of discs, a gift certificate to the local deli, game tickets, some sports gear and a bag of peanuts as a fantasy package to sell for the sports enthusiasts in your town. You could create a chef package as well—you get the idea. Have some fun and forget the same 'ol boring gift baskets you see everywhere, and start packaging fantasy products that people will talk about.

Whether it be lighting the Festival Lights or the arrival of the holiday book, whatever you create will mark the official start of the holiday shopping season by inviting your customers and their curiosity, when it's time to come shop the holidays—right back into your store. What can you do that is outrageous enough to get them to participate and get them to tell all their friends?

Here's to curiosity & holiday traditions.



*Happy Holidays,*

*Eliana Barriga*

*letters@retailobserver.com*

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## The CE-Asaurus is Coming to Get Your Old Gadgets...

TECHNOLOGY CONTINUES TO RENDER ITS PREDECESSORS EXTINCT

If you ever watch some of the movies from back in the good old days, you'll see both the good guys and bad guys stopping to use a pay phone on the street corners to make plans for their escape or someone's capture. From today's perspective, it just seems so primitive, doesn't it?

The wired phone of any kind is far from the only device that is going to be discarded as a result of mobile technology and the mobile apps market. The following list contains some consumer electronics products that will likely soon disappear from the scene due to the massive popularity of the new all-purpose Smartphones: PDAs, flip video cameras, MP3 players, digital cameras, handheld video games, GPS devices, PCs, regular cell phones, wristwatches (excluding diver's watches), and television remote controls.

- 1963 - Ampex introduces first domestic 1" reel to reel video/TV combo unit weighing 900 lbs and costing \$30,000 in a wood cabinet 13 feet long!
- 1964 - Philips builds the first stand-alone domestic video recorder
- 1967 - Color TV is introduced
- 1969 - Four host computers were connected together into the initial "ARPANET" and the Internet was born
- 1971 - Sony introduces the world's first VCR
- 1972 - Philips introduced the world's first video cassette recorder for use in the home
- 1973 - Philips introduced the color VCR
- 1975 - Sony introduced first popular video recording system - Betamax
- 1976 - JVC introduces VHS - world's most popular video recording system
- 1977 - The world's first "real" desktop computer—The Commodore PET
- 1978 - JVC introduces first portable VHS recorder
- 1979 - Introduction of double speed VHS system
- 1981 - IBM launch of the industry standard personal computer
- 1982 - Philips launches the first Laservision player
- 1983 - The world's first hand portable cell phone
- 1985 - The first domestic satellite receivers for the home arrived in the shops
- 1994 - The first GSM cell phone was introduced by Nokia

We now have smart phones, pad computers, GPS chips for animals and husbands and of course, a large amount of CE recycling centers. Innovation drives constant change and continual new supplies to the retail market which is a good for business.

So, what does this all mean? Yep, it's going to be another busy holiday season with gadget junkies hunting for the new gizmo of their dreams and retiring their old technology.



*Happy Holidays and a Bountiful Retailing Season,*

Moe Lastfogel  
moe@retailobserver.com

The  
**RetailObserver**

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CELEBRATING OUR 21<sup>ST</sup> YEAR

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



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# THE "BEST VALUE" PROFESSIONAL RANGES



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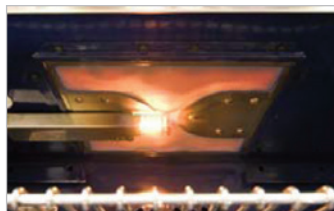
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Four 15,000 BTU burners found on the DRGB3001 are products of the world-renowned burner manufacturer Isphording, located in Attendorm, Germany.



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Denon's 100<sup>th</sup> Anniversary lineup



PMA-A100 integrated amplifier



DCD-A100 CD/SACD player

# Denon's 100<sup>th</sup> Anniversary

# Special Edition Product Collection

SEVEN NEW LIMITED EDITION HOME ENTERTAINMENT COMPONENTS REFLECT THE PASSION, ARTISTRY AND TECHNOLOGY OF DENON'S 100 YEARS



AH-A100 headphones



DL-A100 cartridge



DP-A100 turntable



AVR-A100 9.2 Channel A/V surround receiver



DBP-A100 Universal Blu-ray Player

**D**enon Electronics, one of the world's leading manufacturers of high-quality home entertainment products celebrating 100 years of innovation and technology leadership in 2010, is proud to announce that its highly anticipated special-edition Anniversary Product Collection (A100) of seven new home entertainment components is now available at select Special Anniversary Denon dealers, who can be found at [www.denon100.com/dealerlocator](http://www.denon100.com/dealerlocator). The limited special-edition Denon Anniversary Product Collection offers discriminating consumers an opportunity to become a part of Denon's century-old legacy of innovation and craftsmanship.

For Denon, audio and video are not a hobby. The creation of products that can deliver the highest quality experience to the consumers is a driving passion and the reason the company exists. Denon is passionate about developing and leveraging technologies, so that in any format, we can bring purity of sound quality and joy to the customers' lives. The products will reproduce at home the same air, energy and the sensitivity felt at the stage or in the studio.

All Denon A100 anniversary products come in a special carton with, for the first time in Denon's history, a five-year warranty and signed certificate of authenticity from the chief Denon production engineer who handcrafted the product. Also included is a richly detailed Denon "brand book" that explores

the company's long and storied history. Each A100 component is finely tuned and reflects the commitment to passion, artistry and technology that has defined Denon in its first 100 years.

The Denon PMA-A100 is an integrated amplifier that echoes the company's many years of audio technology development and innovation. To enhance sound quality, the amplifier inherits Denon's UHC-MOS Single Push-Pull output circuit and features newly engineered construction, forming a solid foundation for pure, clean sound quality. This high-performance component includes special anniversary tuning, superior construction and parts, including a larger, upgraded speaker terminal, cast iron footing for less vibration and higher sound quality.

The PMA-A100 is designed to perform seamlessly in an integrated home entertainment system with its anniversary partner, the DCD-A100 CD/SACD player. Featuring Advanced AL32 Processing, a highly accurate master clock and the latest 32Bit/192 kHz DA converters to dramatically boost the quantity of digital audio information and ensure audio accuracy, the DCD-A100 also includes a new advanced S.V.H. drive mechanism that guarantees accurate and high quality playback of SACDs and CDs. It is equipped with a full complement of digital input ports, including a USB port for connecting an iPod or USB memory. Like the PMA-A100, the DCD features a 100th anniversary signature badge affixed to its black high-gloss front panel. *[ continued on page 10 ]*

The history of Denon turntables began in 1910 with the production of Japan's first gramophone and peaked in 1939 when Denon developed a disc recorder for the NHK radio station. In 1970, Denon developed its own high-torque AC motor for low speeds where speed was controlled by highly precise detection of magnetic pulses recorded around the perimeter of the platter. Denon incorporated this leading-edge servo technology in its development of the direct-drive turntable, whose high performance and reliability represented a clear break from conventional idler and belt drive products.

Denon's DP-A100 turntable features the same high-performance Denon direct-drive turntable technology that has delivered high-precision rotation for 40 years. Equipped with the DL-A100 cartridge, the DP-A100 is capable of masterfully reproducing the energy and beauty of analog records.

In 1961, Denon jointly produced the now iconic DL-103 cartridge with NHK for use at FM radio stations. The DL-103 was able to play stereo LP records with high fidelity and reliability (providing easy handling and stability). The basic design of this model continues to achieve first-rate performance and plays an active part in today's world of Hi-Fi audio enthusiasts. Reflecting this engineering expertise and innovation, the new DL-A100 cartridge represents the standard model that has been in production for a little less than a half century - now reborn with the latest tuning for pure enjoyment.

The AVR-A100 9.2 Channel A/V surround receiver is the ultimate home theater hub for today's digital age. In addition to DENON Link 4th, featuring HDMI Clock Control, the AVR-A100 features high-bit i/p conversion and scaling, as well as advanced connectivity, network audio/photo streaming and a special interface to enhance the enjoyment of Internet content. It also includes a unique block condenser, a higher-grade speaker terminal with gold plated inputs/outputs, and

cast iron footing to stabilize sound quality.

The perfectly matched DBP-A100 Universal Blu-ray Player lets users not only enjoy the maximum performance of Blu-ray discs and DVDs but also Super Audio CDs, DVD-Audio discs and CDs - all with the very best in high-quality sound and video. This level of quality is made possible through the inclusion of Denon's vibration-resistant technologies including Direct Mechanical Construction and Multi-layer Chassis Structure. Since the DBP-A100 is also equipped with Denon Link 4th to thoroughly minimize jitter during HDMI transmission, users enjoy the best possible audio performance when combined with the AVR-A100. The DBP-A100 also features an anniversary edition coupling condenser and cast iron footing for sound stabilization.

Rounding out the Anniversary Collection line is Denon's luxurious AH-A100 headphones. Strikingly housed in a piano mahogany finish, the AH-A100 features a high-grade driver for superior sound quality, newly designed skin-soft ear pads and headband, as well as a luxurious storage case.

#### BECOME PART OF THE DENON ANNIVERSARY CELEBRATION

Throughout the year, Denon will celebrate its 100th anniversary with exciting initiatives. To celebrate this milestone in its history, Denon is inviting everyone to join in the celebration through a special anniversary website, [www.denon100.com](http://www.denon100.com). Visitors can learn all about the company's "Legacy of Firsts", and most importantly, the people whose passion for audio and video perfection have always driven the Denon brand. Those who register online will be first to be notified by Denon about Special Anniversary Denon dealers in their area.

For further information on Denon's 100th anniversary and other Denon news, please visit: [www.denon100.com](http://www.denon100.com), [usblog.denon.com](http://usblog.denon.com) and [usa.denon.com](http://usa.denon.com). **RO**





# DENON IN RETROSPECT



# Manufacturer {NOTES}

## Uncork The Holiday Cheer

LIEBHERR'S WINE STORAGE UNITS MAKES ENTERTAINING A JOY

**T**he holidays are here, the bird is dressed, pie is in the oven and soon the wine will be flowing. Whether you are hosting a family gathering or bringing a bottle of your finest Pinot Noir to your friends this holiday season, how you store your wine is key to spreading holiday cheer.

On the bar in the recreation area or well placed in your family room, Liebherr's WS1200 gives you premium wine storage in an attractive package. The well-appointed cabinet holds up to 12 Bordeaux on solid beech wood shelving and has a convenient drawer that can maintain a warmer temperature than the wine compartment to keep wine accessories, even chocolates or candies for the after dinner festivities.

Correct temperature, as well as lighting and environment are fundamental elements for proper storage. Here are some additional Wine Storage and Serving Tips from Liebherr:

With their precise temperature controls Liebherr wine cabinets ensure that the temperature you desire is constantly maintained.

Unlike other wine refrigerators, which only have cooling functions, Liebherr wine cabinets are also capable of heating to maintain the perfect conditions should the wine cabinet's surroundings drop below the desired temperature.

When serving white wines, the ideal temperature is 46°F (8°C), while red wines are best served at 64°F (18°C).

With over 50 years of experience and innovation behind them, Liebherr wine storage cabinets provide ideal conditions, as well as light and odor protection. Other product features that get Liebherr wine storage cabinets on the "Nice List" include:

- Attractive solid beech wood shelves on telescopic rails for easy wine access
- Alarm system to alert the homeowner if the door has been left open or the temperature has been compromised
- Liebherr uses an insulated glass door with UV protection and an activated charcoal filter to protect the wine from busy kitchen influences, such as light and odor.
- Energy efficient LED ceiling light not only emits virtually no heat, but it is dimmable to cast a cool glow across the room

To view the entire product line of freestanding and under-counter wine storage cabinets and the full line of Liebherr refrigerators, visit [www.liebherr-appliances.com](http://www.liebherr-appliances.com).

Driven by innovation and characterized by sophisticated, fresh design, Germany-based Liebherr Corporation brings the best of Europe to the refrigeration category in North America. As the worldwide leader in environmentally responsible refrigeration, Liebherr provides outstanding built-in, freestanding, and fully integrated refrigeration and wine storage units. **RO**



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## The 1% Windfall

### HOW SUCCESSFUL COMPANIES USE PRICE TO PROFIT AND GROW— 10 TIPS TO BETTER PRICING

**P**ricing is one of the most powerful—yet underutilized—strategies available to businesses. A McKinsey & Company study of the Global 1200 found that if companies increased prices by just 1%, and demand remained constant, on average operating profits would increase by 11%. Using a 1% increase in price, some companies would see even more growth in percentage of profit: Sears, 155%; McKesson, 100%, Tyson, 81%, Land O'Lakes, 58%, Whirlpool, 35%. Just as important, price is a key attribute that consumers consider before making a purchase.

The following 10 pricing tips can reap higher profits, generate growth, and better serve customers by providing options:

**Stop Marking Up Costs**—The most common mistake in pricing involves setting prices by marking up costs (“I need a 30% margin”). While easy to implement, these “cost-plus” prices bear absolutely no relation to the amount that consumers are willing to pay. As a result, profits are left on the table daily.

**Set Prices That Capture Value**—Manhattan street vendors understand the principle of value-based pricing. The moment that it looks like it will rain, they raise their umbrella prices. This hike has nothing to do with costs; instead it's all about capturing the increased value that customers place on a safe haven from rain. The right way to set prices involves capturing the value that customers place on a product by “thinking like a customer.” Customers evaluate a product and its next best alternative(s) and then ask themselves, “Are the extra bells and whistles worth the price premium (organic vs. regular) or does the discount stripped down model make sense (private label vs. brand name). They choose the product that provides the best deal (price vs. attributes).

**Create a Value Statement**—Every company should have a value statement that clearly articulates why customers should purchase their product over competitors'

offerings. Be specific in listing reasons...this is not a time to be modest. This statement will boost the confidence of your frontline so they can look customers squarely in the eye and say, “I know that you have options, but here are the reasons why you should buy our product.”

**Reinforce to Employees That it is Okay to Earn High Profits**—I've found that many employees are uncomfortable setting prices above what they consider to be “fair” and are quick to offer unnecessary discounts. It is fair to charge “what the market will bear” prices to compensate for the hard work and financial risk necessary to bring products to market. It is also important to reinforce the truism that most customers are not loyal – if a new product offers a better value (more attributes and/or cheaper price), many will defect.

**Realize That a Discount Today Doesn't Guarantee a Premium Tomorrow**—Many people believe that offering a discount as an incentive to trial a product will lead to future full price purchases. In my experience, this rarely works out. Offering periodic discounts serves price sensitive customers (which is a great strategy) but often devalues a product in customers' minds. This devaluation can impede future full price purchases.

**Understand That Customers Have Different Pricing Needs.** In virtually every facet of business (product development, marketing, distribution), companies develop strategies based on the truism that customers differ from each other. However, when it comes to pricing, many companies behave as though their customers are identical by setting just one price for each product. The key to developing a comprehensive pricing strategy involves embracing (and profiting from) the fact that customers' pricing needs differ in three primary ways: pricing plans, product preferences, and product valuations. Pick-a-plan, versioning, and differential pricing tactics serve these diverse needs.

**Provide Pick-A-Plan Options**—Customers are often

interested in a product but refrain from purchasing simply because the pricing plan does not work for them. While some want to purchase outright, others may prefer a selling strategy such as rent, lease, prepay, or all-you-can-eat. A pick-a-plan strategy activates these dormant customers. New pricing plans attract customers by providing ownership options, mitigating uncertain value, offering price assurance, and overcoming financial constraints.

**Offer Product Versions**—One of the easiest ways to enhance profits and better serve customers is to offer good, better, and best versions. These options allow customers to choose how much to pay for a product. Many gourmet restaurants offer early-bird, regular, and chef’s-table options. Price sensitive gourmands come for the early-bird specials while well-heeled diners willingly pay an extra \$50 to sit at the chef’s table.

**Implement Differential Pricing**—For any product, some customers are willing to pay more than others. Differential pricing involves offering tactics that identify and offer discounts to price sensitive customers by using hurdles, customer characteristics, selling characteristics, and selling strategy tactics. For example, customers who look out for, cut out, organize, carry, and then redeem coupons are demonstrating (jumping a hurdle) that low prices are important to them.

**Use Pricing Tactics To Complete Your Customer Puzzle**—Companies should think of their potential customer base as a giant jigsaw puzzle. Each new pricing tactic adds another customer segment piece to the puzzle. Normal Normans buy at full price (value-based price), Noncommittal Nancys come for leases (pricing plans), High-end Harrys buy the top-of-the-line (versions), and Discount Davids are added by offering 10% off on Tuesday promotions (differential pricing). Starting with a value-based price, employing pick-a-plan, versioning, and differential pricing tactics adds the pricing related segments necessary to complete a company’s potential customer puzzle. Offering consumers pricing choices generates growth and increases profits.

Since pricing is an underutilized strategy, it is fertile ground for new profits. The beauty of focusing on pricing is that many concepts are straightforward to implement and can start producing profits almost immediately.

What better pricing windfall can your company start reaping tomorrow morning? **RO**



*Author: Rafi Mohammed, Ph.D, founder of Culture of Profit LLC, Cambridge, MA, which helps businesses develop and improve their pricing strategy; Batten Fellow at the University of Virginia’s Darden Graduate School of Business. Publisher: Harper Business*

## CALL TO ACTION



### SEND US YOUR SHOTS

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

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**FEATURED THIS MONTH:**  
NAHB Remodeling Show



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## DRAMATIC FORM MEETS CLASS-LEADING FUNCTION IN THE NEW DISTINCTIVE™ 36" GAS COOKTOP FROM DACOR

**dacor** Designed in collaboration with BMW Group Designworks USA, the latest addition to the Distinctive Series symbolizes the innovation and quality consumers have come to expect from Dacor.

Dacor®, a market leader in the design and manufacture of luxury kitchen appliances, introduced the new Distinctive 36" Gas Cooktop. A stylish design, with remarkable craftsmanship, the Distinctive Cooktop will be a striking addition to any kitchen, while offering the performance and value that consumers will be able to expect from the Distinctive Series.

The Distinctive 36" Gas Cooktop is the first Dacor product developed in collaboration with BMW Group DesignworksUSA, a company well known for its forward-thinking innovation in design development and selective use of color, materials and finishes. A fellow California-based company, BMW Group DesignworksUSA has worked with many of the world's great brands and is an international leader in design strategy, premium design development, and brand communication. Now, BMW Group DesignworksUSA brings its expertise to Dacor and its Distinctive 36" Gas Cooktop, designed to bring a unique style to any kitchen while enhancing the appearance of both countertops and cabinetry alike.

The Cooktop is designed with ergonomic angled controls for ease of use and Illumina™ Indicator Lights that glow in Dacor's signature flame-blue when a burner is on, providing a modern, eye-catching look while making kitchen safety a priority. The design team employed a strict process of direction, design and development ensuring that the Distinctive Cooktop was developed with both creativity and quality.

The Cooktop is equipped with five burners to meet every cooking

need, including one SimmerSear™ burner with melting feature, which allows superior precision and control for the home chef with the option to simmer, sear or sauté at ultra-high or ultra-low temperatures (up to 18,000 BTUs). To address other cooking needs, the Cooktop also has two sealed gas burners that provide 12,000 BTUs and two sealed gas burners that provide 9,000 BTUs.

The new Cooktop features Dacor's exclusive PermaClean™ Finish, a scratch-resistant surface that can handle tough scrubbing so that baked or even burnt-on messes clean up with ease, leaving the Cooktop surface beautiful. In addition to the exclusive PermaClean finish, the Distinctive Cooktop has a one-piece spill basin to further ensure that clean up will be a breeze.

The industry leading Continuous Platform Grates provide for the optimum cooking surface for larger pots while allowing for multiple pans side-by-side. Additionally, the Perma-Flame™ instant re-ignition feature automatically re-lights a burner immediately if it goes out, ensuring continuous heating and a nearly effortless cooking process.



Ensuring that the Distinctive Cooktop is fully functional for the life of the kitchen, Dacor has equipped all burners with Smart Flame™ technology, which ensures the burner flames do not directly contact the fingers of the porcelain-coated cast iron grates, helping to extend the life of the grates.

The Distinctive Series provides a premium culinary experience to a wider group of customers through a crop of recently launched products, including the Distinctive Range, the Single and Double Wall Ovens, the 36" and 30" Rangetop, and the 24" Dishwasher. The new Cooktop rolled out to authorized Dacor dealers on November 1, 2010 with an MSRP of \$1210.

For more information on Dacor, its product line and local dealer locations, visit [www.dacor.com](http://www.dacor.com), contact Customer Care at (800) 793-0093 or visit the Dacor Design & Culinary Centers in Atlanta or San Francisco.





## HIGH POINT DEBUT REAPS BIG RETURNS FOR MEGA GROUP USA

GARRETT MATTRESS AND FURNITURE WINNER OF MEGA GROUP USA'S RECLINING CHAIR GIVE-AWAY

In their very first showing at High Point Furniture Market, MEGA Group USA, a leading national home furnishings buying group for furniture, mattress, appliance and electronics retailers, converted more than 15% of the buyers that visited their showroom into new MEGA Group USA members. MEGA Group USA leased a 750 square foot ground floor space in the Plaza Suites building that proved to be a high traffic location for the national buying group.

"We were excited to show at High Point Market this year," stated Jerry Honea director/COO for MEGA Group USA. "Being our first time to have a space, we were uncertain what to expect. The traffic to our showroom and the ability to talk to a number of buyers and have them become new MEGA Group USA members far exceeded our expectations."

As part of their week's showing, MEGA Group USA held a drawing for a pair of Mac Motion reclining chairs valued at \$2,000. Bobby Garrett of Garrett Mattress & Furniture in Milledgeville, GA was the recipient of this grand prize. MEGA Group USA had over 100 dealers register to participate in the drawing.

Primary High Point market focus for MEGA Group USA was their new Paula Deen Home by Serta Mattress Collection ([www.pauladeenmattress.com](http://www.pauladeenmattress.com)) that is exclusive for MEGA Group USA members. MEGA Group USA's new Paula Deen Home by Serta Mattress Collection contains 44 different SKUs that feature consumer benefits such as individually wrapped coil innerspring, memory foam, silk covers, talalay latex and soy-infused foams.

GE Money, one of MEGA Group USA's business service vendor partners, was in MEGA Group USA's space all week working with current members on consumer financing needs and meeting with prospects to explain the many benefits that GE Money offers. "Having GE Money in our space and working with our members was extremely valuable," continued Honea. "It provides our dealer members time to spend one on one with GE Money and work together to provide their customers the very best financing available."

MEGA Group USA is the fastest growing national home furnishings buying organization in the country focused on delivering excellence in products and services to its retail members in the furniture, electronic, appliance and mattress industries.



These business services include group vendor programs, custom advertising and marketing services, consulting, store merchandising, and information technology support aimed at driving floor traffic, improving sales and profits and enhancing operating efficiencies. MEGA Group USA has 1500 retail members in 2500 store fronts throughout the United States. For more information on MEGA Group USA, visit [www.megagroupusa.com](http://www.megagroupusa.com).

## THE CONSUMER ELECTRONICS ASSOCIATION THE 2010 HOLIDAY WISH LIST



JIM BARRY, THE DIGITAL ANSWER MAN, GIVES AN INSIDE LOOK AT THE SEASON'S HOTTEST GADGETS

The Consumer Electronics Association's 17th Annual Holiday Study shows that this year consumer electronic sales will reach the highest level ever reported! | *continued on page 18* |

Despite an overall decline in gift spending, electronic spending jumped five percent from last year's numbers; equating to an average of \$232 a person spent on electronics this holiday season.

So what's on the top of this year's holiday wish list? Here's what the Consumer Electronics Association found out:

- |                           |                     |
|---------------------------|---------------------|
| 1) Notebook/Laptop        | 2) iPad             |
| 3) eReader                | 4) iPod/iPod Touch  |
| 5) Video game System      | 6) Digital Camera   |
| 7) Big Screen TV          | 8) TV (unspecified) |
| 9) Computer (unspecified) | 10) Desktop PC      |

Go online for the video of Jim Barry, The Digital Answer Man and CEA spokesperson as he walks you through the top10 list and gives an inside look at the hottest gadgets for the season.

For more information, visit [www.digitaltips.org](http://www.digitaltips.org)

## THERMADOR CONTINUES TO OFFER SMART VALUE TO CULINARY ENTHUSIASTS WITH A \$300 REBATE

**Thermador**® Thermador introduces a \$300 rebate program for customers who purchase any 30-inch Professional Series® Range paired with a 30-inch Professional Series Wall Hood.

The new rebate program, which runs until March 31, 2011, comes on the heels of Thermador's renewed and industry-leading ONE TWO FREE™ smart-value promotion. While the ONE TWO FREE program applies to 36- and 48-inch Professional Series Ranges with qualifying purchases, the \$300 rebate offer extends to the luxury-appliance brand's popular 30-inch range lineup designed for smaller kitchen spaces.

"We've had so much success with ONE TWO FREE since creating it in 2009 that we decided to create another value promotion to make it even easier to own Thermador's professional-grade cooking appliances," said Zach Elkin, Director of Thermador brand. "Now we offer savings for virtually every configuration of appliances and kitchen imaginable."

### DETAILS OF THE THERMADOR \$300 REBATE PROGRAM:

Purchase any 30-inch Professional Series Range, including:

- 30-inch Pro Grand® Dual-Fuel Range with Stainless Steel Cooktop
- 30-inch Pro Grand All-Gas Range with Stainless Steel Cooktop
- 30-inch Pro Grand All-Gas LP Range with Stainless Steel Cooktop
- 30-inch Pro Harmony® Dual-Fuel Standard-Depth Range
- 30-inch Pro Harmony LP Standard-Depth Range
- 30-inch Pro Harmony Gas Standard-Depth Range

Also, purchase an accompanying 30-inch Professional Series Stainless Steel Wall Hood

Submit a mail-in rebate for \$300 from Thermador.

| *continued on page 20* |



cook better. eat better. taste better. live better.

[WWW.AGA-RANGES.COM](http://WWW.AGA-RANGES.COM)

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## J.D. POWER AND ASSOCIATES RANK MIELE DISHWASHERS HIGHEST IN CUSTOMER SATISFACTION

**Miele** Miele announces that their dishwashers are ranked highest in customer satisfaction according to a J.D. Power and Associates 2010 Kitchen Appliance Satisfaction Study<sup>SM</sup>. Customer satisfaction is measured based on performance in six factors: performance and reliability (including how well the appliance functions, noise level and energy efficiency); features (such as the number of settings available and appliance capacity); ease of use; styling and feel; price and warranty.

Miele ranks highest in customer satisfaction with dishwashers with a score of 806 and performs particularly well in four of the six factors: performance and reliability; styling and feel; features and warranty.

The J.D. Power and Associates 2010 Kitchen Appliance Satisfaction Study is based on responses from 4,563 consumers who purchased dishwashers through a retail store or received one through other means (such as a new-home builder or a gift) during the previous 24 months. The study was fielded between March and April 2010.

### PERCEPTIONS OF WATER AND/OR ENERGY EFFICIENCY

The J.D. Power and Associates' Study finds that satisfaction with appliance performance is strongly influenced by the owner's perception of the appliance's water and/or energy efficiency. Customers who report that their appliance is ENERGY STAR<sup>®</sup> certified are more likely to be more satisfied with their appliance than customers who do not indicate that their appliance is certified.

In the last 15 years, Miele has reduced water consumption in its dishwasher by 50.3% and energy use cut by 33.8%. Engineered to be the greenest Miele dishwashers yet, the G 2002 series uses only between 4.96 and 5.4 gallons of water in its Normal cycle, with many models exceeding ENERGY STAR's<sup>®</sup> future 2011 water and energy standards. In its Economy cycle, the new Miele series only uses 1.2 gallons (for those who want to save even more water and energy).

An unprecedented quality pledge guides Miele to produce appliances that are tested to last for 20 years of continuous and trouble-free use. Internally, the metal and clearly marked plastic components are ready for recycling once the product's useful life is complete - reducing landfill waste and conserving raw materials for future generations.

Miele's innovative RemoteVision<sup>™</sup> monitoring service is now available on select dishwasher models. RemoteVision

provides a 24/7 WiFi link that alerts the technical service team whenever there's a performance issue to assist the homeowner to correct the problem or, if necessary, schedule a service appointment.

## ALMO SPECIALTY APPLIANCE DIVISION APPOINTED EXCLUSIVE DISTRIBUTOR FOR CAPITAL COOKING PRODUCTS AND FABER RANGEHOODS IN CALIFORNIA MARKET

EXPANDED DISTRIBUTION AGREEMENTS WITH CAPITAL COOKING PRODUCTS AND FABER RANGEHOODS EXTEND ALMO'S TERRITORY INTO CALIFORNIA FOR THESE BRANDS



America's leading independent Appliance & Electronics distributor has modified their distribution agreements with both Capital Cooking Products and Faber Rangehoods, expanding their exclusive territory into California.

Almo's Specialty Appliance Division serves a niche market of best-in-class luxury appliances that offer the quality and performance of ultra-premium luxury appliances without the ultra-premium price. By focusing on manufacturers that are true specialists in their category, Almo Specialty offers retailers a value alternative in the luxury appliance market. Capital and Faber are the perfect complement to Almo's current California offering which includes Liebherr refrigeration products and Asko dishwasher and laundry products.

"We continue to see growth in the value-priced luxury appliance market in California. Today's value conscious customer is craving brands like Faber and Capital that offer luxury-grade quality, performance and style at an affordable price," stated Larry Feldman, senior VP of sales, Almo Specialty Division. "Now our dealers in California have the opportunity to increase their average selling price as experienced by other Almo Specialty dealers offering the entire 'better value' luxury kitchen package."

Specialty Appliance products will be warehoused and distributed through Almo's Los Angeles distribution center allowing 24-48 hour delivery throughout the state. Jarrett Bryant, Almo western regional manager for Luxury and Consumer Appliances will lead the sales and service operations.

The Capital offerings available through Almo's Specialty Appliance Division include Precision Series gas ranges and cooktops, Maestro Series cooktops and wall ovens, Culinarian Series ranges and rangetops and Performance Series ventilation hoods. Available for outdoor | *continued on page 22* |



Light awakens the senses and brings your cooking to life.



Until you cook in the right light, you haven't enjoyed the delight of all five senses. The new Broan® EVOLUTION™ range hood offers best-in-class lighting, doubling the illumination of your cooking surface to create a complete sensory experience. Plus, it offers the quietest operation and largest filtration area of any range hood in its class. Now that your senses have been awakened — it's time to really start cooking. **Broan EVOLUTION. Illuminate the possibilities.**



**BROAN**  
e>volution™



cooking is the entire line of Precision Series cart style grills and the Professional Series built-in cooking collection.

The Faber offerings available include the slim-profile Designer Collection, classic shaped Decorative Collection, highly-styled Professional Collection and the Inca Built-in Collection. The full complement of accessories and components is also available.

Interested appliance retailers located in California should contact Jarrett Bryant for detailed information, via email at [jbryant@almo.com](mailto:jbryant@almo.com)

## NEW LA CORNUE USA WEBSITE OFFERS DEALERS AND DESIGNERS ENHANCED PROFILES AND PORTFOLIO PAGES TO HELP GENERATE LEADS



PURCELL MURRAY

Purcell Murray, exclusive U.S. distributors of La Cornue French artisan ranges and rotisseries, has launched a new La Cornue USA website featuring an usually robust dealer profile section designed to help generate leads.

Much more than a simple dealer listing, the showroom locator section of the new La Cornue USA site offers appliance showrooms and kitchen dealers and designers the opportunity, at no cost, to include an in-depth portrait of their firm, as well as a link to their website.

Showrooms can upload a text profile of their company and add a photo gallery of displays and kitchen designs. On the Affiliations Page, they can note any association memberships and also describe the cabinet lines they carry. The Publicity Page lets them showcase media coverage and awards. A custom guide makes it easy to upload and update profile information.

After learning more about a dealer, a website visitor can email them directly from within the Showroom Locator to initiate a dialogue. The dealer locator is the most popular area of the La Cornue USA site, which has thousands of visitors a month.

“More than a utility, this is a marketing opportunity for our dealers,” noted Anne Puricelli, director of La Cornue North America. “Because buying a La Cornue is such a special experience, we felt it was important for the prospective customer to be able to find the dealer best suited to them. We wanted the Dealer Page, and the whole new website, to encapsulate the passion of the century-old connoisseur brand.”

Also new on the site is the La Cornue store where visitors can purchase from the exclusive Maison La Cornue collection of

kitchen and tabletop accessories designed to be enjoyed “from the fire to the table”. The collection includes a variety of kitchen implements, carving boards, knives, china, glassware and even furniture, all designed for modern urban living.

The new La Cornue USA website tells the story of the Château ranges still hand-made by a single craftsman over several months in an atelier outside Paris. It details the new indoor Flamberge gas rotisserie, the first and only dedicated rotisserie UL approved for built-in use. It highlights the CornueFé series of ranges offering affordable French style. There are plenty of tempting recipes to enhance the culinary experience with all three lines. Visit the new website at [www.lacornueusa.com](http://www.lacornueusa.com).

Purcell Murray is the exclusive North American distributor for La Cornue.

## SAMSUNG ELECTRONICS HONORED WITH 37 CES 2011 INNOVATION AWARDS



Samsung Electronics, a market leader and award-winning innovator in consumer electronics, semiconductors and telecommunications, announced that it was recognized with 37 prestigious International Consumer Electronics Show (CES) 2011 Innovation Awards. CES, the world’s largest consumer technology tradeshow held by the Consumer Electronics Association® (CEA) every year has honored Samsung with a 3-year total of more than 100 awards (23 in 2009; 46 in 2008). Among the CES awards, Samsung was recognized with two Best of Innovation awards and six Eco-Design honors. Products entered in the CES Innovations program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting edge consumer electronics products across 36 categories.

Samsung Electronics’ award-winners include three TVs, nine Blu-ray players and home theater systems, a digital camera and camera lens, five mobile phones, an SSD, three 3D monitors, a 3D projector, and two mobile PCs. In addition, Samsung received six eco-design winners including two home appliances, an LED monitor and semiconductor and panel products. All of Samsung’s award-winning products will be on display during the 2011 International CES, which runs January 6-9, 2011, in Samsung booth #12006 in the Central Hall and in the Grand Lobby of the Las Vegas Convention Center.

As part of Samsung’s PlanetFirst™ initiative - a companywide commitment to become one of the | *continued on page 24* |





The Silhouette Select 5.4 cu. ft. Compact All Refrigerator is a perfect addition to any kitchen or wet bar. Boasting premium features such as white LED lighting, consistent fan forced cooling, and set and forget thermostat, this model bring style and class to any setting. To learn more or locate a retailer near you, visit us at [www.danby.com](http://www.danby.com)

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The profile of good taste.

world's most environmentally friendly companies by 2013 - Samsung has a dedicated goal to develop environmentally friendly products and building green manufacturing sites. In its latest effort to support that commitment Samsung received six Eco-Design awards, the most ever for the company.

The variety of award recipients demonstrates Samsung's continued commitment to research and development across all product categories. In 2011 Samsung aims to consistently bring the latest advancements in product technology and design to its consumers.

Sponsored by the CEA, the prestigious Innovations Design and Engineering Awards have been recognizing achievements in product design and engineering since 1976. The CES Innovation entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities, using photos provided
- The product's intended use/function and user value
- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

Products chosen as Innovations Honorees reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.

## WHIRLPOOL CORPORATION OPENS WORLD-CLASS TRAINING AND BRAND EXPERIENCE CENTER IN DOWNTOWN CHICAGO

ECO-FOCUSED PRODUCT SHOWROOM TO ATTRACT TOP INDUSTRY INFLUENCERS FROM AROUND THE WORLD



Whirlpool Corporation announced the opening of its new flagship brand and product experience center in Chicago's Reid Murdoch Center. With nearly 30,000 square feet, the "World of Whirlpool Corporation" facility will become a destination for designers, trade customers, sales associates, industry influencers and media.

The new space is designed to create excitement around Whirlpool Corporation brands by creating a destination environment that attracts and engages trade customers, designers and influencers to experience the brands in interactive, state-of-the-art environments. The facility will be

used for training and continuing education for trade customers, designers, key influencers and top sales associates. The flexible meeting space includes working kitchens, laundry rooms, garages and outdoor entertaining areas designed to house a variety of meetings, product displays and training sessions.

The eco-focused facility was built at this Chicago historic landmark building using locally-sourced construction materials; materials made from recycled, renewable and/or recyclable content; low-flow plumbing fixtures; and low VOC coatings. Even the construction waste was carefully recycled throughout the project. The location uses extensive day lighting, and includes a large outdoor space with an herb garden providing fresh ingredients for cooking demonstrations and events.

"Opening in Chicago, located just across Lake Michigan from Whirlpool Corporation World Headquarters made sense to our business," said Marc Bitzer, president of North America, Whirlpool Corporation. "The location offers a central travel hub for trade customers and industry influencers from throughout the world, while the city offers a beautiful backdrop and a vibrant design community."

Whirlpool Corporation opens this new location as it launches a full year of celebration leading up to the company's 100th anniversary on November 11, 2011.

## VENT-A-HOOD INTRODUCES REVOLUTIONARY BUILD-A-HOOD PROGRAM

CUSTOMERS CAN DESIGN THEIR OWN RANGE HOODS ONLINE



Vent-A-Hood, the company that created the modern residential range hood, has announced the launch of its Build-A-Hood program – the first of its kind in the range hood industry. Effective immediately, customers can visit [www.ventahood.com](http://www.ventahood.com) and design their own range hood from the manufacturer's popular Designer Series.

"Build-A-Hood is an incredible program that empowers Vent-A-Hood customers with the purchasing and design power they demand for that perfect range hood purchase," said Mark Klein, director of sales for Vent-A-Hood. "We launched it on our web site and generated the first custom order in a matter of minutes."

Vent-A-Hood customers can now take as much time or as little time as they need to order the Designer Series range hood they want. Whether shopping at midnight or in the middle of the day, purchasing the perfect range hood just got easier. The design and order program is | *continued on page 30* |

# MADE IN THE USA. READY TO SHIP.



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## Appliance Shoppers Search for Features to Create the Ultimate Holiday Meal

They're making a list and they're checking it twice; appliance shoppers want to know which ovens are naughty or nice. As homeowners prepare for the holidays, they'll turn to you, their local appliance retailer, to discover the best oven features. Why not direct appliance shoppers to the features that will help them deliver the perfect holiday feast, such as those available on Bosch's wall ovens.

After all, savvy holiday hosts already have a lot to worry about during their holiday preparations—from trimming the tree to making sure reindeers have plenty of food to eat. The last thing they want is to worry about an elaborate cooking schedule to ensure their holiday meal is served piping hot. Genuine European Convection, combined with the massive 4.7 cubic foot capacity of Bosch wall ovens, enables hosts to prepare multiple dishes at once without worrying about the transfer of flavor or aromas. As a result, a green bean casserole can be cooked in conjunction with a buffet of other delicious sides to save homeowners time, energy, and most importantly, the embarrassment of serving a failed holiday feast to a table lined with hungry family and friends.

Convection cooking also reduces the cooking time of dishes. Generally, convection cooking takes three-fourths the time of standard cooking. Since Bosch wall ovens feature a lightning fast preheat setting, holiday hosts are able to spend more time decking the halls than working in the kitchen.

Perhaps an appliance shopper has suffered from a previous holiday turkey gone awry. With Genuine

European Convection hot air flows evenly around the food. This means turkey comes out of the oven evenly brown on the outside and perfectly moist on the inside. Bosch wall ovens also feature a built-in temperature probe, ideal for perfecting meat and poultry dishes. Once the preset internal temperature on the meat probe is met, the oven beeps and turns itself off—giving hosts the optimal temperature control and a better tasting meal. Keeping the host's safety in mind, Bosch's heavy duty rack supports are strong enough to hold heavy dishes, like a roasting pan, and a telescopic rack smoothly glides out of the oven, so hosts can effortlessly baste the turkey.



As the last cup of coffee is sipped and the last crumbs of pie are fought over, holiday hosts are looking for ways to easily clean up the mess. While Bosch dishwashers will quietly and efficiently tackle the dirty pots and pans, the EcoClean feature on Bosch wall ovens will ensure the oven gets cleaned, too. EcoClean is an industry-best, two-hour self-cleaning

function that not only saves time, but consumes less energy, so holiday hosts can quickly return to their festivities.

Appliance shoppers looking to upgrade their appliances this holiday season want the peace of mind that their appliances will deliver perfect results, especially during the crunch. Bosch wall ovens combined with their suite of features—from Genuine European Convection, EcoClean, massive capacity and more—helps reduce the stress of holiday cooking while allowing hosts to spend more time celebrating with their guests. **RO**

# The perfect oven for Thanksgiving, Christmas, Hanukkah and Kwanzaa. At the same time.

With class-leading capacity and innovative, time-saving features, the Bosch double-wall oven is so good, you'll want to cook for everyone's holidays.



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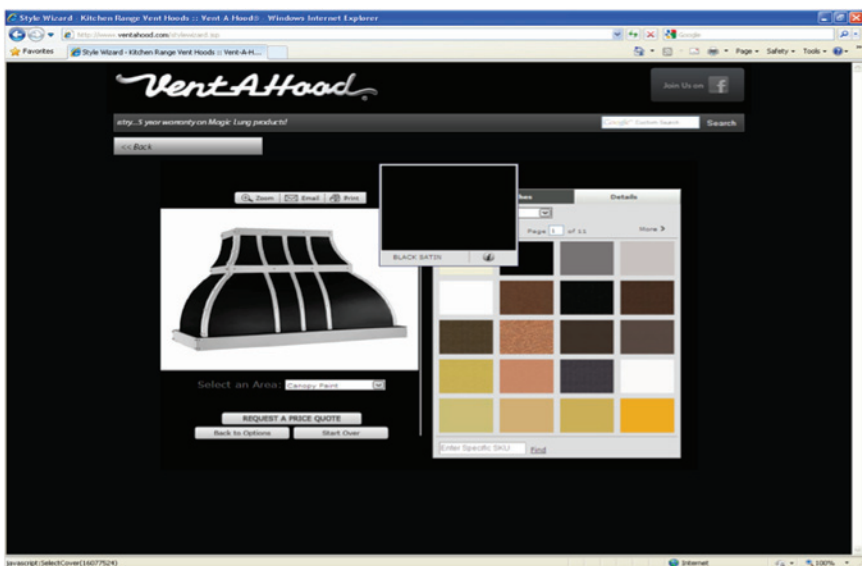
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simple to navigate by clicking the Build-A-Hood icon on the company's home page. Customers then can select from thousands of skews within the Vent-A-Hood Designer Series. Choices include range hood styles, widths, blower systems [CFMs], canopy finishes, and optional features like bands, rails and lip treatments that offer one-of-a-kind service at the click of a button.

"This is the future of our industry, and we're proud to be the very first range hood manufacturer to offer it to our customers throughout the United States and Canada," Klein said.

Vent-A-Hood expects to have its full catalog of range hoods available for Build-A-Hood ordering by the end of next year.



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## CEA ANNOUNCES BEST OF INNOVATIONS DESIGN AND ENGINEERING HONOREES

INNOVATIONS AWARD HONOREES TO BE ON DISPLAY AT 2011 CES

The Consumer Electronics Association announced its 2011 CES Best of Innovations Design and Engineering Award Honorees. The International CES Innovations Awards honor outstanding advancements in design and engineering across 35 consumer electronics product categories.

"This prestigious awards program gives consumer technology manufacturers and developers an opportunity to have their products judged by a distinguished panel of designers, engineers and press," said Gary Shapiro, president and CEO, CEA. "The strength of this year's submissions demonstrates the vitality and innovation within the CE industry. We congratulate all finalists for their engineering creativity and design acumen."

The Best of Innovations Awards are earned by the products with the highest judges' scores and will be featured in the Innovations 2011 Design and Engineering Showcase in the Grand Lobby of the Las Vegas Convention Center at the 2011 International CES. The world's largest | *continued on page 32* |

Featuring

# Daewoo Electronics' New and Exciting Products for 2011



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Daewoo Top Mount  
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consumer technology tradeshow will run January 6-9, 2011.

Innovations entries are judged based on overall engineering qualities related to technical specifications and materials, aesthetics and design qualities, the product's intended use and function, unique features and how the

design and innovation of the product compares to others in the marketplace. In addition to the Innovations Showcase, Best of Innovations Award Honorees will also be displayed at CES Unveiled: the Official Press Event of the International CES.

## CES—THE BEST OF INNOVATIONS HONOREES FOR 2011:

### Audio Components

*Classe Audio Inc.*  
Power Amplifier  
[www.classeaudio.com](http://www.classeaudio.com)

### Computer Hardware

*Digital Storm*  
Black | OPS with 3D Vision  
Surround Technology  
[www.digitalstormonline.com](http://www.digitalstormonline.com)

### Computer Peripherals

*Hewlett Packard*  
HP Photosmart eStation  
[www.hp.com](http://www.hp.com)

### Digital Imaging

*Eastman Kodak Company*  
KODAK PlaySport Video Camera  
[www.kodak.com](http://www.kodak.com)

### Eco-Design and Sustainable Technology

*Solar Components*  
Joos Orange  
[www.solarjoos.com](http://www.solarjoos.com)

### Electronic Gaming Hardware

*Microsoft Corporation*  
Kinect for Xbox 360  
[www.microsoft.com](http://www.microsoft.com)

### Enabling Technologies

*DisplayLink Corp.*  
DisplayLink Interactive  
Networked Graphics Chip  
[www.displaylink.com](http://www.displaylink.com)

### Headphones

*Sleek Audio LLC*  
SA7 Wireless Hybrid Earphones  
[www.sleekaudio.com](http://www.sleekaudio.com)

### Health and Wellness

*Etymotic Research, Inc.*  
Electronic BlastPLG Earplugs  
[www.etymotic.com](http://www.etymotic.com)

### High Performance Audio

*Magico LLC*  
High Performance Loudspeaker  
[www.magico.net](http://www.magico.net)

### Home Theater Accessories

*Monster Cable Products, Inc.*  
MAX 3D Glasses  
[www.monstercable.com](http://www.monstercable.com)

### Home Theater Speakers

*GoldenEar Technology*  
GoldenEar SuperCinema 3  
[www.goldenear.com](http://www.goldenear.com)

### Integrated Home Systems

*Trane*  
Trane ComfortLink™ II Thermostat  
[www.trane.com/residential](http://www.trane.com/residential)

### In-Vehicle Accessories

*Firstech, LLC*  
DroneMobile  
[www.dronemobile.com](http://www.dronemobile.com)

### In-Vehicle Audio/Video

*Audiovox Mobile*  
MultiView Cam with Pedestrian Warning  
[www.audiovox.com](http://www.audiovox.com)

### Major Home Appliances

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

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Player Powered by Google TV  
[www.sony.com](http://www.sony.com)

### Personal Electronics

*Dynamics Inc.*  
Card 2.0  
[www.poweredcards.com](http://www.poweredcards.com)

### Personal Electronics

*Recon Instruments*  
Transcend  
[www.reconinstruments.com](http://www.reconinstruments.com)

### Portable Multimedia Accessories

*Belkin International*  
360 + Stand  
[www.belkin.com](http://www.belkin.com)

### Portable Power

*GE*  
GE WattStation  
[www.ge.com](http://www.ge.com)

### Wireless Handsets

*HTC*  
HTC EVO 4G  
[www.htc.com](http://www.htc.com)

### Wireless Handsets Accessories

*Jabra*  
Jabra STONE2  
[www.jabra.com](http://www.jabra.com)

For more information on the Innovations Design and Engineering awards, including photos and descriptions of all honorees, visit [www.CESweb.org/awards/innovations](http://www.CESweb.org/awards/innovations). **RO**

# NKBA KITCHEN & BATH PLANNERS TURN LEADS INTO CLIENTS



NKBA members can purchase bulk copies of the new NKBA Kitchen Planner and NKBA Bath Planner to offer potential consumers. These 20-page, full-color brochures are packed with advice to help consumers define the scope of their projects, finalize budgets, select NKBA professionals, refine product choices, and plan for installation.

Choose the option that best meets your sales and marketing needs:

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# CES KEY

## Want to Know W Technology is H

ATTEND ANY OR ALL OF THE 2

**WEDNESDAY, JANUARY 5, 2011**  
6:30 P.M. LAS VEGAS HILTON CENTER



MICROSOFT CEO,  
STEVE BALLMER

*Microsoft Chief Executive Officer Steve Ballmer will deliver a preshow keynote address at the 2011 International CES.*

“As leader of one of the world’s most innovative technology companies, a keynote address from Steve Ballmer is the perfect way to kick off the 2011 International CES,” said Gary Shapiro, president and CEO, CEA. “Microsoft’s entrepreneurial spirit and drive have been major forces behind the success of the company and its impact on the global consumer technology industry. We look forward to hearing Steve’s strategic vision for the future of Microsoft and our industry.”

Steve Ballmer will kick off the 2011 International CES

with a preshow keynote address at 6:30 p.m. on Wednesday, January 5, in the Las Vegas Hilton Center. In previous years, Microsoft has used the CES keynote stage to launch major products including Xbox, Windows Vista and its Sync technology partnership with Ford.

**THURSDAY, JANUARY 6, 2011**  
8:30 A.M., LAS VEGAS HILTON CENTER

*State of the CE Industry Keynote Address  
and Opening Keynote*



VERIZON CEO,  
IVAN SEIDENBERG

Ivan Seidenberg, chairman of the board and chief executive officer of Verizon, has led Verizon since its inception in 2000 following the merger of Bell Atlantic and GTE. He has transformed the



# KEYNOTES

## Where Consumer Leaded in 2011?

### 2011 CES KEYNOTE ADDRESSES

company into a premier global network company by building a nationwide wireless network, deploying high-speed fiber broadband direct to homes, and expanding its global Internet backbone network around the world. Verizon's leadership in network innovation has earned the company numerous awards, including Fortune's 2010 "World's Most Admired Companies" list at No.1 in the telecommunications sector.



CEA PRESIDENT AND CEO,  
GARY SHAPIRO

"Ivan is a terrific leader who has positioned Verizon as a top global provider of communications, information and entertainment across a wide variety of platforms," said Gary Shapiro, president and CEO, CEA. "Verizon embraces innovation and its vast broadband networks touch all facets of the technology ecosystem. We are pleased to welcome Ivan to the CES stage for his debut keynote and look forward to hearing

the vision for Verizon's next generation of products and services."

Seidenberg will deliver his CES keynote address following a State of the CE Industry keynote address delivered by Gary Shapiro, president and CEO, CEA.

**THURSDAY, JANUARY 6, 2011**  
**11 A.M., LAS VEGAS HILTON THEATER**



AUDI AG CHAIRMAN OF THE  
BOARD OF MANAGEMENT,  
RUPERT STADLER

Rupert Stadler, chairman of the board of management of AUDI AG, will deliver a keynote address at the 2011 International CES, at 11 a.m., Thursday, January 6, in the Las Vegas Hilton Theater. The 2011 show marks Audi's first International CES keynote address. | *continued on page 36* |

“Through Rupert Stadler’s leadership, Audi has become a global leader in the automotive industry, providing consumers with a high-quality driving experience through innovative design and technology,” said Gary Shapiro, president and CEO, CEA. “Advanced technology is at the heart of Audi’s DNA and is contributing to their continuing gains in global market share. We are excited to welcome Rupert to the CES stage and look forward to hearing his outlook on the future of Audi and the ongoing relationship between the consumer technology and automotive markets.”

## THURSDAY, JANUARY 6, 2011 4:30 P.M., LAS VEGAS HILTON CENTER



SAMSUNG PRESIDENT AND  
GENERAL MANAGER OF VISUAL  
DISPLAY BUSINESS,  
BOO-KEUN YOON

As President of Samsung’s Visual Display Business, Boo-Keun Yoon oversees all activities surrounding a broad portfolio of devices, including

TVs, monitors, Blu-ray players and other connected consumer digital products. Under his leadership, the division has maintained its No.1 status in terms of global market share for TVs, monitors and Blu-ray players. In addition, he has successfully led several efforts to commercialize market-leading innovations such as Samsung’s LED TV in 2009 and, most recently, the company’s total 3D entertainment solution – a full product suite consisting of TVs, Blu-ray home theater systems and glasses that make it possible for consumers to enjoy 3D content in the comfort of their homes.

## FRIDAY, JANUARY 7, 2011 9 A.M., LAS VEGAS HILTON THEATER

### INNOVATION POWER PANEL

Cisco CEO John Chambers, GE Chairman and CEO Jeffrey Immelt and Xerox Chairman and CEO Ursula

Burns join the 2011 International CES keynote line up as participants in the Innovation Power Panel, a first-of-its kind CES keynote panel that brings together three dynamic executives who are global leaders at the forefront of innovation. The CEOs of these three Fortune 500 companies will speak at this CES keynote panel to provide insight on how innovation is core to their respective success — helping them each emerge as global leaders in their fields.



CISCO CEO,  
JOHN CHAMBERS

John Chambers, chairman and chief executive officer of Cisco, has helped grow the company from \$70 million when he joined the company in January 1991, to \$1.2 billion when he assumed the role of CEO, to its current run rate of more than \$40 billion. In November 2006 Chambers was named chairman of the board in addition to CEO. Chambers has received several awards for his leadership during his years with Cisco and has been named one of Time magazine’s 100 most influential people, one of Barron’s world’s best CEOs, the best boss in America by “20/20,” and one of BusinessWeek’s top 25 executives worldwide.



GE CHAIRMAN AND CEO,  
JEFFREY IMMELT

Jeffrey Immelt, chairman and chief executive officer of GE, has been with the company since 1982, and has held several leadership positions including in GE’s Plastics, Appliance, and Medical businesses. Immelt has been named one of the “World’s Best CEOs” three times by Barron’s, and since he began serving as chief executive officer, GE has been named “America’s Most Admired Company” in a poll conducted by Fortune magazine and one of “The World’s Most Respected Companies” in polls by Barron’s and the Financial Times.



XEROX CHAIRMAN AND CEO,  
URSULA BURN

Ursula Burns, chairman and chief executive officer of Xerox Corporation, has been with Xerox since 1980, first starting as a mechanical engineering summer intern before working her way up the company to lead various organizations including Xerox’s global research as well as product development, marketing and delivery. She was named CEO in July 2009 and has since been instrumental in driving the acquisition of Affiliated Computer Services, which has transformed Xerox into the world’s leading enterprise for business process and document management. Burns has been recognized for her leadership by both Fortune and Forbes magazine’s “Most Powerful Women” lists. Also under Ursula’s watch Xerox has been named to Bloomberg BusinessWeek’s “The World’s 25 Most Inventive Companies.” Burns was named by President Barack Obama to help lead the White House national program on STEM (science, technology, engineering and math) in November 2009 and was appointed vice chair of the President’s Export Council in March 2010.

**FRIDAY, JANUARY 7, 2011**  
**11 A.M., LAS VEGAS HILTON CENTER**



FORD MOTOR COMPANY  
PRESIDENT AND CEO,  
ALAN MULALLY

Alan Mulally has been instrumental in Ford’s leadership in the automotive industry and its success in a challenging economy. Ford constantly innovates and launches new technologies, like SYNC with speech recognition, that make the driving experience safer through technology. CES is thrilled to welcome Alan back to the CES keynote stage.

**SUPERSESSIONS**

**JANUARY 7, NOON AND 1:30**

THE CONFERENCE PROGRAM AT CES IS ALL ABOUT DELIVERING MAXIMUM VALUE, AND THE ALWAYS-FREE SUPERSESSIONS PROVE IT.

BIG THINKERS AND DISRUPTIVE TECHNOLOGIES – TODAY’S THOUGHT LEADERS, TOMORROW’S TECHNOLOGIES

1:30-2:30 P.M. FRIDAY, JANUARY 7,  
LVCC, NORTH HALL, N255-257

Disruptive technologies often drive the industry. Back by popular demand, this SuperSession brings together big thinkers from CE, computers, media and telecommunications to discuss upcoming innovations and their impact on our digital lives. CES is a powerful venue for launching innovative products and technologies and an acknowledged forum for thought leadership. See it comes to life in this thought-provoking session.

Moderator: Tim Bajarin, President, Creative Strategies Inc.



ONE-ON-ONE WITH  
FCC CHAIRMAN  
JULIUS GENACHOWSKI  
NOON-1 P.M.  
FRIDAY, JANUARY 7,  
LVCC, NORTH HALL, N255-257

Join FCC Chairman Julius Genachowski and CEA President and CEO Gary Shapiro for a candid conversation about Chairman Genachowski’s ongoing efforts to bring meaningful change to the agency and his vision for the FCC. They will discuss developments in broadband, spectrum reform, competition policy and other issues impacting the consumer electronics industry.

See you at CES 2011.



# CEA Applauds New FTC TV Labeling Rules

## TV RULEMAKING HELPS IMPROVE ENERGY USE TRANSPARENCY

The Consumer Electronics Association (CEA)® applauded the Federal Trade Commission’s (FTC) new TV energy labeling rules. “We applaud the FTC for its rulemaking, in that it is an exciting and important development for consumers that will provide helpful energy use information for TVs. CEA has long supported efforts to provide consumers with more information about the energy use of the electronics they purchase, and we look forward to working with the FTC as it considers similar measures for other product categories,” said Douglas Johnson, CEA’s vice president of technology policy.

Televisions manufactured after May 10, 2011 must display EnergyGuide labels so consumers shopping for TVs will have more information about different models and how much energy they use.

A recent amendment to the Federal Trade Commission’s Appliance Labeling Rule will require the familiar yellow-and-black labels on new TVs. The removable labels, which have long appeared on home appliances such as washing machines and refrigerators, will provide useful information for TVs, such as estimated yearly energy cost and the cost range compared to other similar models.

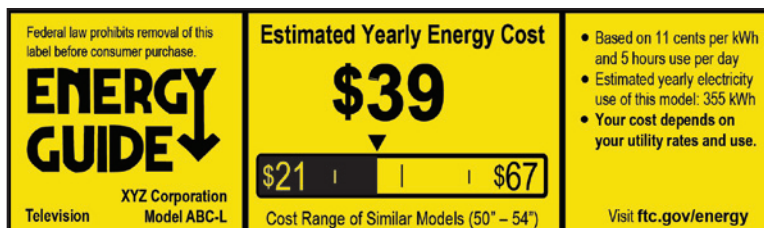
“Unlike many years ago, before flat screens and plasma, today’s televisions vary widely in the amount of energy they use,” said FTC Chairman Jon Leibowitz. “By comparing information on the EnergyGuide labels, consumers will be able to make better-informed decisions about which model they choose to buy, based on how much it costs to operate per year.”

“The consumer electronics industry worked hard to develop standard ways of measuring TV energy use that support such labeling programs while at the same time

dramatically improving the energy efficiency of digital TVs. The average TV today uses less energy than two 75-watt light bulbs, while providing a rich viewing experience. As the new TV energy use labels will demonstrate, the energy cost of enjoying high-definition digital TV is on average only one to two dollars a week, even for the largest TVs” said Douglas Johnson.

The FTC’s rules which go into effect in mid-2011, require a label with two main disclosures on new TVs: first, the television’s estimated annual energy cost; and second, a comparison with the annual energy cost of other televisions with similar screen sizes. The final rule requires that the new labels be visible from the front of the televisions.

Manufacturers can use either a triangular label or a rectangular label. Beginning in July 11, 2011, the amended rule will require websites that sell televisions to display an image of the full



EnergyGuide label.

For further details on the FTC’s requirements for TVs, please visit: [www.ftc.gov/opa/2010/10/tvlabeling.shtm](http://www.ftc.gov/opa/2010/10/tvlabeling.shtm).

### ABOUT CEA

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$165 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion, standards development and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – The Global Stage for Innovation. All profits from CES are reinvested into CEA’s industry services. Find CEA online at [www.CE.org](http://www.CE.org). **RO**

SAMSUNG

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# Negotiate Retail Space

As the economy continues to sputter along with what Ben Bernake described as a fair amount of “uncertainty”, retailers may gain from an unintended consequence. Similar to the housing bust in the past couple of years, commercial real estate is expected to be the next black hole. Bad news for developers, building owners and landlords seems to translate into unprecedented opportunities for retailers.

For many it may be time to relocate or expand. Others may find that it's the perfect time to renegotiate their leases and get some much needed tenant improvements or rent reductions.

Regional chains like P. C. Richard and H. H. Gregg have expanded into new areas by taking space vacated by companies like Circuit City and Linens 'n Things.

Lexington, KY appliance and electronics dealer Pieratt's opened a third store in Richmond when David Cox and Bruce Pieratt found a one-year-old building formerly owned by Goody's Family Clothing stores. The space was conveniently located and had an attractive store front. Because it already had great lighting and flooring, Pieratt's was able to remodel and fixture the store quickly and much less expensively than if they'd have to start from scratch. The new location was an instant hit and sales have far exceeded their projections.

Jerome's Furniture in San Diego recently added two new stores—one in a former Wickes store and another in a vacant Levitz location. Lee Goodman, Jerome's CEO, estimates that he is paying fifty percent less for the new stores than he would have paid for them three years ago.

How long will the bargains last? Robert Bach, chief economist for Grubb & Ellis,

suggests that with slower new construction and some growth in retail store openings, inventory will begin to level out. “Concessions will be very generous for the next nine months and will retract slowly after that.”

If opening additional stores doesn't appeal to you, it may be time to take a good hard look at your current site. Maybe you're in a once-vibrant main street shopping area that now has few retail stores and little activity on weekends and after 5 p. m. Perhaps you are convinced that after spending hundreds of thousands of dollars advertising where you are you'll risk too much trying to get customers to find you if you move to a more active retail shopping area in town. Or perhaps you own your building and are convinced that since you pay yourself no rent you more than make up for any sales you may lose because of your poor location.

With retail vacancy rates at an all-time high, you'll never have a better opportunity than right now to move to a better location that is more attractive to those shopping for the products you sell. There's always risk in making change and the cost of getting into a new store can be significant, but those who have taken the plunge have been well-rewarded.

Lee Sherman of Hahn's in Tulsa, OK, was actually fairly content in his small store. It wasn't on the busiest corner in town, but it was easy to manage, and his customers kept coming in. When Mike Walker, Lee's partner, joined the company, he convinced Lee that they could do better in a much bigger and better located building. Since moving a year and half ago, their business has more than doubled.

Con Maloney at Jackson, MS-based Cowboy Maloney's Electric City has taken

over several Rex Store locations. In Meridian, MS, he moved from an old retail space downtown into an area where he is flanked by Best Buy, Wal-Mart and Home Depot. Because customers are already shopping where the new store is, it's easier for them to put Cowboy Maloney's into the mix as they shop for similar products.

And finally, Julius Feinblum, of Julius F. Feinblum Real Estate suggests that this might be a good time to renegotiate leases you may already have in place. “Retailers have the next six months to take advantage of distressed properties and low prices. Prices are down forty percent on a national level, and survivors should move aggressively.”

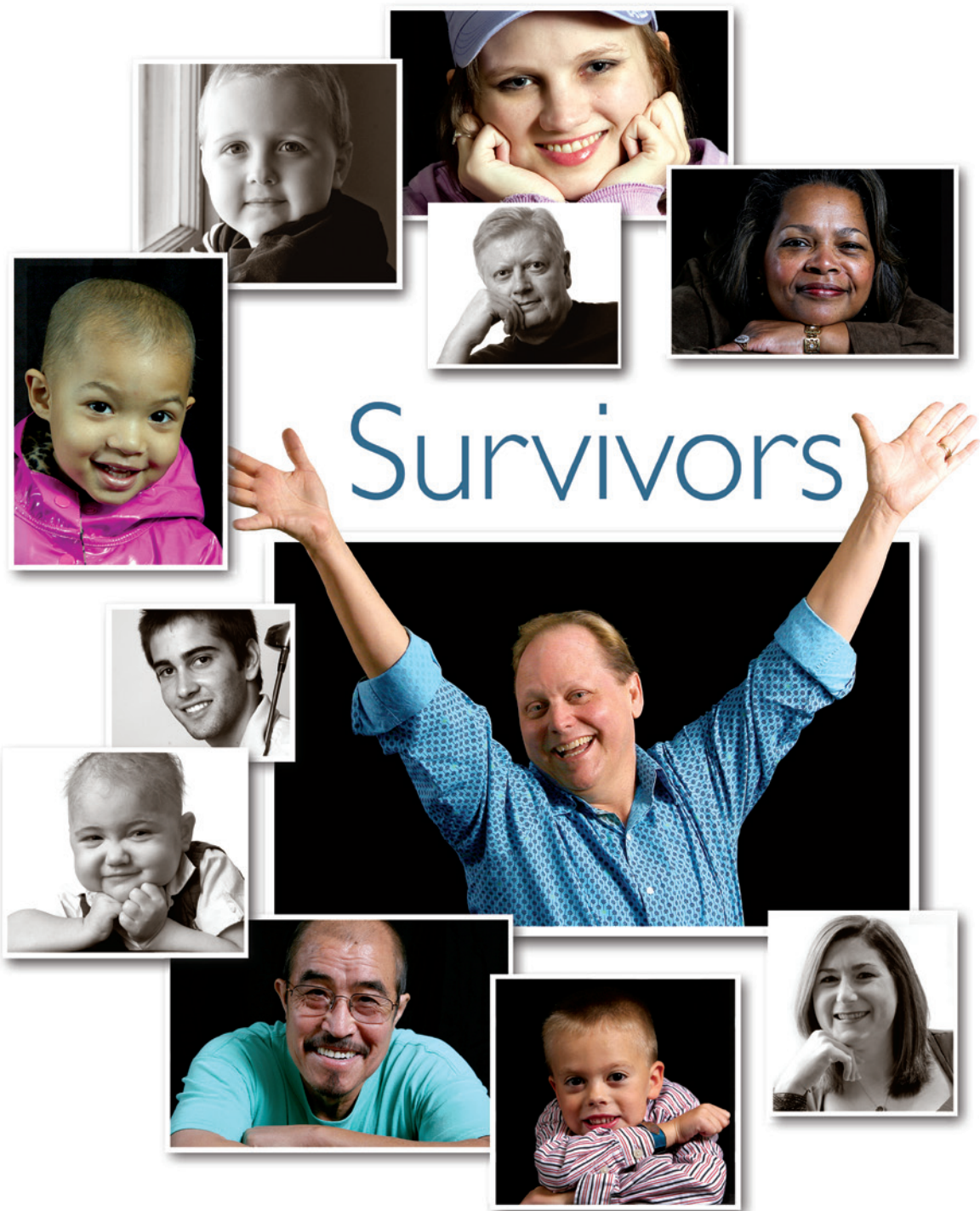
If you're willing to extend your lease, ask for significant concessions from your landlord. If your building needs remodeling, now may be the time to get some help from your landlord in making those improvements. As a landlord myself, I can tell you that we've negotiated with every one of our tenants in the past eighteen months. It hasn't always been pleasant, but in the end, we have no vacancies and the reductions we've had to make will help our tenants successfully navigate some rough retail waters.

Act now. The great real estate bargains won't last long. This may be an once-in-a-lifetime chance to expand, move to a better location or get some relief from your landlord. **RO**

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







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# Speed Bumps

## WHAT'S HOLDING YOU AND YOUR COMPANY BACK?

As a strategic initiative, speed should be near the top of the priority list for any company or employee. From giving a bid to a potential client to solving a customer's problem, if you don't do it quickly and accurately, you will lose business, and losing business is not an option for any company these days.

If you need proof that speed is key in developing and growing a business, you need look no further than amazon.com, FedEx, Apple, Dell, or Red Box. They are multi-billion dollar companies that built their businesses on speed. They respond to customer inquiries within minutes, not days. They empower their employees to handle problems. They use a combination of people and technology to maximize speed and accuracy. Although their products and services might differ, what these companies have in common is that they do it fast—and they do it right.

Most companies have speed bumps that hold their employees back, from procrastination to cumbersome policies and procedures, employees face obstacles that reduce the speed with which they perform the tasks required to attract and keep customers and to grow companies. If you want to succeed as an employee, or as a company, it is critical that you remove those obstacles and make a commitment to speed without sacrificing accuracy, as the two must go hand in hand.

How do you integrate speed into your everyday business? Whether you're the CEO, a billing coordinator, or a sales representative, there are steps you can take that will increase the value of your

organization in the eyes of your customers—and the value of yourself in the eyes of your superiors. I recommend that you take the following steps:

- **Organize** - Assemble everything you will need to complete a project in a manner that will make them easy to locate as you need them and establish a schedule that will result in not just meeting—but beating—the deadline.
- **Prioritize** - Before beginning a project, break it down into a series of smaller tasks, or mini-projects, allowing you to determine which tasks might require more time to complete and to schedule your time accordingly.
- **Manage Your Time** - Assign a deadline for each of the tasks involved in completing the project, building speed checks into the entire process that will help to keep you on target.
- **Identify Efficiency Opportunities** - Look for ways to incorporate your co-workers and vendors into projects early in the process, combining elements or processes that can save time at the front of your schedule and that will open up time at the back end to better address problems or make quality checks. The more team members you involve in your project, the faster and more efficient the work will progress.

**Limit Distractions** - Don't let phone calls, conversations at the water cooler, and coffee breaks detract you from doing your job. Build regular breaks into your project schedule so you can recharge, maintain your creativity, and eliminate fatigue.

- **Communicate** - Open communication keeps everyone involved with the project on target and in the know. If you are working with third parties or vendors, call them regularly for routine progress reports and to gain insight on any possible problems or concerns down the road, forcing them to be accountable for their work and keeps that project on everyone's front burner.
- **Keep Your Promises And Over-Deliver** - When you do this, you show your co-workers, customers, and supervisors that you are accountable for your work and can be depended on to come through.

When a company makes speed a priority, it gains a reputation as being responsive, efficient, and committed to performing for the customer. The result is more customers, which translates to increased revenue and profits.

When employees make speed a priority, they gain recognition from their coworkers and supervisors. They are seen as responsible, as problem solvers, as leaders. The result is increased recognition, which translates to rewards in the form of raises and promotions.

If you build your business on speed, you will separate yourself from the competition—and you will succeed. **RO**

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





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- Drafting with Chief Architect for Kitchen & Bath Spaces (KBD9)



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Courses begin January 10, 2011

NKBA convenience learning programs qualify for CEU credits and NKBA educational hours.





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## Presentation Matters

Not long ago, I was having a discussion with Chef Rob Hurrie, executive chef and owner of Margaux ([www.dinemargaux.com](http://www.dinemargaux.com)) in Sheboygan, Wis. Being a bit of a foodie, I was interested in the nuances of owning and running a fine dining establishment. At least one thing he told me struck me as being instructive to those of us who work in marketing and branding.

He said presentation matters—a lot. “People will make snap decisions on whether they like a dish before they even take a bite,” he said, “based just on how it looks.”

As an example, look at the dish pictured, it is one of Chef Hurrie’s creations. The colorful crown of vegetables, placed delicately atop a scallop, seared to a perfect golden-brown. Below it is a glistening pool of savory sauce on a stark-white plate.

Now imagine the same dish, served lunch-lady style, with some vegetables

and rice on the side and some sauce dumped on top. Same ingredients, same flavors. Which would you prefer? What would your impression be of the restaurant that served each dish?

Apply that same thinking to the things your customers see when they have their first experience with your brand; your ads, your Web site, your store, your people. Are they creating the impression you want?

Now compare your branding with your leading competitor, looking at only the presentation (not the message, those are the “ingredients,” and that’s another column). Are your competitor’s ads elegant and well-designed? Is their Web site simple and easy to navigate? Is their store clean and welcoming? Are their people attentive and professional? How do these things compare to yours?

In this new world of social media and blogs and influencers, it’s easy to forget about the importance of presentation.

Many experts will tell you that content and substance are most important. In fact, I may have told you that on a few occasions, and it’s true—but it’s also important to remember that first impressions are often based on first looks.

I’m not saying you need to spend millions of dollars on your ads or Web site, just be aware of how the look and feel of your brand represents you, and the snap decisions customers might be making about your company.

As I finish this column, it’s nearly dinner time. I don’t know about you, but I’m hungry for scallops. **RO**

### BUILD

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





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## Job Descriptions Encourage Performance, Efficiency, & Accountability

“WE ARE ACCOUNTABLE FOR OUR DECISIONS IN OUR PERSONAL LIFE, SO WHY SHOULDN'T WE BE JUST AS ACCOUNTABLE IN OUR WORK LIFE?” —CATHERINE PULSIFER

“We’re a small business; we don’t need the formality of job descriptions?”

“Job descriptions?—That’s just a waste of time!”

“I don’t need a piece of paper and some formal review process to create accountability, my employees all know what I expect from them.”

“Employee reviews? That’s a luxury of big business with too many people running around creating busy work.”

The above quotes are all from business owners I have encountered within the last year. Many businesses may ultimately recognize the value of clearly written job descriptions and a formal employee review process, but fail to place a high priority to implement. I mean really, who’s got time for this fluffy HR stuff?

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

### That’s Just Too Easy!

Driving success in any economy requires that all of your employees are *all* focused on performing the tasks that are critical in serving the business and ultimately the customer. Creating the SOP’s that drive process efficiency and consistent behavior is predicated on well-defined job roles that are communicated in clearly written job descriptions, and formally reviewed with each employee. Most of us understand the value of clearly defined expectations. What seems to get lost is the necessary methodology required to develop and implement effective

job descriptions tied to expectations that translate to job performance. In other words, simply downloading job descriptions from some arbitrary website to create generic position descriptions is not only ineffective, it serves to undermine the perceived value you have for the employee roles defined by these non-descript boilerplate descriptions.

### Why Ask Why?

I think we can all agree that every business in today’s environment must be focused on streamlining operations and positioning resources focused on serving the customer wherever possible...*right?* The process of streamlining your business and focusing available resources on customer touch points starts with a clear understanding of what every person in your organization is contributing...or not...to the overall customer experience. The process of defining every job role in your organization becomes an exercise in self-discovery. You learn things... good and bad...about your business and your overall efficiency in serving the customer. Once you begin to define the job descriptions for each employee, by default you begin to define and streamline your operations. The most powerful word in any analysis is *why*. Why do we have 3 people in customer service focused on following up on *delivery exceptions?* Why does my store manager make 3 trips a week to the warehouse to pick-up product we missed on a transfer? *Why? Why? Why?* The answers to these “*why*” questions become the

framework for defining specific employee job descriptions, as well as streamlining processes that are focused on serving the customer and reducing inefficiency.

### Entitlement Vs. Accountability?

As business owners, we strive to create a culture of accountability. Transitioning from an entitlement culture to a culture of accountability is all about creating expectations. How can you hold your employees accountable to a standard of performance, when job expectations are not clearly defined, communicated and formally reviewed with the employee? Employees who clearly understand their role, and are held accountable through objective performance metrics and formal annual reviews, deliver consistent results. Well defined and written job descriptions are not just HR fluff reserved for when you have the luxury of time and resources to implement. They are the foundation of operational efficiency, consistent performance, and overall employee accountability. So start asking the “*why*” questions, make some time for some of that “*fluffy HR stuff*” and start creating some busy work! **RO**

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## Looks Great – Works Great

### WHERE DOES YOUR WEBSITE FALL?

First of all, the ideal website needs to look inviting, exciting and a place where the reader feels comfortable. However, function without form is a waste of good art. What good is a great design of a website if the basics aren't done right? Yesterday I was speaking and evaluated websites in front of an audience. There was a photographer who had one of the most beautiful websites I have ever seen, but the problem was that from the moment you got on the site there was music going on. This photographer did a lot of wedding photography, therefore, the website was reviewed by many young brides-to-be.

When does someone surf the web? Very often it is while they are at work. When someone is surfing a website, looking for a bridal photographer and hears music blaring from their speakers, they want to shut that site down as fast as possible. Even though the site was beautiful and the music was equally as nice, it did more harm than good.

The other issue about form vs. function was when I evaluated this photographer's website on [www.websitegrader.com](http://www.websitegrader.com). I noticed that the beautiful pictures on the website did not have any "alternative text" behind them. What alternative text defines is the description of the picture into a few words or phrases so

that the search engines can use that information to help locate the webpage, so although the website was beautiful, these were just two areas that prevented the site from reaching its full potential. The sad part is that the average person doesn't pick that up and just wonders why the website isn't working that well. If there are no alternative texts, that means the website developer was either lazy, didn't understand the importance of it, or didn't think you would know the difference.

Another example of the subtle little things that deters a website from reaching its full potential is the navigation tools at the bottom of a page. How many times have you come to the bottom of a page and you don't know where to go? If you really like the site, you will scroll up to the top, sometimes you will hit the back key, but many times will just leave the site. All that is required is a simple button that says "click here to go to \_\_\_\_\_". I recently noticed on my own website that I had a section that the only way you can get there was by scrolling pictures on the home page. We forgot to place this section in any of the navigation bars. It was an oversight that was corrected, but again it took away from the effectiveness of the site.

At the risk of repeating myself over and over again, I must stress the

importance of having simple "calls to action" buttons on as many pages as you possibly can. Things that will say "click here for more information", get a free report, or watch a brief video that you create will help to engage the customer into your site. It turns the pretty site into a far more effective site with a small little button.

Those are just 3 examples of why a website that works well might not be the prettiest site you have ever seen, but it can be far more effective than the most beautiful site in the world. It never ceases to amaze me every time I evaluate multiple websites, inevitably there is one site that is always beautiful and another site that only a mother would love! However, I am very wrong because the site that is ugly always seems to be technically proficient and does all the little things that make a site work. The beautiful site inevitably scores lower. Maybe we could describe it as beauty without the brains. That is why some of the biggest and most effective websites are graphically pleasant and are backed up with technical know-how. **RO**

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





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## Water, Water Everywhere...Not!

It started out simple enough with a middle-of-the-night request: “Dad! Can I have a drink of water?” came a small, half awake voice from my son’s room... “Sure,” I said as I got outta bed and trudged down the hall to the kitchen. As I leaned over the sink in the light of the moon, I let the water run for a moment, it struck me what a wondrous thing this was, to be able to go to the tap and get a cool and clean glass of water in the middle of the night. It never would have occurred to me that it would not come out of the wall or that I would have to be concerned with the quality of the water.

In America, we take water for granted...24/7, drinking water is always a few steps away as if it was an inalienable right...like life, liberty and guaranteed clean water. I took my son his water and we sat and talked a little about what a miracle it really was to be able to get a glass of water...and like they say: out of the mouths of babes...he dropped the question, “Doesn’t everyone have clean water?” I got him back to sleep, but the thought of accessible water kept gnawing at the back of my brain for the remainder of night.

It is hard to believe that in this day of age that, according to UN figures, over 2.6 billion people live without safe drinking water. In the hospitals of Sub-Saharan Africa, more than half of the beds are occupied by patients suffering from sanitation and water related diseases. UN studies have shown that many diseases could be prevented simply by improving local

water supplies. Children are the highest at risk with over 4000 dying daily from preventable water related diseases, killing more than HIV/AIDS, malaria and measles combined.

As we all know, we live on the big, blue ball—Earth, the water planet. The problem is that 97% of the Earth’s water is salt water, leaving a meager 3% of fresh water to sustain life for humans, other living creatures as well as plants and agriculture for a hungry planet. It is not unthinkable that in the not-so-far future, competition for water in an overpopulated world could lead to major border disputes and outright war over water resources.

### SO WHAT ARE THE KEY POINTS OF THE GLOBAL WATER CRISIS?

- Inadequate access to safe drinking water for about 884 million people
- Inadequate access to water for sanitation and waste disposal for 2.5 billion people
- Excessive use of groundwater leading to diminished agricultural yields
- Overuse and pollution of water resources harming biodiversity
- Regional conflicts over scarce water resources sometimes resulting in warfare

Growing up in post-war America, I was always amused and a little perplexed by my Mothers mantra at the close of the evenings meal with “Be sure and clean your plate because there are starving children in Europe...” and I would think to myself

how could finishing my broccoli help some poor kid a million miles away. I did voice this observation once to the full force of my Mothers indignation. Years later as an adult, I realized what my Mother’s point, totally lost on a broccoli hating eight year old, was one of appreciation...to appreciate the food we had in front of us and to think of those less fortunate than ourselves. Now, I find myself thinking of others once again every time I pour a glass water at 2 a.m. or while I’m taking a longer than normal hot shower or as I watch my sprinklers in action during a down-pour.

I have begun to address each of my short comings regarding water usage in my own home. We all, including my teenage daughter, now take shorter and timed showers. We have replaced our clothes and dishwasher with water-saving and energy efficient new models and until I can convince my wife that replacing our lawn with indigenous plants that use and need less water, I have replaced my sprinkler timer that now turns itself off when it rains.

Here are some websites you may find of interest and education:

- [www.charitywater.org/whywater](http://www.charitywater.org/whywater)
- [www.endwaterpoverty.org](http://www.endwaterpoverty.org)
- [www.cleanwateraction.org](http://www.cleanwateraction.org)

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



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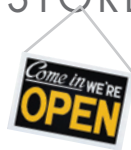
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## The Wisdom of Mom & Pop — Lead by Example

*“Never ask your employee to do something you wouldn’t do yourself.”*

That’s what Barry Schwartz’s father told him back in the 1960s when Barry began working in Harry Schwartz’s 3,500-square foot supermarket store in New York’s Harlem neighborhood.

“My dad was very good at explaining to me how you should interact with your help,” Barry told me. “He led by example. That included sweeping the floors, stacking shelves, or moving a crate that was in somebody’s way. That was my education. I didn’t go to college. People would ask me what school I went to, and I would answer ‘Harlem U.’”

You’ve probably never heard of Barry Schwartz, but you’ve certainly heard of Calvin Klein, Inc., the company that Barry built with Calvin, his childhood friend, into one of the most famous brands in the world. In 2003, chairman and CEO Schwartz and Klein sold their company to Phillips-Van Heusen Corp. for \$430 million.

“Calvin used to say that one of the great things about going partners with me was that I didn’t grow up in the apparel business, so I didn’t know the wrong way to do everything. The only way I knew how to do it was the right way. Everything I learned about business in my entire life I learned from my father.”

At Nordstrom, a company I have written and talked about for a couple of decades, every young Nordstrom family member starts out in the most menial task.

“It was important to our father that my brothers and I should do the jobs just like everybody else,” said Pete Nordstrom, who, with his brothers, Blake and Erik, run the fourth-generation, publicly-traded retailer. “We worked in the stock room. We sold shoes. We were buyers. We were department managers. We were store managers. When I get a call from a buyer or a manager about a particular issue, I can relate because when I was doing what they’re doing, I dealt with the same issue.”

A female former Nordstrom employee told me a story about Pete’s father, Bruce, the now-retired chairman of the company. Bruce was walking through the dress department where this woman was working and noticed that someone had left a can of soda pop on the counter. Bruce noticed the can, picked it up, put it in the trash (never breaking stride) and continued on his way.

“That happened 20 years ago, but I’ve never forgotten it,” the former employee said. “I saw that the chairman of the board is not above doing a little housekeeping.”

Weisshouse, a Pittsburgh retail home furnishings store specializing in high-end flooring, furniture and kitchens, was founded in 1943 as The Modern Curtain and Rug Company. In the 1960s, Jack Weiss bought the business, where he had been working since the 1950s.

Jack learned early on that “you do whatever it takes. I was so desperate to make this business work. I stayed open late and made appointments in the store

with customers who couldn’t come in during the day. Eventually, we became the prestige store in town.”

Jack eventually gathered a small, loyal group of employees. “I would tell my drivers, there’s nothing that you are going to do that I haven’t done.”

Early on, Jack started a pension and profit-sharing plan for his employees. This commitment to the people who worked for him reflected Jack’s core belief in simple fairness. “I’ve always preached to my children, Stacy and Lou, ‘There’s an entitlement there for employees. You’re not doing the employees a favor; they are creating a business for you.’”

In the mid-1990s, when Stacy and Lou Weiss took over ownership, they rebranded the store Weisshouse. They eventually added area rugs, draperies and blinds, floor coverings, home accessories, and high-end furniture and moved to a new space in the Shadyside neighborhood.

Although the prices of the merchandise they sell is higher than the old days, the Weiss’s work ethic remains the same. “I go out to the homes to supervise the installations,” said Stacy. “I’m dragging stuff in. It’s a very hands-on business.” **RO**

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





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- Can keep two distinct lists at the same time
- Has a built in timer
- Tracks coupons and can even designate quantities
- Is simple to use right out of the box and operates on AA batteries

The voice-activated SmartShopper saves your family time, money and frustration by allowing you to speak directly into the kitchen appliance to create your household shopping lists. You can add food, beverages, health and beauty items, as well as cleaning, school and office supplies. SmartShopper automatically organizes your items by category so you don't forget anything... and don't buy things you already have at home.

The electronic grocery list organizer is often referred to as "the perfect gift for the person who has everything." Ideal for birthday gifts, housewarming gifts and graduation gifts, SmartShopper is simply the best way to organize your



household and grocery lists.

The SmartShopper is voice-activated. It's hands-free. And it categorizes and prints your lists—even flagging items you have coupons for—while being easy enough for the entire family to use.

The new model (SS #301) is now available. Wholesale Price: \$75-\$85 (depending on volume) Retail Price: \$149.99 retail. Visit [www.SmartShopperUSA.com](http://www.SmartShopperUSA.com) **RO**

2011 •

# UPCOMING EVENTS

• 2011

## JANUARY

6-9

### INTERNATIONAL CES CONSUMER ELECTRONICS SHOW

LAS VEGAS, NV  
[www.cesweb.org](http://www.cesweb.org)

12-15

### NAHB INTERNATIONAL BUILDERS' SHOW

ORLANDO, FL  
[www.buildersshow.com](http://www.buildersshow.com)

18-23

### LIVING KITCHEN 2011

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COLOGNE, GERMANY  
[www.livingkitchen-cologne.com](http://www.livingkitchen-cologne.com)

24-28

### LAS VEGAS MARKET – GIFT+ HOME – VEGAS KIDS

World Market Center  
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[www.lasvegasmarket.com](http://www.lasvegasmarket.com)

## FEBRUARY

20- 23

### NATIONWIDE PRIMETIME! CONVENTION

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

20 – 23

### BRANDSOURCE SUMMIT

World Marriott Center  
ORLANDO, FL  
[www.brandsourceconvention.com](http://www.brandsourceconvention.com)

## MARCH

9 – 13

### MEGA 2011 SPRING NATIONAL CONVENTION

Grand Hyatt  
SAN ANTONIO, TX  
[www.megagroupusa.com](http://www.megagroupusa.com)

## APRIL

25-28

### NKBA KITCHEN & BATH INDUSTRY SHOW (KBIS)

Las Vegas Convention Center  
LAS VEGAS, NV  
[www.KBIS.com](http://www.KBIS.com)

## MAY

12-14

### LIGHTFAIR

Las Vegas Convention Center  
LAS VEGAS, NV  
[www.lightfair.com](http://www.lightfair.com)

## JUNE

10-12

### AIA 2010 NATIONAL CONVENTION & DESIGN EXPO

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

11 – 16

### ASID NATIONAL CONFERENCE

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21-24

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# Your Service Department: Necessary Evil or Profit Center?

**F**all is here and we're in the midst of the holidays. Soon the New Year will be here, which presents us all with a chance for a fresh start. There will be many resolutions for losing weight, a better diet, more exercise, time spent with friends and family and much more, however there is one additional resolution that every independent servicing dealer needs to make: a commitment to focus on the profitability of their service department.

Unfortunately, many servicing dealers view their service department as a necessary evil whose primary function is to serve the needs of the sales department. Installation corrections, customer education calls, "squeaky wheel" customers, floor display repairs and every other "messy" part of the business fall on the shoulders of the service department. Here are three recommendations that will help you turn your service department into a profit center and make 2011 a prosperous and profitable year for you:

**1. Determine your Cost of Doing Business.** Brand Source Service, the specialty service division of Brand Source, as well as service trade associations, have long been proponents of servicing dealers determining their cost of doing business (CODB). Unfortunately, too many servicers treat this like going to the dentist: they should, but don't because they are afraid it will hurt.

If you haven't done so in the past 6 months, determine your cost of doing business TODAY. There are several tools that will help you do this very simply. Selling service without knowing your CODB is like selling a washing machine

without knowing your landed cost. Knowing your CODB also empowers you in negotiations over warranty rates. Not knowing it, means you are asking for more money just "because".

**2. Bill Your Sales Department for the Support that your Service Department Provides.** Too often service departments support sales at no charge, unfairly skewing the profit and loss statement because of all the "free" work provided. Conversely, the sales department will also show more profit than it should because it has not been charged for services provided by the service department.

The most successful servicing dealers closely track every source of revenue and expense and charge it to the appropriate department. For example, if a service technician is dispatched on a customer education call that the manufacturer will not pay for, then that trip charge is charged against the sales department. Another example would be if the handles on a refrigerator are scuffed on a door frame during delivery, the sales department would be charged for the replacement handles and the labor to install them. This doesn't mean that separate companies need to be set up with a separate set of books, although many companies do that, but it does mean internally tracking this information so that you get an accurate snapshot of the financial performance of both departments.

**3. Increase your First Time Complete Percentage and Decrease your Cycle Time.** If first time completes and cycle time sound familiar it's because there has

been a resurgence of attention paid to these performance areas by manufacturers in the past few years.

Your first time complete percentage is the percentage of calls that you complete on one trip. Cycle time is the number of days between receiving and completing the call. While a few manufacturers offer financial rewards for good performance in these areas, don't improve your scores for the money they pay. Improve these scores because they directly affect the profitability of your service departments. More calls done faster equals more money at the bottom line. First time completes hinge on correctly pre-diagnosing the call and having the part on the truck. Internal training and a good parts distributor can help you accomplish these. Cycle time can easily be tracked through a free service found at [www.mycycletime.com](http://www.mycycletime.com). The site will generate a plethora of valuable reports that will tell you more about your business than you could have imagined.

Performing the three tasks above can truly transform your service department. Make the commitment to yourself, then tell your staff about it and ask them to hold you accountable. Doing so will make 2011 a year to remember. **RO**

*J.R. Zinkelbach, Director of BrandSource Service. BSS: Bringing profitability to the independent servicers. For more information, call 714.502.9620 or e-mail [services@brandsource.com](mailto:services@brandsource.com)*



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# Nationwide Marketing Group Represents Independents at 2010 ENERGY STAR® Partner Meeting

**N**ationwide Marketing Group (NMG), the largest buying and marketing organization for appliance, electronics and furniture independent retailers, represented the independent channel at the 2010 ENERGY STAR Partner Meeting held in Denver, Colorado.

According to ENERGY STAR, partners and industry leaders gathered to discuss new programs, product specifications and other energy efficient outreach initiatives.

Richard Weinberg, Vice President of Appliance Merchandising for NMG, shared the independents' viewpoint on a panel discussion, Perspectives from Industry on Efficiency Program Design, along with representatives from Sears, Best Buy, Lowes and Wal-Mart.

When asked how NMG's member retailers position ENERGY STAR and energy efficiency programs Weinberg replied, "environmental messaging and value to the consumer is incorporated into every one of our consumer touch points from print advertising and HDTV commercials to websites and email marketing campaigns."

In addition, the Partner Meeting offered ENERGY STAR partners the opportunity to network and develop alliances that will further promote ENERGY STAR.

Nationwide Marketing Group was a proud sponsor of the Partner Meeting and actively participated in networking

sessions during the 4-day event. The buying and marketing organization also presented the benefits of collaboration during a Retailer Promotions and Partnership session.

"The independent channel is the heartbeat of the retail industry and our organization provides a strong conduit for ENERGY STAR and the energy efficiency sponsors to work directly with the independent to effectively reach

consumers on a local level," said Doug Schatz, Vice President of Electronics Merchandising for NMG. "Our members, with a deep understanding of their local markets, can maximize these important programs and deliver incremental value to our business partners."

Earlier this year, the U.S. Environmental Protection Agency recognized Nationwide Marketing Group with the 2010 Excellence in Appliance Retailing Award for its outstanding contributions to reducing greenhouse gas emissions by marketing

and promoting energy efficient products.

"Nationwide Marketing Group and ENERGY STAR have a critical partnership and we will continue to search for new ways to support ENERGY STAR and increase awareness of the program," said Weinberg. "By offering products that have earned the ENERGY STAR we give an outstanding value to consumers, but most importantly, positively impact our communities and the environment we live in." **RO**



(l to r) Doug Schatz of Nationwide Marketing Group, Hewan Tomlinson of the Environmental Protection Agency, Richard Weinberg of Nationwide Marketing Group at the 2010 ENERGY STAR Partner Meeting held last week in Denver, Colorado.





RETAILERS • DISTRIBUTORS • MANUFACTURERS

TRADE SHOWS, SHOWROOM OPENINGS AND SPECIAL EVENTS



### NABH THE REMODELING SHOW

The Remodeling Show is the only annual remodeling event for building professionals that brings together the entire remodeling industry for three days where you can learn how to grow your remodeling business through construction education, remodeling classes and exhibit hall activities.

Thousands attended this once-a-year opportunity to learn about new building products and build connections within the remodeling community. The Remodeling Show is sponsored by the National Association of Home Builders (NAHB), NAHB Remodelers.



# BrandSource Offers Customized Internet Search Optimization

HELPING MEMBERS ATTRACT LOCAL CUSTOMERS ONLINE

**B**randSource has launched a new Search Engine Optimization (SEO) initiative to help members attract and retain local customers as they search online for products, brands and retailers near their homes and businesses.

Spearheaded by BrandSource Marketing's web design team, BrandSource's new localized SEO campaigns are designed to take customized criteria and reach customers efficiently and effectively by using highly targeted keyword search lists that are implemented for better visibility on all the major search sites, including Google, Yahoo, Bing, AOL and Ask.

The BrandSource local web service package also includes daily keyword monitoring, easy online email and form submissions for potential customers and phone call tracking—all provided to BrandSource members via real-time, password-protected updates. Bid management software offers the best visibility on search sites and monthly status reports summarize campaign activities.

"According to recent data from Jupiter Research, more than 40 percent of consumers today go online for their media consumption," said Bob Lawrence, CEO of BrandSource. "We strongly encourage our members to take full advantage of this opportunity to reach potential buyers in their local markets and gain a competitive edge."

Here's what some Brand Source members are saying about how Internet marketing strategies have helped their businesses:



- We received a \$7,500 order from an online customer who had selected appliances to purchase from Sears.
- Our website has become a vital part of our marketing strategy and greatly increased communication with our customers.
- BrandSource Marketing took the time to get to know our business and learn exactly what we do.
- Not only do I have a website for customers to find me and do research before coming to my store, but now I have, on average, one quote request per week—and climbing—from my website.

Set-up fees are free for one-year campaigns and maintenance fees, typically 15 percent of budget, are waived for BrandSource members. BrandSource Marketing also will provide members with expert counsel and recommendations including keywords specific to each member's industry.

For more information, contact Joette Lein at BrandSource Marketing, 714-422-0730 or [joette@brandsourcemarketing.com](mailto:joette@brandsourcemarketing.com).

Based in Anaheim, Calif. and founded in 1969, BrandSource is a 100 percent member-owned, member-managed merchandising group with nearly 4,500 independent dealer members in North America, and close to 3,000 "branded" stores in the United States. BrandSource retailers are known for offering local consumers an unparalleled customer service experience, along with a "neighborhood expert" source when they're in the market for appliances, consumer electronics, flooring and home furnishings. For more information on becoming a retail supplier or partner, please call 1-800-920-6984 x1. **RO**





**Research shows children heal better and faster with their family nearby.** So, while Ronald McDonald House Charities® (RMHC®) can't make medicine taste better or take away painful treatments, we can help ensure children have the most important weapon close by during their fight—their family. Without steadfast supporters, like BrandSource® who donate thousands of home appliances to our U.S. Ronald McDonald House® programs every year, and people like you, RMHC and our network of local Chapters couldn't serve over four million families and children a year.

This holiday season consider giving the gift of RMHC. **Go to [rmhc.org](http://rmhc.org) to donate.**





United Servicers Association

# Service Manufacture Information

AFTER THE RECENT OUTPOUR  
OF DISSATISFACTION EXPRESSED  
IN SERVICER CHAT ROOMS  
OVER SOME MANUFACTURERS'  
DECISIONS TO MOVE TO  
A FEE FOR ACCESS BASIS  
FOR THEIR TECHNICAL  
INFORMATION, UNITED  
SERVICERS ASSOCIATION  
(USA) CONDUCTED A STUDY  
OF EACH OEM'S ACCESS TO  
INFORMATION POLICIES.

**T**he results of the study are shown in the table to the right. There are two issues in debate: 1. Should technical literature and parts manuals be available to the industry at large? 2. Should warranty and non-warranty service providers be charged for technical information? 68% of the manufacturers polled allow non-warranty authorized service company's access to their technical information and of those, 27% charge a fee for access.

USA commends OEM's that allow non-warranty service providers access to vital technical information. Today's appliances are far more technologically advanced than those built just 10 years ago. Since the average life span of an appliance is now approximately 8-10 years and the warranties are only one year, there are thousands of non-warranty authorized companies servicing all brands of appliances every day. Without access to this ever changing technology, how can non-warranty authorized technicians stay current on repair techniques? If non-warranty authorized technicians lacking current technology are fixing appliances, how can we expect today's consumers to have the best service experience possible? The industry is in agreement that a positive service experience will protect brand loyalty. OEM's that penalize non-warranty service providers by restricting access to technical information are losing market share from dissatisfied customers due to their service experience from ill-informed technicians.

As an association that maintains a basic web site for their members, USA understands that there are substantial costs to maintaining any Internet web site. We know, for example, that the sophistication and depth of information required maintaining Whirlpool's "ServiceMatters.com" | *continued on page 64* |

# Study of Manufacturers' Technical Information Access

Manufacturer		Web-site Address	Service Support Phone	Warranty Authorized			Non-Warranty Authorized			Comments
Associated Brand Names	Web Address for Technical Information			Literature Subscription	Technical Help Line	Parts Subscription	Literature Subscription	Technical Help Line	Parts Subscription	
				ASKO		www.askousa.com	800-898-1897	Y (\$0)	Y (\$0)	Y (\$0)
BOSCH	Thermador, Gaggenau	www.boschappliances.com www.thermador.com	800-735-4328	Y (\$0)	Y (\$0)	Y (\$0)	N	N	N	
Broan	Best, Allure	www.broan.com	800-637-1453	Y (\$0)	Y (\$0)	Y (\$0)	Y (\$0)	Y (\$0)	Y (\$0)	
Dacor		www.dacorservice.com	800-793-0093	Y (\$0)	Y (\$0)	Y (\$0)	N	N*	N	
Electrolux	Frigidaire, Kelvinator, Gibson	www.frigidaireservicetips.com www.electroluxplatinumstarservice.com www.electroluxservicetraining.com www.electrolux.infoaccessipl.com	888-842-3660	Y (\$0)	Y (\$0)	Y (\$0)	N	N	N	
Fisher & Paykel	DCS	www.cbw.fp.co.nz/login.cfm	888-936-7872	Y (\$0)	Y (\$0)	Y (\$0)	Y \$129.95	Y (\$0)	Y Incl	
GE	Monogram, Hotpoint, Moffat	www.gecustomernet.com	Literature 901-387-4013 Tech Assist 502-452-0604	Y (\$199**)	Y (\$62*)	Y (\$299)	Y (\$199**)	Y (\$135*)	Y (\$299)	*cost structure is tiered based on the number of technicians ** \$149 auto renewal
Haier		www.service.haieramerica.com	800-461-8890	Y (\$0)	Y (\$0)	Y (\$0)	Y (\$0)	Y (\$0)	Y (\$0)	
LG		www.136.166.4.200/ www.lgtechassist.com	800-847-7597	Y (\$0)	Y (\$0)	Y (\$0)	Y (\$0)	N	Y (\$0)	
Samsung				Y (\$0)	Y (\$0)	Y (\$0)	N	N	N	
Scotsman		www.scotsman-ice.com	800-726-8762	Y (\$0)	Y (\$0)	Y (\$0)	Y (\$0)	Y (\$0)	Y (\$0)	
Speed Queen				Y (\$0)	Y (\$0)	Y (\$0)	N	N	N	
Sub-Zero	Wolf	www.sc.subzero.com	800-222-7820	Y (\$0)	Y (\$0)	Y (\$0)	N	N*	N	
U-Line		www.u-lineservice.com	800-779-2547	Y (\$0)	Y (\$0)	Y (\$0)	Y (\$0)	Y (\$0)	Y (\$0)	
Viking		www.vikingrange.infoaccessipl.com/default.aspx	888-845-2547	Y (\$0)	Y (\$0)	Y (\$0)	N	N	N	
Whirlpool	Kitchenaid, Jennair, Roper	www.servicematters.com		Y (\$240)	Incl	Incl	Y (\$499)	Incl	Incl	



website is a significant investment for Whirlpool. USA supports any manufacturer who must charge a fee due to their own cost of doing business for access to technical information to any and all service companies. However, the value of the information to the industry must be evaluated in relationship to the return on investment.

A good business manager should know how to set his service rates based on his cost of doing business (COB). Adjusting rates to cover additional costs is a necessity in running a successful business whether it is a manufacturer or a servicer. USA believes strongly in this concept and our upcoming Appliance Service Training Institute (Feb 9-12, 2011 in San Diego, CA) ([www.asti.us](http://www.asti.us)) offers instruction on the importance of knowing and calculating your COB.

Deciding a fair price for access to technical information is a much tougher issue. Charging authorized warranty providers for access to technical information on products that fail due to manufacturing defects seems to be somewhat unfair. Consumers purchase what they believe to be well-built appliances and they do not expect them to fail during their first year of normal use. If they require service during the warranty period and if the service level is less than exceptional, brand loyalty suffers. A typical consumer does not care whether a servicer is warranty authorized or not; they want and expect their product repaired by trained, professional service providers.

Warranty authorized service companies already provide their professional technical expertise at a discount to manufacturers for warranty repairs. Should these servicers have to pay for the information required to fix a warranty defect? In Whirlpool's case, 75% of the calls to their technical help line are for non-warranty service issues. This drives Whirlpool's COB up. Whirlpool's technical help line was designed to support calls on warranty products and has evolved

to more non-warranty calls. Should Whirlpool incur this additional cost for out of warranty technical help support?

Deciding on a fair price for access to technical information is basic economics. If it is priced too high, few will buy it resulting in servicers stumbling over the repairs and consumers will be disappointed in their choice of brand. If it's in warranty, manufacturers may have to replace it, driving their warranty costs beyond the revenue earned from charging for information in the first place.

Servicers want to repair appliances to the best of their abilities and need access to the latest technical information; their goal is to give their customers the best service experience, whether they are warranty authorized or not. Manufacturers want their products serviced in a professionally competent manner re-establishing consumer confidence in their brand; this requires that all service companies have access to the latest technical information.

USA advocates access to technical information to both authorized and non-authorized warranty providers. Authorized service companies are already paying for this information through their discounted rates. While we recognize that a manufacturer's cost of doing business may dictate a minimal fee-based service, the bottom line is that the information must be made available to all service companies. This ultimately may affect a service company's decision on which manufacturers to service and which brands to recommend to their customers.

This is an important industry issue that will be difficult to resolve. We welcome your feedback.

Please contact [Tanner.Andrews@unitedservicers.com](mailto:Tanner.Andrews@unitedservicers.com) or [Paul.M.MacDonald@unitedservicers.com](mailto:Paul.M.MacDonald@unitedservicers.com) with your comments or questions. We'll publish any comments that we receive on this issue in future communications. **RO**

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## Maytag® Introduces High-Capacity Maxima™ Front-Load Washer & Dryer

BEST CLEANING\* IN THE INDUSTRY ENABLED BY POWERWASH™ TO FIGHT TOUGH STAINS FROM EVERY HOLIDAY CELEBRATION MISHAP AND SPILL

To power out stubborn stains year 'round—from the morning coffee to a peanut butter and jelly sandwich at lunch to salsa and nacho cheese at the office party—a washer needs to be up to the tough challenges. Maytag brands newest front-load laundry line, the Maxima series, offers increased capacity and features a PowerWash cycle providing extra cleaning action and a thorough rinse to fight a vast array of holiday stains.

The extra cleaning action loosens stains and ground-in dirt while an internal water heater boosts water temperatures to fight difficult stains. A thorough rinse flushes out any remaining detergent or lingering soils so consumers can rest assured a stain won't foil their holiday plans. To help keep clothes fresh and wrinkle free, select the Fresh Hold™ option with Dynamic Venting Technology™ (DVT). The laundry can wait for up to 16 hours after the wash cycle is finished to be loaded into the dryer.

"We've all had laundry stains that got away from us that may have been preventable. It used to be if you didn't treat the stain before washing, and then drying, you set the stain," said Mary Zeitler, Institute of Fabric Science for Maytag. "Use the PowerWash cycle on Maxima washers when you think you may have some of those sneaky stains in the load. The cycle will go to work providing extra cleaning power, loosening up many tricky, organic stains you may have never even noticed."

An increased 5.0 cu. ft. I.E.C. equivalent\*\* capacity can handle up to 29 towels allowing consumers to wash larger loads that can translate into fewer loads per week. That time

can now be better spent with family and friends picking out the perfect pumpkin or baking a real homemade apple pie.

The Maxima series is no shrinking violet when it comes to energy and water efficiency. The Maytag Maxima washer (MHW6000X) uses up to 82 percent less water and 84 percent less energy\*\*\* while the other Maxima model (MHW7000X) uses up to 82 percent less water and 86 percent less energy.\*\*\* Both models meet the Consortium for Energy Efficiency (CEE) Tier III energy specifications.

The 7.4 cu. ft capacity Maxima dryers (electric MED6000X/ MED7000X and gas MGD6000X/ MGD7000X) include

Quad baffles and Advanced Moisture Sensing which combine to provide even drying on some of the largest loads.\*\*\*\* Wear a holiday outfit for just a short amount of time, just enough for it to get a few wrinkles and lingering kitchen smells? Steam cycles ensure holiday ensembles and New Year's Eve dresses are ready for the next party, without the added cost of dry cleaning.

The Maxima series will be available this fall at retailers nationwide. Additionally, the washer has a 10-year limited parts warranty on the motor and stainless steel wash basket. Models from the Maxima line of laundry products will start with an MSRP of \$999 each. Please visit [www.maytag.com](http://www.maytag.com) for more information. **RO**



\*Among leading competitive brand front load washers; comparable cycles, using default settings.

\*\*Equivalent volume per I.E.C. International standard, 4th Ed., based on 4.3 cu. ft. DOE measurement.

\*\*\*Compared to pre-2004 traditional top load washers.

\*\*\*\*Based on testing of an 18-lb load.





Visit [maytag.com](http://maytag.com) for warranty details.

# FRESH FOOD

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The new Maytag brand Easy Access Ice<sub>2</sub>O<sup>®</sup> refrigerator features removable and adjustable dividers, creating flexible storage sections within the full-extension drawer for up to five bags of groceries.

An ergonomic design aligns the drawer with a typical counter height. Plus, this is the industry's most energy efficient 4-door refrigerator. For additional information, visit [maytag.com](http://maytag.com).

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# Introducing the Franke Peak Sink Collection.

The sink is the anchor of any kitchen, crucial in both form and function. Franke gets this, and their commitment to gorgeous, high-quality kitchen sinks is the foundation for their latest line, the Peak collection.

Complete design symmetry makes these sinks the picture of design harmony, while professional features and accessories ensure maximum performance. Handcrafted details, rock-solid construction, and a range of accessories make the Peak collection a perfect choice for your kitchen.



## FRANKE PEAK SINK FEATURES:

- 5mm corner radius perfectly balances minimalist design with optimum cleanability
- 10" deep bowls easily accommodate baking pans and large pots
- 2 degree bottom slope provides optimum drainage without sacrificing usable work surface
- Proprietary integral ledge that serves as a shelf to raise the work surface
- Unique drain cover designed to compliment the Peak sink's geometric design
- Stainless steel colander with a temperature controlled handle
- Twist-up knob allows the user to easily drain or fill the sink right from the countertop
- Built in cutting board that is both durable and discreet

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