

The Retail Observer

December, 2013

AN EYE ON THE INDUSTRY SINCE 1970

Vol. 24, Issue 12

WESTEDGE™ DESIGN FAIR DEBUTS WITH RAVE REVIEWS

CHUCK EDMONDS: 1919-2013
FOUNDER OF *THE RETAIL OBSERVER*

ROBOT WINS ELECTROLUX
DESIGN LAB 2013 CONTEST

Cover Photo: Ryan Benoit



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Reflecting on the Miracles of Life



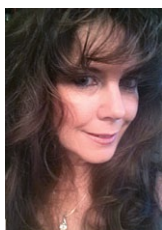
The holiday season always conjures up visions of family and friends gathered together warmed by a fire, sharing a hearty meal and uplifted spirits. Cultivating the relationships you have in your life is so important. As I celebrate the upcoming birth of my first grandchild and mourn the passing of friends, I am reminded of the miracle and blessing in my own life.

Charles Edmonds was full of strength and vigor the last time we spent time together. As the founder of *The Retail Observer*, he poured his heart and soul into building the magazine. It's been an honor and a blessing to take on the torch of this iconic publication and continue its reputation as a valuable resource for independent retailers.

Larry Feldman was close to my age and known by most of the appliance world. We are saddened to say goodbye to him way too soon and will be honored to pay a personal tribute to his dedicated career and life in the January issue. Both Larry and Chuck, played a part in improving our industry and I hope we all continue to build off of the legacy they have left us. We will miss you, dear friends.

The end of the year is also about wrapping things up besides presents. Michael Gerber reminds us to take a chapter from Steve Jobs and tap into the Dreamer, Thinker, Storyteller and Leader in us all to live a happier, more abundant and fulfilling life. How quickly we forget how fast time passes. John Tschohl talks about mastering speed in business. It is important to work more efficiently. This will no doubt increase your productivity and make your customers happier. But most importantly, working smarter not harder will give you time to make new memories with those you love. It's those memories that will warm your heart during the festive times and the most challenging seasons of your life.

My wish for all of you this holiday is to slow down a bit, and take in all the wonders that surround you. Maybe even stand outside and let a snowflake fall and melt on your tongue or feel the rays of the sun warm your cheeks. All of these things are examples of the miracle of life and what we all celebrate this time of the year.



Good tidings to you,

Eliana Barriga
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CELEBRATING OUR 24TH YEAR
AS *THE RETAIL OBSERVER*

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To Lose is Far Better than to Never Have Had

As I was working on my musings for the holiday season, I was thinking back on some of the friends that I have lost this past year. In this issue, is a tribute by the family of my dear friend Chuck Edmonds who founded this magazine. I miss seeing him run around with his camera in one hand, in his pocket a copy of the magazine that he was always proud to show off and in the other hand his trademark Martini. He always knew how to balance work and play. Chuck, thank you for allowing us to take "your baby" and share in raising it to what it is today.

The appliance industry also mourns the loss of, another dear friend, Larry Feldman of the Almo Corporation. The ceremony for Larry was a beautiful gathering of hundreds from around the globe. *The Retail Observer* will honor Larry's extensive contributions to the appliance industry in our January edition but I would like to divulge now what others have shared.

Hundreds of people connected to the appliance industry from across the United States, Canada and Europe converged on Schenectady, NY on November 6, 2013 to pay their respects to industry icon, Larry Feldman. Feldman, Senior Vice President of Merchandising for Almo Corporation's Specialty Appliance Division passed away suddenly on November 3, 2013 at the age of 54.

Larry was entrenched in the appliance industry his entire life. He worked alongside his father at the family business, Empire State Distributing, helping to grow Empire State into a regional distributor of consumer electronics and major appliances.

Larry became part of the Almo family almost 20 years ago when the company purchased Empire State Distributing. Upon joining Almo, Larry worked to realize his unique vision: to create the first national distributor of high-end home appliances. Through his tireless work and dedication, he was able to see that dream fulfilled as he built the Almo Specialty Division into what it is today: a national distributor of luxury appliance brands including Liebherr, Capital, Asko and Faber.

"Larry will be greatly missed not only as a person but as one of the most enthusiastic, hard-working executives at Almo," said Gene Chaiken, Almo's Chairman and CEO. "He was highly dedicated and loved his job. This has left a big hole in the Almo family."

Larry is survived by his wife, Christina, his mother, Shirley Levine Feldman, as well as his siblings, nieces and nephews.



Chuck and Larry... We will miss you.

Moe Lastfogel
moe@retailobserver.com

The RetailObserver

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



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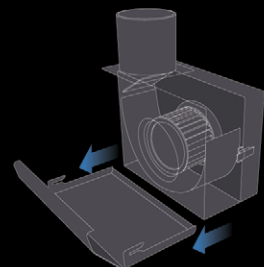
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WESTEDGE™ DESIGN DEBUTS WITH RAVE

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IGN FAIR REVIEWS

West Coast Tastemakers

FOUR FULL DAYS OFFERED THE LATEST PRODUCTS FROM 150 PREMIUM INTERIOR DESIGN BRANDS, PLUS SPECIAL EVENTS AND SEMINARS WITH NOTABLE SPEAKERS AND PANELISTS

WestEdge™ Design Fair, the newest destination for modern design, premiered at The Barker Hangar in Santa Monica October 3-6, 2013. To celebrate its debut, Megan Reilly and Troy Hanson, the fair's co-founders, partnered with Heal the Bay, and a notable design host committee, to throw a grand opening night party attended by over 950 partygoers. The design fete included Martyn Lawrence Bullard, Ty Pennington, Amy Devers, Tobi Tobin, Kathryn M. Ireland, Barrett Foa, Alexandra Von Furstenberg, Roderick Shade, and Oliver Furth, among others. | *continued on page 10* |



The Fair's opening night was sponsored by Bombay Sapphire, Matua Wines, Stella Artois and Whole Foods and raised funds for Heal the Bay, one of Southern California's leading environmental nonprofit organizations, committed to making Southern California coastal waters and watersheds, including the Santa Monica Bay, safe, healthy and clean through programs in science, education, community action and advocacy.

Over four days, nearly 6,300 interior designers, architects, art directors, artists, set decorators, educators, gallery owners, design industry leaders, and enthusiasts converged upon WestEdge Design Fair to network with industry luminaries, see the latest in modern design, listen to panels and shop from over 150 exhibitors from around the world. The highly curated experience attracted attendees from across the country, including many from New York's design community.

"Design Within Reach was proud to be a sponsor of the inaugural year of WestEdge. The turnout was excellent, the venue was perfect, and we're excited to see how it evolves in its second year," noted Kim Phillips, PR Manager, Design Within Reach.

Benjamin Moore sponsored the event's theater with multiple panels and seminars every day including

- "Taking Care of Business" presented by The Leaders of Design Council
- "Embracing Technology: The Client Wants It, Are you Prepared?" presented by *The Architect's Newspaper*
- "Why Should You Care About Original Design" presented by 'Be Original Americas' and IIDA
- "Hollywood at Home: Celebrated Designers Spotlight California Style" presented by Interiors California
- "Color Inspiration" presented by Benjamin Moore, and "Elements of the Perfect Beach House" presented by Coastal Living
- "High-Luxe Real Estate", "Design in the Digital Age", and "Sustainable Living" were just a few of the other topics which rounded out the diverse program offerings. | continued on page 12 |





"I was delighted to be a part of WestEdge. Not only was this show totally inspirational but also the atmosphere was light and friendly, a rare combination in a trade show. I found the booths well thought out and perfectly vetted for quality and stylish vendors. This show is exactly what we were missing in LA and now I'm very pleased to say that hole has been expertly filled. I greatly look forward to next year's show," said Martyn Lawrence Bullard, Martyn Lawrence Bullard Design.

The fair catered to trade, press and public providing design inspiration and an interactive level of engagement with the chance to meet the product designers first-hand and shop from the best in furniture, lighting, kitchen, bath, outdoor furnishings and other products for the home.

Special feature areas included Reading Room furnished by Design Within Reach, Pop-Up Café presented by Whole Foods, Press Lounge designed and furnished by Graye LA, Belgian Café sponsored by Stella Artois and a central VIP Lounge designed and furnished by Ligne Roset to commemorate the 40th anniversary of its TOGO collection, with a lighting installation created by David Trubridge.

"We could not be more pleased with the high-quality, inspiring installations presented by our exhibitors and sponsors," stated WestEdge Design Fair co-founder, Troy Hanson. "We're thrilled with the level of enthusiasm and engagement by the West Coast design community and are extremely grateful for the foundation to build upon for 2014 as we enhance the offerings within the Los Angeles design calendar," added West-Edge Design Fair co-founder, Megan Reilly.

Media sponsors included *Architectural Digest*, *The Architect's Newspaper*, Architonic, Angeleno, California Home + Design, California Homes, Coastal Living, Design Milk, Dering Hall, The Editor at Large, *Form Magazine*, Interiors California, KCRW, *Landscape Architecture Magazine*, Lonny, *Los Angeles Times*, Metropolis, Modenus, *Ocean Home Magazine*, Surface and *The Retail Observer*.

Plans are already underway for the next edition of WestEdge™ Design Fair taking place in October 2014. For more information, please visit www.westedgedesignfair.com. **RO**





Maximize Your Social:

A One-Stop Guide to Building a Social Media Strategy for Marketing and Business Success Synopsis

Today, a large number of companies still don't have a strategic approach to social media. Others fail to calculate how effective they are at social media, one of the critical components of implementing any social media strategy. When companies start spending time and money on their social media efforts, they need to create an internal plan that everyone can understand. *Maximize Your Social* offers a clear vision of what businesses need to do to create—and execute upon—their social media for a business road map.

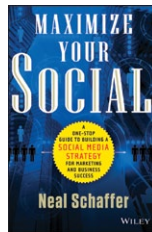
"In using such a scattershot approach to social media, these organizations are missing out on major opportunities to engage with potential and current customers, manage their reputations, and more—and they may be alienating social media users in the process," says Schaffer. "Without a social media strategy, how do you know what you're trying to achieve, what you should be doing, how well you're doing, what you should be measuring, and what the ROI of your social media program is?"

In *Maximize Your Social*, Schaffer helps readers answer those questions—and many more. The book explains how companies can create a strategic social media framework, leverage opportunities that each social media channel offers, and implement a data-driven approach to monitor the success or failure of their social media programs.

Maximize Your Social will guide you to mastery of social media marketing strategies, saving you from spending a chunk of your budget on a social media consultant. Follow Neal Schaffer's advice, and you'll be able to do it yourself—and do it right.

"If your company is going to enter the social media world, you need a strategy because it standardizes messaging, determines how resources are used, defines which tactics you will and won't pursue, serves as a road map, and will still carry on its purpose through personnel changes," Schaffer explains. "When formulating a strategy, be sure to look at the implications it will have on all of your internal stakeholders and include them in the planning." **RO**

Author: Neal Schaffer is a *Forbes* Top 50 Social Media Power Influencer two years in a row, the creator of Advertising Age's Top 100 Global Marketing Blog, *Maximize Social Business*, a global speaker on social media, and a teacher at Rutgers University's Mini-MBA™. www.maximizeyoursocial.com
Publisher: Wiley, 2013, ISBN: 978-1-118-65118-6



CALL TO ACTION



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We are looking for retailers, distributors and manufacturers engaged in their element while at trade shows, special events, showroom openings or just plain group get-togethers.

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Charles

September 4, 1919 –
Founder of *The*



Eternal optimist, entrepreneur and enthusiastic golfer, Charles (Chuck) Edmonds peacefully passed away October 1, 2013 a month after his 94th birthday.

Charles Henry Edmonds was born on September 4, 1919 in Lakewood Ohio the youngest of three children: Sister Marian Edmonds Conrad and brother Howard Edmonds, both deceased. His parents, Frances Galena and Howard Henry Edmonds moved several times during his youth but returned to Lakewood in time for Chuck to attend Cathedral High School. The family then moved to Los Angeles, California, where Chuck attended Woodbury Business College. There he met Ruth Windfelder and they were married on November 4, 1939. Ruth and Chuck were married 70 years before Ruth predeceased Chuck in 2009. They had four children: Joan Edmonds Dickey, Charles Henry Edmonds Jr. (Gayle), Carolyn Ann Edmonds and Dianne Marie Edmonds (David).

After the beginning of World War II, Chuck went to

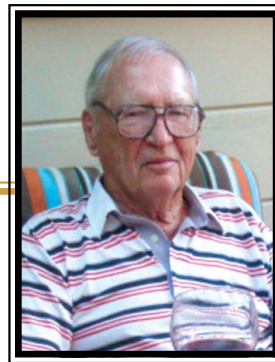
Alaska as a member of the crew building the Alcan Highway. When he returned to California, Chuck began his career in the trucking industry, initially working with Hills Brothers Transportation and then in 1945 he started Shoreline Transportation, one of the first common carriers in California to haul frozen foods in refrigerated vans.

After selling Shoreline, Chuck experimented with several other professional endeavors: transportation manager, truck rating clerk, sales of advertising gifts for commercial companies. He then entered his final and most productive career, that of editor and publisher of the *Northern California Retailer* which morphed into today's *Retail Observer*, a publication for the retail appliance and electronics industries. *The Retail Observer* became an essential communication link for industry retailers, distributors and manufacturers in California, and the greater Northwest, including Colorado and Arizona. Chuck (and in later years, his associate, Lee Boucher,) built the magazine on "handshakes, hard work and integrity."

Edmonds

October 1, 2013

Retail Observer



Chuck began with the *Northern California Retailer* in 1970 when the publication covered just the industry in Northern California. For the next thirty years, Chuck published a monthly publication featuring information about new products and programs offered by manufacturers and distributors, in depth articles about outstanding independent retailers, news and pictures about people who make the news plus industry affairs, conventions and buying group meetings. Every article in the publication was based upon the primary principal that the industry had to make customer satisfaction the first and foremost operational necessity.

Chuck and Ruth loved to travel and managed to make time in their busy schedules for at least two trips a year to places far (Thailand, Panama, Budapest) and near (Grand Canyon, Denver Colorado, Tucson Arizona). After he sold *The Retail Observer* in 2007, he dedicated at least one day a week to his golf game, bimonthly lunches with friends in the industry and his family. He was also active with his

local church, St. Victor, where he and Ruth had been members since 1965. It was not widely known that Chuck volunteered countless hours serving the St. Victor community as a dedicated usher, participating in annual work days and the parish festival. Chuck could always be called at the last minute to help fill in with whatever was the immediate need. He was also a voracious reader and always had an opinion of current topics, political happenings and the chances of local professional teams making it in the playoffs.

Toward the end of his life, Chuck stated that he had a rich, full life. Ruth was integral for the successes he achieved, and his family was his principle source of pride and satisfaction.

Chuck is survived by his four children, eight grandchildren and four great-grandchildren, and many nieces and nephews. A private family memorial has been held. Donations can be made in memory of Charles and Ruth Edmonds to St. Victor Catholic Church, 3108 Sierra Road, San Jose, California 95132.



BERTAZZONI SHOWCASES PRODUCT LINEUP AT WEST EDGE DESIGN SHOW 2013

EXPANDS LINEUP WITH NEW DESIGN RESOURCES PROGRAM FOR DESIGN AND TRADE PROFESSIONALS



Bertazzoni presented its full suite of cooking appliances at the WestEdge™ Design Show in Santa Monica, California on October 3-6, 2013. The 131-year old company also announced a new Speed Oven, which combines a European Convection oven with advanced microwave cooking in the same unit. Bertazzoni also released a newly updated Design Resources program, where architects, designers and trade professionals can find fresh content and advanced tools to integrate Bertazzoni appliances into their projects.

THE BERTAZZONI SPEED OVEN

The innovative new Bertazzoni Speed Oven can be used as a microwave, convection oven, broiler, or combination of the three. To meet the needs of today's busy consumers, users can combine the speed of a microwave with the precision of convection cooking and broiling to achieve oven-quality results up to three times faster than conventional cooking methods. As a result, baked potatoes will be ready in 20 minutes, compared to over one hour in a regular convection oven. Adhering to Bertazzoni's commitment to green practices, the new Speed Oven requires little to no preheating time with advanced energy-efficient microwave technology.

"Offering style and practicality, the Bertazzoni Speed Oven brings a new level of versatility to our existing product line," said Valentina Bertazzoni, brand manager and sixth-generation family executive for Bertazzoni. "By combining a traditional convection

oven with microwave technology, the Speed Oven offers an amazing array of cooking options, all in one appliance. We believe the Speed Oven is one of our most advanced products to-date, combining Bertazzoni's quintessential sleek Italian design with innovative new cooking features."

The Speed Oven innovative features include:

- New Professional Series ergonomic handle and drop down door, providing a distinctive and modern design look.
- Fully flush stainless steel front and interior, with a conveniently easy-to-clean surface.
- Pre-set controls and automatic sensors for ease of use, taking the guesswork out of cooking.
- LED touch-through glass user-friendly interface guides users through the different modes and functions, such as temperature and cooking mode.
- Convection cooking, convection broiling and electric broiler combined with the microwave feature, achieve oven-quality results up to three times faster than conventional cooking methods.
- 5 microwave power levels from 200 W to 1000 W allow delicate heat when melting butter, or higher heat when preparing popcorn.
- Removable glass tray and rack for baking a moist cake or roasting a turkey.
- Suitable for 24" or 30" wide cabinets (30 inch stainless trim available as accessory).

THE NEW DESIGN RESOURCES PROGRAM

Bertazzoni's Design Resources is a popular destination for architects and designers to find everything they need to easily integrate Bertazzoni appliances into their projects. The newly revamped program has been updated to reflect Bertazzoni's new line of ranges and built-in products that were released in 2013. Among the suite of available tools, it includes advanced 3D drawings, high resolution images, specifications and installation drawings. Bertazzoni has also updated the 20-20 Design e-Catalog, where 25,000 global licensed customers can download the entire suite of new Bertazzoni products in 3D format.

"We continue to embrace new product innovation with our evolved freestanding and built-in suites, building on our rich Italian history of premiere engineering that's made our brand a success for the past 131 years," said Paolo Bertazzoni, president and fifth-generation owner of Bertazzoni. "Design Resources has proven to be an invaluable tool for the design community and I am pleased to unveil an advanced new version of the program at the WestEdge Design Show."

ALSO ON DISPLAY AT WEST EDGE DESIGN SHOW

The new Speed Oven is just one of several products Bertazzoni showcased at the West Edge Design Show.

- Bertazzoni Heritage Series Range
- Bertazzoni Master Series Range
- Bertazzoni Professional Series range in the new Arancio color
- Bertazzoni Design Series built-in ovens and cooktops
- Bertazzoni Professional Series built-in ovens and cooktops

AVAILABILITY

All Bertazzoni products are sold through its large network of distributors and dealers in the U.S. and Canada. To find the closest distributor to you, visit us.bertazzoni.com/locator.



THE MAGIC OF INDUCTION—COOKING AT TWICE THE SPEED OF GAS

INDUSTRY LEADER IN DESIGN AND INNOVATION PUSHES THE BOUNDARIES OF THE MODERN KITCHEN ONCE AGAIN WITH THE INTRODUCTION OF THE RENAISSANCE INDUCTION COOKTOP

dacor

With today's modern kitchen consuming as much as 40% of all household energy, energy conscious homeowners will appreciate the earth-friendly Renaissance 36" and 30" Induction Cooktops by DACOR. Using 90% of the energy they generate for cooking, induction outperforms both standard electric and gas cooktops in both

speed and energy conservation, thus making induction the fastest and most energy efficient form of cooking on the planet today. The Renaissance 36" and 30" Induction Cooktop is the perfect blend of sophisticated styling, advanced engineering and quality craftsmanship. The Induction Cooktop uses electromagnetic energy to stimulate iron molecules in the cookware to heat the cooking vessel. Each induction element, hidden below the ceramic-glass surface, heats pots and pans quickly and consistently with precise control.

"At Dacor, we develop market leading technologies that have a positive impact on our customers' lives in the kitchen," said Steve Joseph, president of Dacor. "Our new Renaissance Induction Cooktops provide an energy efficient, fast and safe way to help home-chefs of all levels continue to create magic in their kitchens."

The SenseTech™ Induction Technology automatically detects the presence and size of your cookware and matches energy transference with no residual heat loss, keeping cookware handles and the kitchen cooler. Unlike traditional cooking surfaces that heat up and stay hot long after the meal has been prepared, the glass-ceramic surface quickly cools down once the pot or pan has been removed or turned off.

The Renaissance Induction Cooktop by DACOR is the perfect choice for the modern, energy efficient kitchen. Designed and manufactured in California, the 36" Induction Cooktop with 5 cooking zones and the 4 zone 30" model are available in black ceramic glass (as shown with optional Raised Ventilation). The Renaissance Induction Cooktops are available through authorized Dacor retailers nationwide.

For more information regarding the Renaissance Induction Cooktop visit www.dacor.com. | *continued on page 18* |



ZEPHYR UNVEILS SIENA PRO CHIMNEY HOOD; THE POWER NEEDED FOR PROFESSIONAL-STYLE KITCHENS AT AN AFFORDABLE PRICE

HOME CHEFS CAN NOW HAVE SLEEK DESIGN AND A FEATURE-RICH KITCHEN HOOD AT COMPETITIVE PRICE

ZEPHYR Zephyr has launched its most powerful chimney hood in the Essentials Collection: Siena Pro. The Siena Pro is a professional-style hood that offers the power, performance and aesthetic of a commercial-style hood for a fraction of the cost.

With the rising popularity of reality cooking shows, food blogs and celebrity chefs, consumers continue to gravitate toward “prosumer” appliances that mirror restaurant-style kitchens. However, the drawback to this style of appliances are the high price tags, which can cost consumers thousands of dollars for a matching range and ventilation hood. With Zephyr’s new Siena Pro hood, aspiring home chefs can have the professional-style design with feature-rich technology, a powerful blower and an affordable price tag (\$1,299 MSRP).

From slow simmering to high-heat searing, the Siena Pro quietly absorbs steam, smoke and leftover cooking odors with its 1,200 CFM blower; which is the necessary requirement for serious professional-style cooking. The Siena Pro features Zephyr’s new Icon Touch™ controls with 5-speed levels and a Clean Filter Indicator light that illuminates when it is time to clean the baffle filters. A five-minute auto delay off feature lets the user set the hood to vent for five minutes after the cooking is complete and will power off automatically.

In addition to its powerful performance, the Siena Pro is a centerpiece in the kitchen with its sleek stainless steel canopy and dual-level halogen lighting for illuminating the cooktop at night. The dishwasher-safe industrial baffle filters contribute to the hoods’ professional aesthetic and its sharp architectural edges elevate the hood to a focal point over the pro-style range.

“At Zephyr, we’re committed to bringing smart technology and design into the homes of kitchens spanning styles from modern to

traditional and everything in between,” says Luke Siow, Zephyr president. “With the growing trend of professional-style kitchens, we wanted to develop a product that would meet the needs of culinary enthusiasts and provide enough ventilation power to handle the most serious home cooking, without breaking the bank. Our new Siena Pro fills this gap and gives prosumers a look that suits their style and a price that suits the budget.”

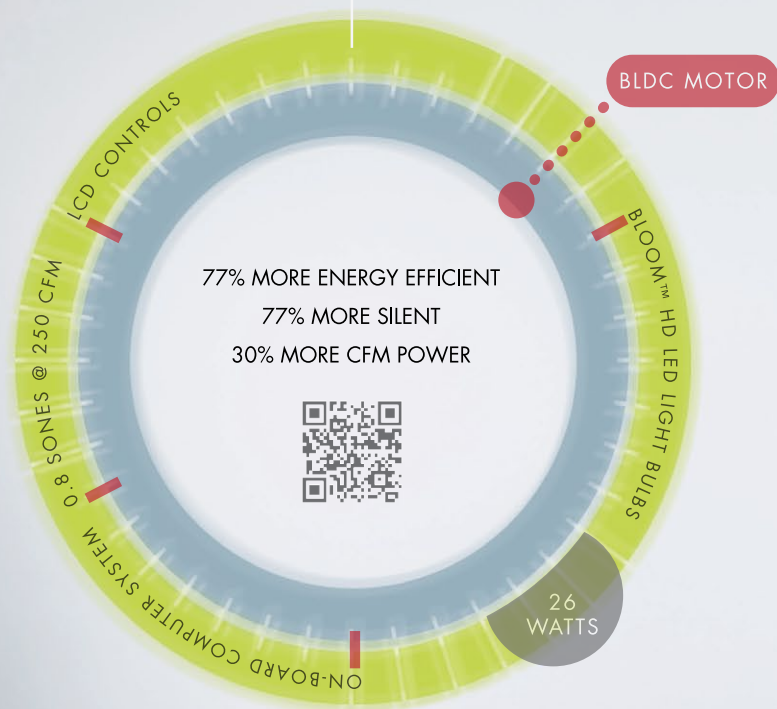
The Siena Pro is available in 48-inch, 1,200 CFM and retails for \$1,299; the Siena is available in 30- and 36-inches, 650 CFM and retails for \$849.

Consumer Digest Best Buy Rating, Chicago Athenaeum Good Design, ADEX (Awards for Design Excellence), Appliance Design ‘Excellence In Design’ and the Architectural Products ‘Product Innovation Award.’ To learn more, visit www.zephyronline.com.



FROM KITCHEN TO CLEANUP, BOSCH HOME APPLIANCES ROUNDS OUT THE HOME WITH NEW COMPACT LAUNDRY LINE

BOSCH Bosch home appliances is extending its reputation for precision German engineering to all areas of the home with an all-new compact laundry line. With the ability to accommodate large loads of laundry in less time and with less natural resources, the new laundry platform boasts the fastest combined wash and | continued on page 20 |



The Future is Wow

Zephyr's Next Generation Europa Collection features the industry-first DCBL Suppression System™, which results in the most silent, energy efficient and performance-driven range hoods today. Cutting edge green technology makes this collection a modern kitchen must—today, tomorrow, and forever.

Learn more about all our Zephyr products at www.zephyronline.com/RO



ZEPHYR

dry cycles in the industry. The new Bosch laundry pair is designed for easy installation and is the first energy efficient compact 24" laundry line with the cleaning power of a full sized model.

"Bosch home appliances is a leader in manufacturing dishwashers, and now we are excited to extend our expertise into other parts of the home," said Stephanie Hutaff, director of product marketing for Bosch home appliances. "The laundry pair not only boasts striking European design and installation flexibility, it also can efficiently clean large loads with as little resources as possible."

- Industry's best-in-class installation:** Designed to make installation easier than ever, the laundry pair requires no duct for venting, and the washer plugs into the dryer so that only one electrical plug is needed. These functions were designed to save money on installation fees, and also provide consumers with endless options for where they install their laundry pair. With under counter, stackable and side-by-side installation options, the laundry pair can easily serve as the highlight of the laundry room or a hidden gem in a non-traditional space, like the den or a bedroom. Consumers can also feel comfortable including the units upstairs thanks to the Bosch-exclusive AquaShield® and AquaStop®, water leak protection systems, which help prevent against flooding.
- Sleek design for seamless integration:** With a large capacity on a 24" footprint, the matching Bosch laundry pair packs a big punch in a small, well designed package. The line is available in three design options and includes new sleek control panels and door designs, stainless steel and chrome accents, as well as the signature Bosch Magneto on the front panel for a sleek, European look. While the unit might occupy less space, the new Bosch laundry pair can accommodate several large towels, multiple pairs of jeans and men's shirts, and includes a larger door so that consumers can easily add and remove clothes into the machines.
- Quality German engineering:** The new, ENERGY STAR-qualified line delivers the same quality German engineering that is synonymous with Bosch throughout the world. With the fastest combined wash and dry cycles in the industry, the new Bosch laundry pair can clean a load of laundry from start to finish in just 30 minutes. The laundry pair incorporates a raindrop structured drum surface and an Anti Vibration system with circular side walls and a 3D sensor to gently clean clothes with excellent results. The dryer's condensation drying system eliminates the need to exhaust any air to the outside, allowing for more energy efficient cycles and easy installation anywhere.

To learn more about the all-new Bosch laundry line, visit www.bosch-home.com/us.



SMEG MASTERY, AMERICAN STYLE FREE STANDING RANGE – THE S9GMXU



A powerful and sophisticated freestanding dual fuel range, created specifically for the U.S. market to meet the tastes and sensibilities of the American customer. Elegant, sophisticated and finished entirely in beautiful stainless steel, the new Smeg S9GMXU has large industrial grade control knobs that were designed for convenience and precision, as well as to lend a highly distinctive professional look to the product. The 36" range is pinnacle of ingenuity and the essence of Smeg, the Italian company that has produced household appliances that perfectly interpret contemporary cooking needs for over 65 years.

The S9GMXU range stands out for its cutting edge design, a feature for which Smeg is highly respected in its field thanks to a myriad of revered collaborations with world famous architects to create exquisite design products; products that are recognized for their professional quality construction and use of first class materials such as stainless steel and cast iron – both selected for strength and durability.

The new Smeg range is just 24" deep meaning that it can be installed perfectly flush with kitchen furniture, and kept safe by the excellent insulation and external air-cooling system that prevents the sides of the range from overheating. The S9GMXU range boasts dual European convection, a feature unrivaled at its price point. Furthermore, its spacious interiors offer an ample 4.4 cu. ft. capacity, 8 cooking modes including bake, broil and defrost. The 4 cooking levels allow you to cook a full meal at the same time without any flavor transference. The oven's interior is coated with Ever Clean enamel that prevents fats

| continued on page 24 |

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Viking Today and Into the Future

Incredible consumer response to the original Viking range sparked a culinary revolution and created a whole new category of kitchen appliances. Viking quickly became recognized as the foremost brand in ultra-premium appliances around the globe. The company has continued its aggressive product development initiatives and has expanded its product offerings to encompass the entire kitchen, both indoors and outdoors. In addition to its flagship ranges, the current Viking and Viking Professional product lines include ventilation, built-in range tops and cooktops, built-in ovens, warming drawers, dishwashers, trash compactors, refrigerators, freezers, wine cellars, and an entire line of outdoor products including grills, warming drawers, refrigeration and stainless steel cabinetry, the majority of which are proudly made in Greenwood, Mississippi, USA and backed with an industry-leading Viking 3-Year Signature Warranty.

On December 31, 2012, The Middleby Corporation, a global leader in the commercial foodservice equipment industry, acquired Viking. Extensive synergies and growth opportunities exist between Viking and other Middleby brands and as a result, many innovative new products will be rolling down the assembly lines at Viking in the coming months.

VIKING PROFESSIONAL TURBOCHEF OVEN

One of the most exciting new products coming to the marketplace in early 2014 is the Viking Professional TurboChef Oven. Some of the key features that make this oven unique in both design and function are:

- Patented Airspeed Technology™ provides fast, even cooking with no sacrifice of flavor or quality
 - Roasts a 12 lb. turkey in 42 minutes vs. 4 hours in a conventional oven
 - Bakes a 12" deep dish pizza in 6.5 minutes vs. 45 minutes in a conventional oven
 - Steams 20 stalks of asparagus in 45 seconds
 - Bakes an apple pie in 16 minutes vs. 1 hour in a conventional oven
- Easy to use menu-driven control system with seven SpeedCook modes and additional functions such as microwave and defrost
- 500 profiles automatically determine cook time and temperature
- "Save to Favorites" capability stores personalized recipe settings

LEGENDARY HISTORY

Viking Range, LLC, a division of The Middleby Corporation, has a proud history. Viking originated commercial-type appliances for the



home in the 1980's when Fred Carl, Jr. discovered the range he wanted for his new home did not exist. A fourth-generation home builder, Carl took to the drawing board and after countless late nights, he finally arrived at a hybrid that corralled the cooking power and features of a professional range into a design feasible for home use.

After two years of trial, error and extensive testing, the first Viking ranges received American Gas Association certification and began shipping in January 1987. Viking opened its first manufacturing plant in Carl's hometown of Greenwood, Mississippi, and soon realized there was room for professional performance in every corner of the kitchen. By the end of the 1990's, Viking was operating three manufacturing facilities in Greenwood, and the Viking kitchen grew to include built-in cooking, ventilation, refrigeration, kitchen cleanup, and outdoor products. Today Viking manufacturing and distribution facilities cover more than 500,000 square feet in Mississippi and Viking employs more than 850 people.

A legendary heritage, a vibrant global brand today, and a future filled with advanced technologies and cutting-edge products give Viking a distinctive leadership position in the appliance industry. For more information, visit vikingrange.com. **RO**

PART ICON. PART ATTITUDE. TOTAL CONVENIENCE.

Introducing the Viking Professional French-Door Double Oven



Professional Performance for Your Home™

VIKINGRANGE.COM

from sticking to the walls, making the oven easy to clean. The double glazed oven door keeps the outer door surfaces at room temperature even during cooking, ensuring maximum user safety and comfort. The range top has five various size gas burners to meet diverse needs, including a central ultra-rapid burner and precision simmer burner. All five burners have a safety device that will immediately stop the gas flow if the flame is accidentally extinguished. The S9GMXU is uniquely designed to ensure the most functional use of space, and the cooktop is equipped with full width heavy-duty cast iron grates. Stylish, safe and comfortable to use, the cooktop can also be easily adapted for use with LPG gas.

Remarkable versatility and sophisticated design, the S9GMXU is inspired by commercial ranges used by professional chefs. It is a product of excellence in which functionality, performance and beauty are effortlessly unified. Offering a wealth of features at a very affordable price: the new S9GMXU is now on sale for \$1999.

S9GMXU

- Free-standing dual fuel range, 36," stainless steel
- Exclusive professional style
- Sturdy American control knobs
- 4" Polished stainless steel backsplash

MULTIFUNCTION ELECTRIC OVEN

- 8 cooking modes
- Electronic clock with program feature
- Air-cooled double-glazed removable door
- "Ever-clean" enamel oven interior
- 4 Shelf positions
- 2 x Oven lights
- Oven capacity: 4.4 cu. ft.
- Bake element: 2000W at 240V
- Broil element: 3300W at 240V
- Convection element: 3700W at 240V

GAS RANGE TOP

- Heavy-duty cast iron grates
- Full width grates
- Sealed burners
- Automatic electronic ignition
- Safety valves
- LP Gas conversion kit included
- 5 gas burners:
 - Front right: 3,400 BTU
 - Back right: 6,500 BTU
 - Center: 11,800 BTU
 - Front left: 9,000 BTU
 - Back left: 6,200 BTU

OPERATION

- Connected load nominal power 240-120V
- Amp supply 15 Amp

ACCESSORIES INCLUDED

- 1 Baking tray
- 2 Chrome shelves
- 1 Moka ring



WINE ENTHUSIASTS WILL MAKE A TOAST THIS HOLIDAY SEASON TO SUMMIT'S NEW CUSTOM-SIZED, LUXURIOUS WINE CELLAR LINE

SUMMIT IS THE ONLY BRAND OFFERING TWO-ZONE WINE CELLARS IN WIDE ARRAY OF CUSTOM SIZES



Summit Appliances introduces its new line of custom-sized, two-zone wine cellars to accommodate consumers with "spatially challenged" areas in their home. The eloquently designed wine cellars combine modern technology and innovative design, and can be installed for numerous applications, including your kitchen, entertainment center or bar. Summit Appliances is currently the only brand that offers the most sizes of affordable, two-zone wine cellar options.

Whether your preference is red or white wine, Summit's two-zone wine cellars accommodate the temperature needs for any wine. Summit provides a family of under counter wine cellars in 12-, 15-, 18-, 24-, and 30-inches sizes to accommodate irregular spacing areas; and seven full-sized units between 60- and 72 inches for wine enthusiasts who have a large collection to store. Also, while wine cellars have the mystique of a higher price tag, Summit's new line is available at an affordable price point—significantly less than most luxury brands.

"With the holiday season approaching, consumers are searching for the perfect wine cellar that both shows off and properly stores their exquisite wine collection. While the most common wine cellar is a standard 24-inches in depth, many

| continued on page 26 |

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consumers have irregular spaces that require special sizes,” said Steve Ross, vice president of Summit Appliances. “Whether it’s a ‘spatially challenged’ under counter or full-sized space, Summit is the only brand that offers a family of affordable, two-zone wine cellar sizes.”

Summit’s wine cellars include attributes that protect your collection from three factors that can be detrimental to wine: sunlight, vibration and temperature. With a UV-tinted glass door, shock absorbers to omit shaking by the compressor, and two distinct temperature zones, the elegant Summit wine cellar still meets the functionality needs desired by wine enthusiasts. Also, the units are enhanced with stainless steel trim, recessed LED lighting, and slide-out wooden shelves offering an elegant view of the owner’s collection.

For more information on the stunning and space satisfying wine cellars by Summit, please visit www.summitappliance.com.



BODY GLOVE® WATER FILTER SYSTEMS BY WATER, INC. ARE THE FIRST ACTIVATED CARBON DRINKING WATER TREATMENT PRODUCTS TO EARN THE WQA'S NEW SUSTAINABILITY CERTIFICATIONS



Water, Inc. announced that its line of Body Glove® Water Filter Systems – including the BG-12000, BG-3000, BG-1000 and BG-6000FF systems, their respective replacement cartridges, and the BG-3000R retrofit cartridge— are in the first group to pass the Water Quality Association’s (WQA) new sustainability standards for activated carbon drinking water treatment products.

“Body Glove Water Filter Systems by Water, Inc. are the result of an alliance between Water, Inc., 3M and Body Glove,” states Major Avignon, president and CEO of Water, Inc. “Our drive in creating Body Glove drinking water filtration was to produce an innovative, environmentally responsible product. Earning Sustainability Certifications under the WQA’s new standards solidifies our place as the leader in the home water filtration industry.”

The WQA recently developed new Product Sustainability Standards to provide consumers and water professionals meaningful sustainability information about drinking water filtration products – while driving environmental sustainability and innovation in the water filtration industry. To earn the WQA’s newly defined Sustainability Certifications, a product must be certified to the appropriate safety/performance standards and pass the WQA’s S-801 and S-803 Product Sustainability Standards.

The stringent, new WQA S-803 Product Sustainability Standard is for activated carbon drinking water filtration systems and it encompasses cradle-to-grave attributes of a product including raw material sourcing, manufacturing and assembly, packaging, and end-of-life management. Innovative approaches including 70% recycled product packaging, biodegradable shrink-wrapped labeling, and a unique recycling program for used cartridges contributed to Body Glove Water Filter Systems’ ability to pass the new WQA S-803 standard.

Body Glove Water Filter Systems by Water, Inc. are the world’s first environmentally-friendly home drinking water filtration systems. They are simple to install under the sink and connect easily to an accessory faucet or chiller/instant hot accessory solution (also offered by Water, Inc.). In addition to unmatched WQA Sustainability Certifications, Body Glove Water Filter Systems by Water, Inc. include:

- Higher flow rates than standard filtration systems
- Built-in automatic shut-off valves – making it simple to change cartridges
- Tri Stage and Quad Stage Filtration utilizes micro-filter technology to conserve water, maximize filter life and provide superior taste as well as protection from chemicals, impurities and organic materials
- A special program for recycling cartridges – the BG Recycle Kit is offered at no cost
- Cost savings—The systems eliminate the need for bottled water and are designed to conserve water

It’s simple to integrate Body Glove Water Filter Systems by Water, Inc. into the home at a fraction of the cost and environmental impact of bottled water. To learn more visit www.bodyglove.waterinc.com or call 800-322-WATER (9283). | continued on page 28 |

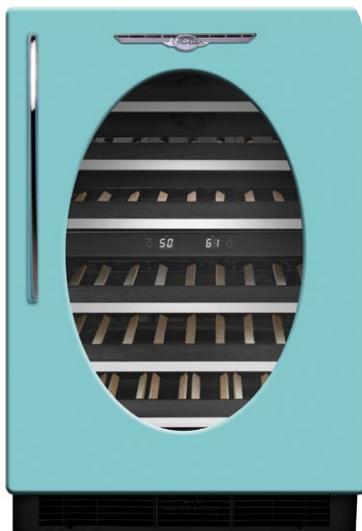
COOK TO CREATE



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

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PRESERVING YOUR WINE WHILE PRESERVING THE PAST

STYLE AND FUNCTIONALITY MAKE THE ELMIRA WINE CELLAR PANEL A FLAWLESS WAY TO SHOWCASE A WINE COLLECTION



Elmira Stove Works, a leading manufacturer of "circa-1850" and retro 1950s appliances,

introduces the Model 1946 Wine Cellar Panel designed to fit the Jenn-Air™ Model JUW24FRACX wine cellar. Now consumers have a new, stylish way to showcase their wine collection while maintaining an optimal environment for preservation.

The 46-bottle capacity Wine Cellar features include:

- 6 Pull-Out Wine Racks with Beechwood Tines, LED Display Lighting
- Soft accent LED lighting showcases the elegance of your treasured wine collection while ensuring temperature control. The wines will also appear to float gently cradled on twisted, natural beechwood tine, extendable racks.
- Dual-Temperature Zones—Whether it's a Cabernet or a chilled Chardonnay you can preserve the distinct flavor in one of the two zones that can be set at ideal temperatures.
- Built-In Design, Flush Alignment—Make a distinctive statement when you combine a beverage center and the wine cellar in flush alignment with your adjacent cabinetry.
- UV-Resistant Thermal Glass Door—Protect your collection from ultraviolet rays that can prematurely age wine and bleach labels. Double-paned thermal glass helps block sun and heat, preserving desired temperatures and wines, and soft-close hinges on the door ensure your bottles are not disturbed.

"Elmira is committed to creating new, innovative products that celebrate the unique, stylish design of past eras," said Brian Hendrick, vice president of Elmira Stove Works. "Whether it is to add character to a kitchen, basement, family room or 'man-cave,' we are confident that the addition of the wine cellar panel will further enhance a wine enthusiast's experience."

The Wine Cellar Panel is available in the nine "standard" colors and can be custom-colored by request. Stunning lines and outstanding colors from by-gone eras make the Jenn-Air wine cellar, coupled with the Northstar panel, the perfect fit for retro, contemporary or modern living spaces. All appliances

are loaded with 21st century features, upgrades and conveniences.

For more information on Elmira Stove Works, please visit www.elmirastoveworks.com.



APPLIANCE PARTS DISTRIBUTORS ASSOCIATION (APDA) CELEBRATES 75TH ANNIVERSARY IN 2014



Appliance Parts Distributors Association (APDA) will celebrate its 75th Anniversary. This historic milestone marks an important stage in APDA's history. For more than seven decades, APDA has been the leading organization for appliance parts distributors. APDA has promoted accountability, professionalism, ethics, and relationships between industry stakeholders.

Members and industry trade partners will be celebrating this milestone at APDA's Spring Convention March 22-27, 2014 at the Hapuna Beach Prince Hotel on the Big Island in Hawaii. The association will also be inviting retired/former members and OEM representatives to the Fall Convention, location to be determined.

APDA's President, Phil Oraziotti, Reliable Parts, Ltd. In Vancouver, BC, commented: "The founders of APDA in 1939 formed the Appliance Parts Association, Inc. to foster and create a closer spirit of cooperation among appliance parts manufacturing and distributing businesses. Today the APDA continues in that same tradition and assumes a key role in supporting service initiatives in order to enhance the consumer experience in the appliance industry."

APDA is headquartered in Chicago, Illinois and was established in 1939 with members throughout North America. Its members are independent parts distributors. APDA members represent more than 350 storefronts and account for over \$1.0 billion in annual sales.

The mission of APDA is to:

- Create stronger relationships between industry stakeholders.
- Assume a key role in supporting service initiatives in order to enhance the consumer experience.
- Promote the development of processes and technologies critical to the industry. **RO**

AGA: The #1 luxury brand to attract the most loyal customer base

What makes owners of the number one luxury brand most willing to recommend an AGA to their peers?*

For one, AGA owners are passionate and make for the best brand ambassadors. They will tell you AGA is more than an exalted design status symbol. It's the world's best cooking appliance, known for gentle radiant heat cast iron ovens, versatile cooking, surprising capacity and better tasting food. AGA represents a lifestyle, one that owners embrace and share fervently with others.

Revolutionized for America, the AGA Total Control is the flexible range cooker with programmable controls to cook on demand, using only the hotplates or ovens needed.

And, installers appreciate that it ships fully assembled with a power cord, making installation a breeze.

It's for these reasons and more that AGA Total Control continues to appear on showroom floors across North America, drawing crowds, generating buzz and capturing devoted business.

This is the AGA you can sell.



3-Oven AGA Total Control
Shown in Aubergine

*Research Indicates AGA Means Luxury

Source: 2013 Luxury Brand Institute Consumer Brand Research

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a Price Premium

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2. Gaggenau
3. Wolf

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Let Me Count The Waves

New GE Dishwasher Has 102 Cleaning Jets to Thoroughly Clean Your Dishes

GE's new line of dishwashers boasts 102 cleaning jets—the industry's most comprehensive wash jet system and industry-first bottle wash jets that spray water in the deepest travel mugs, baby bottles and sports bottles

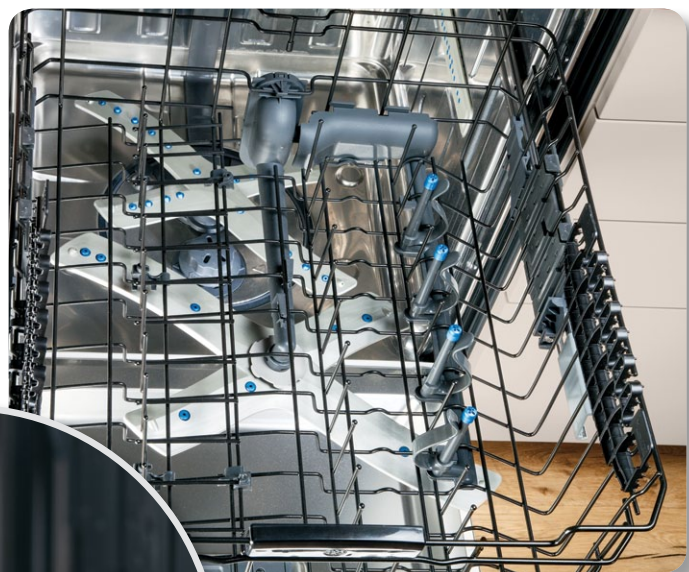
The new GE Profile™ Series dishwasher with a stainless steel interior features 54 percent more cleaning jets than any other dishwasher in the industry. Does that mean dishes get cleaner? We think so; GE is pursuing nine patents around its innovative dishwasher design.

"When it comes to dishwashers, people are pretty straightforward—the cleaner the dishwasher gets their dishes, the easier their lives become," says Dan Goldstein, marketing manager for GE dishwashers. The new GE Profile™ Series dishwasher with a stainless steel interior features 54 percent more cleaning jets than any other dishwasher in the industry.

WASH ARM DESERVES HIGH-FIVE FOR APPROACH TO CLEAN

For a thorough soaking, the dishwasher not only contains 102 water entry points—colored blue on the product, it also has a reversible quad-blade wash arm for extra coverage. The reversing wash arm is uniquely designed to spray water in various velocities. With varying pressure, the water sprays at 100 percent force for some spins, but the next spin could spray at 60 percent. The variation means different areas on the dishes are hit with water.

As part of the 102 cleaning jet wash system, new side jets now cascade fresh water toward the center of the dishwasher to add extra attention to the silverware basket, in addition to other key spaces. Spoons slathered with peanut butter will come out shiny thanks to the combination of the side jets and dedicated silverware jets on the lower and middle wash arms.



EXTRA CLEAN FOR HARD-TO-REACH SPACES

Hold onto your bottles and travel mugs, because this dishwasher has another new and industry-first feature—bottle wash jets. New, dedicated jets—a total of 16—have been integrated into the top rack to clean the bottom of a tall travel mug or dried milk from a baby bottle. The Profile Series dishwasher, PDT750SSFSS with an MSRP of \$1,299*, is assembled in Louisville, Ky. and is available now at most major and independent retailers.

FOUR OTHER FEATURES TO NOTE:

1. Quiet: At 42 DBA, the dishwasher is incredibly quiet.
2. Custom look: The dishwasher door installs flush with cabinetry.
3. Leveling: An adjustment screw in the front will raise or lower the rear wheels for easy leveling.
4. Energy efficient: The average estimated annual operating cost of the ENERGY STAR®-certified dishwasher is \$24-\$29 a year.

*Retailers set their own price. **RO**



You may never need an oven that holds three full sheet trays, but why risk it.

An extra-large capacity oven. Space for three full sheet trays. Fully extendable, gliding racks that can also withstand self-cleaning mode. Just a few of the ways our Professional Range shows off its superior quality and performance. And it's an exceptional value, letting you dream bigger in the rest of your kitchen. With Monogram, every detail makes a statement.



monogram.com

The Male-Centric Kitch

ONCE CONSIDERED
OFF-LIMITS TO THE
AMERICAN MALE,
TODAY'S MODERN
KITCHEN HAS BECOME
THE NEW WORKSHOP,
A PLACE OF REFUGE THAT
OUR FATHERS ONCE
SPENT HOURS LOCKED
AWAY ON WEEKENDS.

A few years back, while preparing a marketing study for an Italian kitchen manufacturer looking to expand their presence in North America, I made a startling discovery—kitchens were not just for women. The industry demographics were all wrong and misleading. The popular myth that women were the driving point of all kitchen sales was an assumption. It was believed that the prototypical kitchen consumer was female, married, 35–45 with one or more child. And this was true on the whole...but what we discovered was that economics and age changed everything.

Middle-class kitchens with children still at home were female driven and functional by nature. Breakfast and dinner were prepared by Mom and homework was done at the kitchen table...all very "June Cleaver," all very American. But when it came to up-market, affluent kitchens... the tables were turned and the kitchen went from one of traditional design and functionality to one of clean and simple lines and cooking as entertainment. And at the helm we discovered a 55 – 65 year old male, directing the design and purchase of this new playground. Where the female, middle-class purchaser was focused on function, convenience and budget, the affluent male buyer is focused on aesthetics, technology and value.

Once considered off limits to the American male, today's modern kitchen has

become the new workshop, a place of refuge that our fathers once spent hours locked away on weekends, tinkering, building, repairing and mostly escaping the pressures of everyday life, as well as the wife and kids. Clean modern lines, sleek glass and chrome surfaces and enough technology to launch a mission to mars... Today's male has found a new venue for relaxation and self-expression.

In a recent UK study regarding the cooking habits of the British Male, some very startling statics have emerged to further challenge our perceptions and assumptions. As women move in greater numbers into the workforce and in some cases taking the role of "bread-winner," it appears that men have taken to their new domestic position with relish.

IN THE UK STUDY:

- 86% of males polled cook meals regularly
- The average male surveyed spends up to 11 ½ hours weekly preparing and cooking meals
- Those interviewed said they can prepare 4 meals a week from a repertoire of 11 recipes from scratch
- 2/3rds of those polled say they cook far more than their father's simple weekend efforts on the barbeque
- 63% prepare weekday meals
- 37% prepare kids meals and packed lunches
- The average male surveyed has spent up

en...the New Paradigm

to \$700 a year on kitchen gadgets and equipment

- 44% would rather spend money on kitchen tools than the new tech gadget
- 28% would give up their season tickets for a new kitchen appliance
- The top three kitchen wish-list items:
 - New Cookware (38%)
 - A new Oven or Range (36%)
 - Quality Knife Set (35%)

With the proliferation of cooking shows, mostly with male chefs in the leading role, 7 out of 10 males polled felt more confident in their role as home-chef and that most felt that they were far better cooks than their female domestic partners.

To the modern male, today's kitchen is about lifestyle and it's about living. If stress and anxiety are the bi-products of the modern world, then nothing is more coveted by today's male than relaxation and contentment.

His kitchen can be defined by the details. When designing for the male, it's important to speak about the intangible aspects of the kitchen we must address happiness and comfort, taste and design, exclusivity and uniqueness. The kitchen must be viewed as a reward for his hard work, a symbol of his accomplishments.

When it comes to the kitchen, he wants the best the industry has to offer. To him, spending more for quality is worth it and it is expected. He believes that value is more

important than price and that "brand" means security and quality.

The products he chooses for his kitchen must be manufactured by a well-known and trusted name and is prestigious as well as exclusive.

Socially driven and status aware, exclusivity and appearance is the key to his personality. He looks for products that are unique and will enhance the way he is perceived by others. Branding is at the heart of his decision making, as he believes; they are the traditional indicators of quality. It's about the pleasure of owning an original. It's about exclusivity. And ultimately, it's about self-expression.

Up until recently, the kitchen was designed as a functional laboratory for a single participant, the "woman of the house," the 'little lady', "mom". It was laid out with assembly line efficiency with a window centered on the sink so mom, in her frilly apron and pearls, could watch the little ones in the back yard at play.

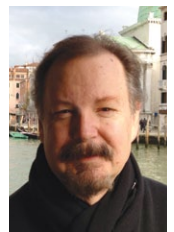
The evolution of the Male Centric Kitchen has grown far from its primary function of food preparation, and nurturing to that of "social arena," serving as living room, dining room, home office, entertainment and media center. More democratic than "Mom's" kitchen, everyone is welcomed, if not encouraged, to participate in the Male Centric Kitchen.

Simple and clean, open and inviting, the exclusion of all things extraneous best

describes the Male Centric Kitchen. A kitchen without boundaries or barriers, a kitchen free from conventional thought and restrictions, a kitchen created to reflect the individual.

The Male Centric Kitchen, in its new domestic role, finds itself reflecting a family style based on the sharing of traditional roles and function. The living area embraces the kitchen as a multifunctional arena, where food is prepared, people talk, guests are entertained and the last email of the day is read and responded too...a space where the day begins and the party always ends. **RO**

Designer, writer, and speaker, Kevin Henry is a recognized "thought-leader" to the kitchen industry for over 30 years and is sought out for his views and observations regarding market trends and industry direction. His blog, The Essential Kitchen (www.theessentialkitchen.blogspot.com), is followed world-wide by both consumers as well as industry and media leaders. Kevin is invited to speak internationally on a wide range of topics, including luxury branding, sustainable kitchen design and market trends. Mr. Henry is the Director of Business Development at DACOR, a California based manufacturer of ultra-premium residential kitchen appliances. You can contact Kevin at khenny@dacor.com.



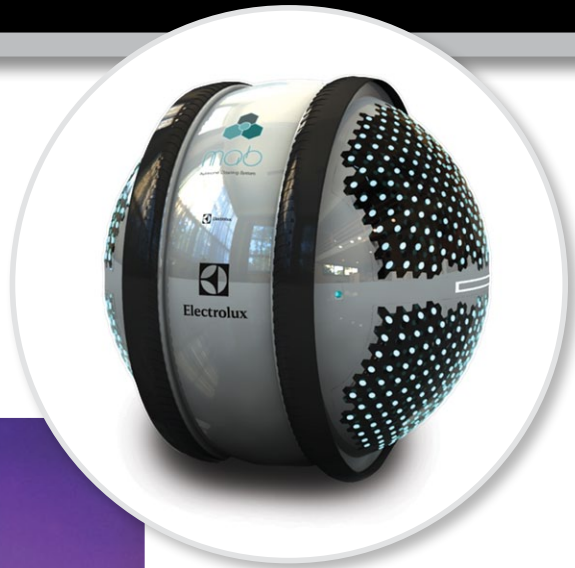
PEOPLE'S CHOICE AWARD

MAB

Adrian Perez Zapata – Colombia

electroluxdesignlab.com/en/submission/mab/

The People's Choice Award went to Mab after receiving over 40% of the 4,391 public votes on the Design Lab website.



FIRST PLACE

MAB

Adrian Perez Zapata – Colombia

electroluxdesignlab.com/en/submission/mab/

Awarded to the flying robot concept "Mab" in competition finals at the Fotografiska Museum in Stockholm, Sweden. The winning concept, by Adrian Perez Zapata from Colombia, is an automated cleaning system consisting of hundreds of flying mini-robots. The robots clean surfaces by touching them with a drop of water. Mab scans the house, determines the areas to clean, and sends the robots flying.

"I was in my university gardens when I observed the controlled flight of bees pollinating a flower, and how magical it is to see swarms of bees working together," Perez Zapata said. "My concept Mab only requires a short initial configuration to function autonomously, so you could arrive home and see a swarm of mini-robots roaming around cleaning independently. This means you could sit back and relax, as you observe with great astonishment the little Mab 'fairies' working their magic autonomously."

"This year's winning concept renews the idea of looking at the robot, seeing it not as one unit that mimics a person, but instead as something inspired by the magical logic of nature's collaborative efforts and group intelligence," said Stefano Marzano, chief design officer at Electrolux and head of jury. "The Mab is an innovative concept which could be relevant to minimize the daily cleaning efforts of consumers as well as businesses, while maximizing the results."



Flying Mini-Robot Cleaners Win ELECTROLUX DESIGN LAB 2013 CONTEST

What does the future of the home hold? Flying mini-robot cleaners, expanding walls that filter the air, and 3D food printers are just some of the visions in the Electrolux Design Lab competition, arranged now for the 11th consecutive year.



● SECOND PLACE

ATOMIUM

Luiza Silva – Brazil

electroluxdesignlab.com/en/submission/atomium/

Second place went to the Atomium 3D food printer, by Luiza Silva from Brazil, for a concept that “addresses the global issue of adopting healthy lifestyles and countering chronic diseases, with inspiration from the playfulness and creativity of children.”

| continued on page 36 |

THIRD PLACE

BREATHING WALL

Jeabyun Yeon - Korea

electroluxdesignlab.com/en/submission/breathing-wall/

Third Prize went to Jeabyun Yeon from Korea for Breathing Wall. The jury's motivation was: "The Breathing Wall creates a relevant discussion about a future business model which is not just about making the appliances, but about generating propositions that could bring a poetic quality into the construction industry."



OTHER TOP FINALISTS (#4-8)



KITCHEN HUB
Francisco Barboza Grasa – Spain / Italy
electroluxdesignlab.com/en/submission/kitchen-hub-smart-eating/



3F
Germain Verbrackel – France
electroluxdesignlab.com/en/submission/3f-vacuum-cleaner/

NUTRIMA
Janne Palovuori – Finland
electroluxdesignlab.com/en/submission/nutrима/



OZ-1
Wei Kiat Law – Singapore
electroluxdesignlab.com/en/submission/cigarette-smoke-remover-oz-1/

GLOBAL CHEF
David Dawod – Sweden
electroluxdesignlab.com/en/submission/global-chef/

ELECTROLUX DESIGN LAB THEMES THROUGHOUT THE YEARS

2003 – User Driven Solutions

2004 – Designs of the Future

2005 – Designs of the Future

2006 – Designs for Healthy Eating

2007 – Green Designs

2008 – The Internet Generation

2009 – Design for the Next 90 Years

2010 – The 2nd Space Age

2011 – Intelligent Mobility

2012 – Experience Design

2013 – Inspired Urban Living

FIRST STEP TOWARD A DESIGN CAREER

The idea of the design competition is to stimulate and activate design students on a global level by inviting them to present breakthrough ideas for future household environments and to function as an innovative arena for the introduction of new talents. First prize is 5,000 euros and a six-month paid internship at an Electrolux global design center. Second prize is 3,000 euros, third prize is 2,000 euros and the People's Choice Award prize is 1,000 euros.

THEME OF THE YEAR, INSPIRED URBAN LIVING

The theme of Design Lab 2013 was Inspired Urban Living. The city of tomorrow is short on space, busy and compact. Living areas are smaller; there is less storage but the home still needs to be the epicentre of entertaining and culinary enjoyment. The competitors were asked to submit concepts for products, accessories, consumables and services that would be seen as a breakthrough within the sector of Social Cooking, Natural Air or Effortless Cleaning.

Over 1,700 submissions from over 60 countries around the world took part in the competition in 2013. The competition was conducted in five stages, allowing the applicants to concentrate on different areas throughout the process; submitting an idea and a sketch, concept development, visual development, functionality development and the final event presentation. Over 100 best concepts were chosen to take part in the competition to develop their concepts further and to be evaluated by Electrolux professionals from Design, R&D and Marketing Innovation. Each concept could be voted for by the public and the ones that received the most votes received direct access to the next round. The Design Lab 2013 jury, comprising Electrolux Chief Design Officer Stefano Marzano, Design Strategist at Yanko Design Hideshi Hamaguchi, and Editor-in-Chief of LOFT Bookazine Pio Barone Lumaga, selected the winner from eight global finalists.

"Creating new value and propositions is what innovative design is all about and Design Lab is one of the ways through which we at

Electrolux can explore new ideas," said Stefano Marzano, Chief Design Officer at Electrolux. "All design solutions that enhance the lifestyles and living environments of our consumers are relevant for us to explore. This is why in Design Lab 2013 we are presenting not only products but also accessories, consumables and services within three key focus areas for future households; cooking, cleaning and air cleaning."

The finalist concepts chosen were varied in their creative approach and global in their origin; A 3D food printer by **Luiza Silva from Brazil**, a cleaner with flying nano-robots by **Adrian Perez Zapata from Colombia**, a food nutrition scale and map by **Janne Palovuori from Finland**, a shape transforming vacuum cleaner by **Germain Verbrackel from France**, a breathing wall air cleaner by **Jeabyun Yeon from Korea**, a fashionable air purifying and scenting necklace by **Wei Kiat Law from Singapore**, a food stock and diet manager by **Francisco Barboza Grasa from Spain** and a hologram cooking appliance by **Dawid Dawod from Sweden**.

See the finalist concepts come to life in videos at electroluxdesignlab.com and youtube.com/user/electrolux. Design Lab website for information and submissions: electrolux.com/electroluxdesignlab. **RO**

Learn more about Design Lab in Electrolux social media channels:



youtube.com/user/electrolux



facebook.com/Electrolux



twitter.com/Electrolux



flickr.com/photos/electrolux-design-lab



pinterest.com/electrolux

Discover Opportunities, Uncover Hidden Potential

Partner with BWG

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

DISCOVER OPPORTUNITIES

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

UNCOVER HIDDEN POTENTIAL

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

PARTNER WITH BWG

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

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

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

"BWG takes the high road."

"BWG works with integrity."

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

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

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

"We consider BWG a solid partner."

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

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

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



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Managing Your Team Strategically



I recently met with a dealer's leadership team to talk about their plans for 2014. In planning for our meeting, the CEO had developed a lengthy, detailed list of areas in which he wanted to improve.

"I want to raise our gross margin by 1% and our extended warranty sales to 5.5% of sales. To make our stretch volume projections we'll have to do an additional \$200,000 in mattresses. We should be able to increase our luxury appliance sales by 20% and our accessory sales by at least that much."

As I listened to the carefully constructed plan, my first thought was that perhaps they were taking too much on. Maybe they should focus on one or two areas and really target their training and effort there. I thought it could be difficult to communicate all of this to their managers and sales associates. It would be even harder to get engagement and buy-in in so many different initiatives.

After listening to the discussion I asked, "what are you trying to accomplish?" The answer was simple. "We want to grow our bottom line profits."

I remembered something I had called *strategic management*. In this process, you start at the bottom—defining the goal—and work up. In clearly stating your desired outcome you can work back to find the most effective way to get there.

In the meeting I described, the real goal

wasn't to sell more ESP, add-ons or bedding. It wasn't necessarily to increase their margin or sell more stuff. It was to generate a bigger bottom line.

I asked a few more questions. "Who is your most *profitable* associate?" I wanted to know which ones generated the most profit dollars. "Well, George sells the most ESP." It turns out he didn't sell much profitable bedding so his margin was lower than others. "Sue sells a lot of high ticket pro kitchens so her volume is usually pretty high." She sold lots of accessories but the margin on her sales was pretty low. Like most dealers, they had never looked at their sales team this way.

There are many ways to generate gross margin dollars. Similarly, each associate has different strengths. I don't know how many companies rate their team by their overall contribution to profitability. It's possible your superstar may not really be as great as you thought. You may have several leaders and you should be encouraging them all.

Strategic management can be a helpful tool in getting to your desired end game. In this case, where a bigger bottom line is the goal, start by finding out where your profits come from. First, determine how much return each associate has generated. You'll find that some have done it selling high margin products while others have added warranties; some may have had higher average tickets.

Let each associate know how much profit they generated and how they got there. Since I'm a pretty competitive animal, I'd tell them how they rank against their peers. Set their goals based on the increases you want to achieve and let each one figure out how best to get there.

Your big game hunters will naturally gravitate to the big deals while your more consultative associates will innately want to spend more time explaining the benefits of full featured products, ESP and accessories.

It's unrealistic to have the same expectations of everyone in your organization, but if you measure their performance in relationship to your goals you'll have a better chance of reaching them. You'll encourage each associate to do more of what they do best rather than constantly trying to fit round pegs into square holes. Coaching will be easier—help your folks do more of what they're good at.

You should have happier, more productive people who have a clear understanding of the direction your company is taking. **RO**

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



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Customer Service Leaders Must Master Speed

Among the many tools and tactics a company can use to improve the customer experience, speed is the most overlooked. That's unfortunate because a major factor in creating a positive customer experience is speed.

There are three major obstacles to improving the customer experience through speed:

- 1. Employee mindset.** If an employee has four days to do a task, they will take four days to do the task. In fact, they won't get started until the fourth day! And then they will usually not finish the task because they need help from another employee who called in sick or is otherwise unavailable.
- 2. Company policies.** Many companies have policies that slow down tasks that could be completed quickly and easily. They might require two or three sets of eyes and signatures for approval before a task could be completed when one set of eyes is really enough. Companies must eliminate policies and procedures that add to the cost and time of a task. That's because every time another set of hands touches a document, the company spends money. When you buy an Apple product in their stores you will see speed.
- 3. Disregard for the customer experience.** In today's world, customers want it now. They won't wait in a doctor's office for an hour. They won't stand in long lines. If they can't get something quickly, they will go to another provider. Companies that understand the need

for speed can actually profit greatly. Southwest Airlines' planes have a 20-minute turnaround. Because of this speed, they need fewer planes, which saves them billions of dollars. As a result, they have been profitable for 40 years, while competitors in their industry have posted huge losses.

In the early days of computing, Dell became a major player when they convinced customers they could create and ship a fully customized computer in just four hours.

In today's competitive world, if you snooze, you lose. Customers want everything faster. Employees must understand that competition demands that employees work quickly. Every customer wants speed. They want everything faster. Employees need to understand everything is urgent. Every extra minute they can save will translate to the bottom line.

Look at your company policies. When the order comes in, do you ship the same day? When a loan application comes in, does it get processed in one day or in seven days? You better believe there is another company out there who can do that job that fast. And they will get the business and you will lose the business.

Every employee needs to figure out where they improve speed without foregoing quality. You can never compromise quality.

Management also must be open to employees' suggestions. After all, they do the work every day. They know what actions can be taken to make any process faster and more efficient. Listen to them.

They will feel appreciated and will be motivated to do a better job. Individuals who master speed have the ability to move up in the organization. Be on the lookout for employees who master speed. CEOs, for the most part, are driven by speed.

If you want to differentiate your company in the marketplace, then you need to show how you can dramatically deliver service and products faster than your competitors.

Fortunately, companies can create a new mindset that helps win the war on speed:

- Create a culture for the need for speed. If the employees realize the importance for speed, they will get the job done faster.
- Customer service is a skill. It can be taught. And it should be taught every four months with new and interesting materials to keep employees fresh and engaged.
- Modify policies that are speed traps. The lack of speed can cost a company a lot of money.

Speed is customer service at its best—a powerful competitive advantage. **RO**

John Tschohl is described by Time and Entrepreneur magazines as a customer service guru and presents strategic keynote speeches to companies worldwide. John@servicequality.com or www.customer-service.com





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Leading at a Distance: Six Tips for Leading from Afar

Can you pull together a team huddle easily? Can everyone on your team sit together in the same space regularly? What if you are trying to lead at a distance, on different shifts, or more than one store? How can you create and maintain working relationships that work when you're not down the hall from one another? Here are 6 tips for leading great teams from afar:

- 1. Maximize Presence.** You may not get to see them much, but make sure that you maximize your in-person visits to your teams or team members who are not co-located with you. A quality in-person interaction can sustain the communication via phone and e-mail in-between visits. If you are able to get them together once a year or quarterly, that will also help. Make sure there's unstructured, social time for your team so they can get to know one another, as well as structured work time.
- 2. Create Interdependence.** Your team will act like a team if they must rely on one another to "win," i.e. reach goals, make their numbers, or be successful in their performance. They will be less effective, and less successful, if they are working in silos. Encourage and facilitate their partnering and collaboration. Make it a requirement.
- 3. Create Communication Protocol.** When people can't see one another face-to-face regularly, you need to take extra steps to mitigate miscommunication and redundancy. Identify the "best practices" for communicating via e-mail, teleconference, etc. For example, in e-mail communications,

ask people to clearly articulate what is needed by stating their question or purpose up-front, then follow with details, as necessary. This will help everyone be more concise, effective and efficient. Same for teleconferences: how will you moderate discussions? Create specificity around what is expected so people can be and feel successful in their interactions.

- 4. Invest in the Relationships.** In order to have a relationship, you have to have a relational investment. People often wonder, "Why don't I have a good working relationship with this person?" and I must ask whether or not they've invested in it...which means taking time, building trust, giving and receiving feedback, etc. You don't have a relationship with someone just because you are his or her boss. You especially don't have a positive, productive relationship with them if you don't take the time to do so. How can you invest when you're long distance or working at different times? Schedule it! The regularly scheduled one-on-one does not have to be in-person, though the occasional f2f (face-to-face) meeting is desirable, some-times it's not practical. Make sure you are free from distraction, completely focused, and follow your in-person protocol for focusing on performance, feedback and development.
- 5. Set Standards for Dealing with Conflict and Confrontation.** Issues will arise, and when you can't easily take someone out to coffee or lunch to figure out what's going on, it's a little more challenging to address issues quickly and easily. You can proactively deal with challenges by establishing a

protocol about how to deal with miscommunication or misunderstandings. For example, creating a Team Agreement or Team Charter that outlines not only how you'll work together but also how you'll resolve issues, i.e. directly, quickly and respectfully, can be a preventative measure for quickly getting back on track. Remember that interpersonal strife on a team or among members (or with you!) distracts and detracts from getting desired results. It doesn't "go away" on its own, so create standards people can use and adhere to.

- 6. Model the Behaviors You Want as a Leader.** I know this should be obvious, but if you're not getting what you want from your team, the first place you need to look is you. Are you modeling the behaviors you want to support and drive results? Remember also that it's your behaviors that influence, not your intentions, so you'll want to have your own checks and balances for staying on track. Ask people you trust, get a coach, gain regular feedback — that will ensure that you are leading from the front.

Finally, even if you're not leading from afar, these principles and tips for leading teams may also apply to you. Which of them can accelerate your team today? **RO**

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



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Improving Team Communication

A Never-Ending Process

As teams grow and become more effective, one of the key elements that create a foundation for open communication within the team environment is the development of strong personal relationships between members. As they learn to trust each other, they become more respectful and collaborative in their efforts, work and in the open communication of information and data.

This is important for leaders to consider because once a respectful and trusting environment is developed within the team, the work of the team and the communications within the team are enhanced. This allows teams to tackle more complex and often controversial topics and concerns and stay focused on issues while ignoring the personalities and personal agendas of the individual team members.

As individual team members learn to work together and cooperate in an open and non-threatening atmosphere and as they establish personal levels of trust and respect between team members, the barriers to open communication effectively are removed. This has some measurable benefits for the organization including:

FREE FLOW OF INFORMATION

One of the strongest benefits of open communication within a team environment and within the organization as a whole is the increased and enhanced free flow of information. As teams mature and develop and learn to work effectively with one another, the barriers to open communication are eliminated. The lower the barriers, the more freely information flows throughout the

organization. There is a more open and honest sharing of information, eliminating incomplete and mixed messages that used to be used by individual members to establish their power base. Within the team structure, these power bases are eliminated, allowing information to flow freely up, down and throughout the entire organization. This results in better and enhanced decision-making because teams have better and more complete data, information and expertise to base their critical decision-making upon. This allows more effective decisions to be made by consensus, efficiently using the resources available to the organization and fully committing the team to their implementation.

CREATIVITY

As teams mature and develop, a certain synergy is created within the organization. As information flows freely up, down and throughout the organization and relationships are more firmly established in an open and non-threatening atmosphere, individual teams become more creative in the development of alternative options and solutions to specific problems, issues and concerns. As individual teams become more energized and motivated by an open communication environment, they tend to become more solution oriented, more action oriented and more results oriented. A previous emphasis on activity and input is overcome by a motivation to produce results.

MOTIVATION

An open and empowered team environment that is characterized by open team communication creates a deep sense of motivation

within the organization. Both individuals and teams are more motivated to produce results, develop solutions and to move the organization forward. Within a fully empowered and open communication environment, teams and individuals see more of a chance for achievement through the efforts of the group and the progress of the overall organization. Both teams and individuals learn to share and celebrate the overall results.

The sense of achievement, motivation and celebration experienced by an empowered group should not be underestimated. It has strong motivational affects and ramifications throughout the organization. Open communications are enhanced, personal motivation increases and the desire of the entire organization to produce results is immediately sensed and measurable. Leaders must learn to foster this sense of celebration and accomplishment, which is primarily done through the sustaining of open communication within the team environment. Leaders should understand that open and active communication is an on-going and continuous process. They must continually monitor and foster a sense of open communication within their teams. Otherwise, it is very easy to fall into the common problems and pitfalls associated within the team and communication environment. **RO**

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

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





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How to Awaken the Steve Jobs in You

Anyone Can Learn What Came Naturally to Apple's Founder

Just like everyone else, small business owners get caught up in their personal economic successes and woes. They're trying to find more time; trying to deal with the exigencies of life; trying to just survive.

The latter is both the cause and result of the broken and failed businesses we see in such large numbers. I know, because I've been helping entrepreneurs fix their businesses for 40 years.

In that time, I've also found a few small business creators who have discovered the secret of what I call "going beyond." They go beyond the ordinary. They go beyond the seeming limits of their personal economy and the barriers that keep so many others consumed with just getting by.

Early in my career, the driving question became: What's the difference between the survivors and the thrivers? What's the difference between entrepreneurs like Steve Jobs and the Murray Smiths who were my clients?

With only \$5,000, Jobs and his partner and an unlikely idea they called the personal computer created what would become the most valuable enterprise on the planet: Apple, Inc.

Murray Smith, meanwhile, creates a job for himself, works it and works it and ... ends up with little more than what he had starting out.

Why?

Most people suffer a lack of what Steve

Jobs possessed. Was he so out of the ordinary that it would be virtually impossible to awaken the Steve Jobs within every one of us?

I did find the answer to that question. Over the past 40 years, millions of readers of my E-Myth books, and tens upon tens of thousands of small business owner clients learned exactly how (not theoretically how) to awaken the Steve Jobs within them.

Here's the key: Steve Jobs was a Dreamer, a Thinker, a Storyteller and a Leader.

The Dreamer in Steve Jobs had a Dream. The Thinker in Steve Jobs had a Vision. The Storyteller in Steve Jobs had a Purpose. And The Leader in Steve Jobs had a Mission.

His Dream drove him. His Vision gave him clarity. His Purpose told him who was the most important person in his life—his customer. And his Mission told him exactly how to put the wheels on his wagon.

Once I understood that, I immediately saw the way. If I could help Murray learn to do what came naturally to Steve Jobs, I could help Murray thrive. And so, I did!

I've helped tens upon tens of thousands of Murrays. The difference it made was huge. Murray no longer went to work IN his business, he learned instead how to go to work ON his business. As a result, Murray's business grew and grew and grew and grew.

Then I had a second, even more important, epiphany: There was absolutely no difference between Murray the small

business owner, and Murray the under-employed, or Murray the unemployed, or Murray the self-employed, or Murray the loser. All I needed to do was to help anyone stuck in their form of survival to awaken the Dreamer, the Thinker, the Storyteller and the Leader within them, and they could accomplish what my small business clients have accomplished.

That's what I told Pastor Rick Warren of Saddleback Church when I first met him. And Pastor Rick said, "Go do it. Go do it in the Saddleback community."

And so began The Dreaming Room™, the only entrepreneurial incubator in the world. There, I teach people how to apply the formula for thriving so they can re-create their lives—to learn more, to earn more, to grow more, to give more, to create more.

I believe, passionately, in everyone's ability to do more than "just survive." Maybe you won't end up with the biggest corporation on the planet—and maybe you will. But by becoming a Dreamer, Thinker, Storyteller and Leader, you can live a happier, more abundant and fulfilling life. **RO**

Michael E. Gerber is an entrepreneur and author of "The E-Myth: Why Most Businesses Don't Work and What to Do About It," and the founder of The Dreaming Room™.
www.tinyurl.com/DreamingRoom





UPCOMING EVENTS

DEC.

NOV.27-DEC.5—HANUKKAH

DEC.25—CHRISTMAS

DEC.26-JAN.1—KWANZAA

2014 JANUARY

7-10

2014 INTERNATIONAL CES
Las Vegas Convention Center
LAS VEGAS, NV
www.cesweb.org

26-30

WINTER 2014 LAS VEGAS MARKET
World Market Center
LAS VEGAS, NV
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FEBRUARY

4-6

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LAS VEGAS, NV
www.kbis.com
www.buildersshow.com

10-12

VDTA/SDTA CONVENTION & SHOW
Las Vegas Convention Center
LAS VEGAS, NV
www.vdta.com

11-13

DIGITAL SIGNAGE EXPO 2014
Sands Expo Center
LAS VEGAS, NV
www.digitalsignageexpo.net

26-MAR 1

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MARCH

5-8

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Salt Lake Convention Center
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9-12

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15-18

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16-19

BRANDSOURCE 2014 CONVENTION & EXPO
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20-23

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Full Steam Ahead!

Harness the Power of Steam and Watch Your Profits Rise

A new generation of steam-wielding appliances is penetrating kitchens and laundry rooms in North America and customers are pre-qualified for this technology. Pre-qualified? Yes. Everyone has at least one steam appliance in their home, whether a rice cooker or clothes iron, so the idea of incorporating steam into other appliances is a natural extension for consumers.

To maximize your appliance sales and increase your Average Selling Price, create a culture of curiosity among your staff so they embrace and understand this new steam technology and know how to communicate its benefits to customers.

STEAM IN THE LAUNDRY ROOM

Since consumers are already comfortable with the concept of steam and fabric care, retailers are finding it relatively easy to sell the benefits of higher-end washers and dryers that use steam to deep clean and refresh clothes.

Washing machines can use steam before, during, or after the wash cycle to pre-treat stains, improve performance, and de-wrinkle and sanitize clothes at the end of the cycle. Dryers use steam to release wrinkles and refresh fabrics. For consumers, the main advantages of using steam to launder their clothes include:

- Environmentally friendly: only requires clean water.
- Chemical free: no chemicals or toxic residues.
- Sanitary: steam kills bacteria such as e-coli, listeria, and salmonella.

- Saves time: releases wrinkles and refreshes fabrics in minutes.
- Reduces allergens: some machines have cycles designed specifically for this purpose.
- Improves performance: better stain removal and cleaning results.

Leaders in steam technology in the laundry category include manufacturers such as Whirlpool, Electrolux, LG and Samsung.

STEAM IN THE KITCHEN

Steam is now used in many dishwashers, providing many of the same benefits as above. A steam pre-treat cycle rehydrates stuck-on food and loosens the bonds holding it to dishware, making it easier for the wash cycle to remove it completely. Steam is also very effective in sanitizing dishes after the rinse cycle.

Steam cooking has been an integral part of European ovens for many years and is now making inroads in the North American market with higher-end manufacturers. Steam ovens are available as built-in or slide-in appliances. Some now feature steam-cleaning technology as an effective and energy-saving alternative to the traditional high temperature, self-cleaning cycle. But where steam really shines is during the cooking cycle. Food cooked with steam, cooks faster and doesn't dry out; it's juicier and more succulent, and retains more of its vitamins, minerals and nutrients. Because steam cooking can't brown foods, some manufacturers have combined steam and convection in their ovens.



Customers are always on the lookout for simple, effective, and environmentally responsible options, and they are willing to pay for them. Be sure to educate your sales staff about the benefits of steam. Selling more steam products will improve your bottom line and your customers' satisfaction. **RO**

Corey McMullan
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 **ARISTON**

Maximizing Ticket Sales Through the Art of Bundling



Molly and Craig wake up early on a Saturday morning with plans to go shopping for the living room of their dreams. All week, Molly has been excited about transforming their “hand me down” living room into a modern day masterpiece. Meanwhile, Craig has been dreading spending the entire day shopping for furniture and all the accessorizing that goes with it. You can assume that Molly and Craig have already visited your website, but now comes the day they will walk into your store. In their minds, they know the look they want that expresses who they really are. Do they have the knowledge and expertise to create the perfect room of their dreams? Probably not, but guess who does? YOU AND YOUR TEAM!

Welcome to the art of bundling; a simple practice of creating an entire room package that WOWs your customer while addressing their wants and needs while removing the unknown factors for creating their ultimate room. It also means greater average ticket sales, increased margins and profitability for you.

Back to Molly and Craig. As they meander through your store they comment to one another how great some of the room settings look with all the accessories, rugs, pictures and knick-knacks. They round the corner and Molly stops dead in her tracks. There it is, the room of her dreams. Can't you just see her grabbing Craig's arm with excitement? It is exactly what she has

been dreaming of and it is all right here in one store, YOUR store!

Let's take a closer look at “the package.” In Craig and Molly's mind, they were looking for a “new” living room. To them, that meant upholstery because their existing end tables are fine, the house is carpeted, and the lamps will provide light. WRONG! Remember that Molly and Craig have a vision of their perfect living room, but lack the knowledge and expertise to create the ultimate package. So what does this package consist of? First off, we have upholstery...a sofa, love seat and chairs. And guess what, the chairs are in a different fabric that compliment the sofa and love seat. Lets add some occasional tables that compliment the upholstery and under all of that, a rug that absolutely pulls the look and feel of the room together as the colors and design of the rug make the upholstery look like a million bucks. Now lets throw in the right lamps as they really do provide more than just light. Lastly, beautiful accessories, pictures and knick-knacks that add the final touch to creating Molly and Craig's dream room.

For the retail sales associate, you have made their job much easier by providing the expertise to create the ultimate room and increase the average ticket with add-on items. Your sales associates will be more confident in their makeshift interior designer abilities and will be

more successful in step up selling, thus resulting in greater profitability.

Speaking of profitability, you have successfully added high margin items to the ticket. Think about it in these terms: upholstery is easily shopped and more price sensitive. On the other hand, occasional tables, rugs, lamps and accessories are all about perceived value and offer high margin opportunities. Accessories, lamps and rugs can be as much as 300% and sometimes more. Now, there is one last ingredient...consumer financing. By increasing the average ticket and doing so with high margin products, you are in a better position to provide 12, 24, 36 and 48 month finance options to your consumer. Finally, right there on the end table is a stand up sign showing all the pieces included in Molly and Craig's dream room and all for the LOW MONTHLY PRICE of \$.

Molly and Craig look at each other knowing they can afford the low monthly payment and they can have it all, right here, right now, all bundled up in one pretty package. **RO**

Bill Bazemore is the Vice President of Furniture for Nationwide Marketing Group.

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The worlds of home and commercial AV continue to commingle, with home-entertainment retailers and manufacturers dabbling in the light commercial market.

During the economic downturn, we saw more and more AV integrators diversifying into the world of light commercial AV. The jump from installing a home-entertainment system to high-tech systems in say, a sports bar, classroom, or doctor's office, isn't a far one, considering both industries require a similar skill set. Plus, homeowners who've had entertainment systems installed in their homes often call those residential contractors back to work on their businesses and vice versa.

Increasingly, manufacturers are following suit by offering both commercial and residential products, or wares that are at once targeted at the commercial and consumer spaces. All of this makes it easier for a residential retailer to cross over into the world of light commercial. We saw quite a bit of that crossover exemplified at the CEDIA Expo (Custom Electronic Design & Installation Association) in September—normally a staunchly residential show.

Home/business networking is an area where the crossover makes perfect sense. Increasingly, home-entertainment products are made to be connected to the Internet. This means that the network is becoming the backbone of the home-entertainment system and, in turn, the network is getting awfully crowded. With such a reliance on the Internet, it's only fitting that enterprise-grade networking solutions be marketed to residential consumers. For example, Luxul—a company specializing in networking products—designed its XWR-1750 to be used in both moderately sized homes and small businesses, operating in both the 2.4GHz and 5GHz bands to avoid network interference. By offering products like these that cater to both residential and commercial projects, the retailer stays flexible

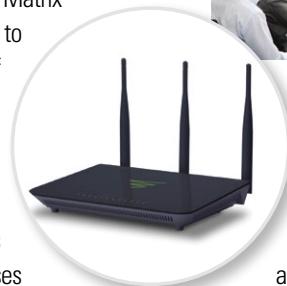
enough to respond to the needs of both.

Aligning with manufacturers that cater equally to both markets is another strategy for diversifying. Selecting one of these companies who has feet in both industries behooves the retailer because it allows them to move between both worlds with the same vendor partner. Savant, for example, just launched its SmartLink HDMI Matrix Video Switches, designed to deliver uncompressed high-def video, audio, control, and power via one cable, with signal delivered up to 100 meters thanks to HDBaseT 5Play technology. This means that both homes and businesses can distribute video to multiple remotely located displays, and installation is simplified. In fact, control is one product category where there are a lot of similarities between markets. Control manufacturers are often the same; it's the system design that differs.

"Commercial and residential A/V are merging in that we are now designing and installing commercial projects that utilize mobile devices and apps for control and use," says Michael Pope, CEO and founder of Audio Video Interiors, a company with a 50/50 split of commercial and residential clientele. "Many of these devices are used by consumers in their homes and everyday lives. In fact, we always design systems that allow mobile devices to wirelessly project content onto a commercial display. Manufacturers who have been traditionally consumer-oriented have also begun to develop commercial products."

Epson is another company that is flying the commercial/residential flag high, offering reasonably priced home entertainment projectors, as well as business projectors. Epson's interactive, professional Brightlink Projector is a great solution for the education market, for example, turning any

Commercial Success



whiteboard into an interactive display. At \$3,000, residential retailers who want to diversify can easily fill the need of a board- or classroom, without cultivating a new relationship with another manufacturer.

Crossing over into the commercial world is about more than just carrying the products and brands that the light commercial space needs and wants, however. There are other factors to consider in a commercial space, not the least of which is durability. Because of the wear and tear of prolonged use, commercial displays and residential displays differ. More importantly, a residential product may not be warranted for use in a commercial venue.

Despite these differences, however, it's clear that residential and commercial AV are converging. In fact, CE Pro reported that in 2011 nearly three out of four residential integrators worked on commercial projects. It's up to the business owner to adapt and to be nimble enough, with the right product lineup, to cater to both worlds. **RO**

Jim Ristow is the executive vice president of consumer electronics for BrandSource, helping to establish it as one of the largest and most influential CE merchandising groups in the United States.



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Is Your Business a Monopoly?

Our primary objective at Nationwide Marketing Group is simple. “We are diligently committed to generating new tools that improve our member’s ability to collect market share as it becomes available.” I started my last article with this quote and will probably start my next several as well. More about that, if you read on . . .

Over the years, it has become my belief that, as a group, we traditionally put a tremendous amount of emphasis on several critical aspects of the business. We preach merchandising, advertising, marketing, promotions, events, finance, web services, etc, etc, etc. There are dozens of important tasks that must be addressed to run our businesses and prosper. Our big box competitors do the same.

However, the most important assets in any business are our employees and when our business meets with the consumer, they are everything. As independents, we often suggest that our biggest strengths vs. many big box houses center on our experienced salespeople. This can kick-start some really creative thinking!

“If” our single biggest advantage over a lumberyard is our people, and it is perhaps their weakest link, “How do we focus on this asset at levels we have not yet thought of?”

Let’s go one step further! “If” we focus on these critical assets and our competitors do not, how can we turn our business into a monopoly in our own marketplace? I say we can. . .

We have taken some steps to elevate our services around our Member’s people. For the past few years, we have partnered with a gentleman harboring an incredible lifestyle named Kris Kuester. Kris began with our members as an inspiration to achieve the impossible. Suffering from a terminal illness, Kris has crushed the odds against him and proven that any objective we may have is mundane in the grand scheme of things. He has evolved into an expert on culture and is working with many of our members in improving their own in the workplace. The critical piece of the puzzle for any business is to align everyone involved around a common culture. It doesn’t matter whether you have twenty stores or a single location. A good lemonade stand has a culture, whether they know it or not. NMG is working with members to bring consistency across their cultures to all employees. A stellar culture brings stellar service, in an integrated way, across all members of the team. The irony is that the lumber yard’s have created their business model and culture around the customer doing all the work, making their own decisions and when a problem or need arises down the road, they are pretty much on their own. What a contrast between your culture and theirs?

For our members, an aggressive objective at NMG is to simply help them “Stand Out in the Marketplace”! A big part of our vision to do so begins with

re-writing the definition of the term “monopoly”. We believe that in today’s world, enhancing the purchase experience and the creativity around it can create one, even if other’s in town are “selling” the same products. Today, it seems, there are just fewer and fewer experiences that are pleasant. . . much less fun. It seems like more businesses swim in a bloody red ocean and compete with price alone. Think about most airlines, convenience stores, gas stations, department stores and discount stores. . . just to name a few. They all do things the same way and expect customer’s loyalty! This just baffles me. I see no difference in the lumberyards except apron colors. The question is “How do you differentiate yourself from all of the others so you can swim out into the Blue Ocean and create an experience that will separate you from the pack. Think Ritz Carlton vs. all others. Think Cirque-du-Soleil vs. any circus.

NMG has aligned with a company called 95% Share Marketing that helps us understand how to do those things within our industry. This company is the result of two individuals who took 3 separate product lines from 0% to 95% market share in under 10 years. There are too many principles to cover in doing so, but they are literally helping our members to do the same. The level of differentiation it takes to do so is overwhelming, but, if done well, a monopoly can truly exist in a competitive marketplace. It is already at work with many of our members. They are turning a laborious experience for consumers into a fun and memorable experience. They are investing in setting themselves apart and consumers love it. How do you. . .

- Know your customers better than they know themselves?
- Truly “Own Relationships”
- Create customers that will buy your products and brag to everyone they know?

In today’s brutal environment, this seems like a monumental task, but we are seeing it happen! It starts with your values, your culture and your people. From there, it becomes your business model and before long, your community wouldn’t think of buying anywhere else. If one industry, or one company can do it then we can too!

IN SUMMARY

Market share positions are changing everyday. Consumer shopping trends are changing everyday. We very much believe that in order to grab more share in the future, we must follow the consumer. . .not expect them to follow us. Dealers embracing these trends are winning? Are you set up to receive new customers from other channels or are you just like them? The answer to that question should be simple. **RO**



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BrandSource Rolls Out New Rewards and Lease-To-Buy Programs to Help Members Drive Sales

BrandSource has launched two new programs designed to attract customers with sales incentives and financing options that make major purchases more enjoyable and less tenuous. The new LeaseSource lease-to-own program offers a powerful incentive for customers who badly need an item for the home but are financially challenged. The new BrandSource “Pick Your Plastic” program rewards customers who make major purchases with a tailored gift card suited to their interests.

LEASESOURCE

Nearly 35 percent of Americans are turned down when attempting to purchase appliances or home furnishings on credit, according to Bob Donaldson,, VP of digital marketing for BrandSource. And in the case of home appliances, like a replacement stove or refrigerator, the product is needed immediately.

Designed in collaboration with Progressive, the lease-to-own leader for retailers, the new BrandSource LeaseSource program lets customers lease to buy and gives them the option of a 90-day early buyout. With a 70 percent approval rate and no credit necessary, the program is quickly and easily completed online, with final feedback transmitted in less than 15 minutes. There is no application fee to the consumer or to the dealer, and the customer can arrange for delivery the same day they are approved. BrandSource stores are funded within 48 hours of the sale.

“This is a win-win for BrandSource members and their customers as we gear up toward the busy holiday shopping season,” said Donaldson. “Consumers with poor credit can purchase major appliances, electronics and home furnishings – right when they need them most. Progressive has made this process extremely easy for both the consumer and our members. The 90 day buy out option is also a very attractive offer for shoppers who would like the product now and prefer to pay it off quickly.”

PICK YOUR PLASTIC

Designed in partnership with Capital Marketing Meridian, the

new BrandSource Pick Your Plastic program rewards shoppers who make purchases with a gift card tailored toward their interests. Customers can select from a wide assortment of vendors including popular restaurants, movie theaters, gas stations, major drug and department stores, and more. The Pick Your Plastic program is designed to be turnkey for both member and customer. Once the purchase is made, the customer is provided with a voucher number to use on the PickYourPlastic.com website, where they can browse through dozens of options. Once a gift card is selected and redeemed, they will receive it within 7-10 days.

“The Pick Your Plastic rewards program is a great example of how we help members build brand loyalty and generate word-of-mouth referrals for new customers,” said Bob Lawrence, CEO of BrandSource. “Our members love this new program because it’s easy to implement, offers instant gratification and is tailored directly to the shopper.”

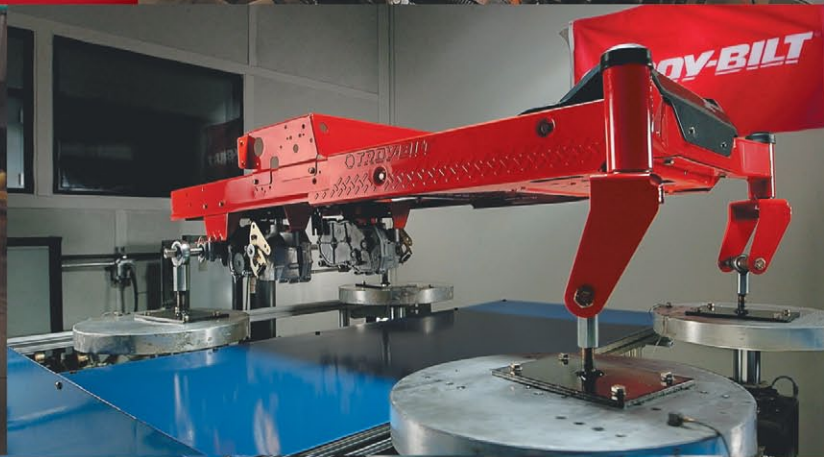
BRANDSOURCE MOVES HQ TO TUSTIN, CA

BrandSource has moved its corporate headquarters from Anaheim to a larger office in Tustin, Calif. to meet the growing needs of its members. The larger space will support the company’s new OutdoorSource division as well as new divisions currently under development. It’s also in close proximity to the Orange County Airport, making it a more convenient location for suppliers and visitors. **RO**





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Build a Technician

Having just completed the training of over 900 technicians at 20 events in USA's 2013 Regional Service Meeting Program the unquestionable number one challenge facing the appliance service industry remains the sourcing of qualified repair technicians to meet the demands for service today. I am encouraged by the number of younger technicians that attended these meetings and I estimate that 20% of our technician workforce today is under 30 years of age. That's refreshing since not long ago we were fearing the day of no technicians as our workforce aged into retirement and expired. The dilemma still dogging many a service company owner is where to find technicians. Years ago you could place a help wanted ad in the local newspaper classifieds and get an array of applicants to choose from. That often resulted in finding transient technicians with work ethics that had seen them moving from employer to employer who were faced with teaching old dogs new tricks. Just as business today is radically changing so are technician recruitment techniques. Service company owners today have to attract and build technicians. Here are 5 ideas shared during various RSMs.


- **Internet Job Boards**—While Classified ads and internet job boards can still deliver results, employers are having to look farther afield to find candidates. Some are seeing success recruiting for technicians across North America, in Europe and Mexico but as you can imagine this comes with immigration hurdles to overcome.
- **Technical Trade Schools**—Contrary to what many believe there are still many technical trade schools in operation that are producing qualified technicians. Many

of those graduates choose the commercial appliance or HVAC fields on graduation simply because those industries do a better job at attracting & recruiting than we in the appliance industry have done. These programs are generally 2 years or longer in length and discourage service companies from sending prospective candidates through such programs. Three such technical trade schools attended USA's RSM program. Los Medanos College in Pittsburg CA, Renton Technical College in Renton WA and Bay State College in Boston MA. Each of these institutions have current programs that generate prospective candidates. For a complete listing of technical trade schools visit www.unitedservicers.com.

- **Home Study Courses**—Uncle Harry's Appliance Repair Program and ICS Canada's Appliance Repair Program are two home study options that range in cost from \$800 to \$3000 dollars. This style of training requires a very discipline approach and lacks the hands on experience.
- **Private Training**—Prospective candidates that demonstrate great customer service skills by exceeding expectations can be found in other service industries. Find someone with great customer service skills and you can teach them how to repair appliances. Fred's Appliance Academy in Maddison Ohio is the place to send prospective candidates for basic appliance repair theory and skills. Fred's Appliance Academy offers a diverse technical training program that covers all aspects of appliance repair. After three weeks of training and a subsequent ride along with your most senior experienced technician, your new candidate will be ready to start producing.

- **The 2014 Appliance Service Training Institute, February 26 - March 1, 2014 San Diego, CA www.asti.us**—

Attendees of this premier training event will have 5 days of intense, hands-on training from many appliance manufacturers who will conduct factory training during the convention. Servicers will be trained on current and new models and cover basic refrigeration & electricity. Technical hands-on training will be also provided by Samsung, Whirlpool, ASKO, Dacor, Fisher & Paykel, Bosch, GE, LG, Electrolux, Scotsman, Liebherr & Capital. This very impressive line-up from 12 OEM factory trainers is offering 48 unique 90-minute classes. But it's not just technical training on the schedule at the ASTI—attendees can also choose from a full complement of business management training. 25 different topics on how to better run your business and increase profits are sure to benefit even the most astute entrepreneur. The ASTI provides a solid line-up of training at a reasonable price of only \$499. (Includes breakfasts and lunches). It is a highly anticipated event and an unrivalled opportunity to improve your business. Learn more about the ASTI and register online at www.ASTI.us.

Don't give up, try these ideas, and **Build Technicians.** 

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You Don't Get Paid to Show Up and Try

While reading a recent trade magazine, I noticed an ad from WD40 that said “You don’t get paid to show up and try.” Do you just show up and try? Or do you prepare yourself by taking advantage of all training opportunities you have available to you and this applies to your technicians and your office staff as well.

Today’s appliances have evolved to be very complicated and difficult to diagnose if you do not have the proper training and skill set to tackle these challenges. Your knowledge of today’s meters and their usage and a full understanding of how today’s modern appliances work is vital in keeping your skills up to date. There can be so many things that can go wrong with an appliance today and failing to understand their control and operational characteristics can be embarrassing to you and can become expensive for your customer. No matter the size of your company, we all have learning needs and opportunities available to us. This occupation simply requires you to constantly up-date your skills.

Would you like to go to your doctor and find out he or she has had no training since he started his practice, or would you prefer someone who stays on top of the modern medical trends and is better equipped to treat your malady. This would also apply to your lawyer, accountant, pharmacist, dentist, auto mechanic or any other trade person who fails to keep up with the changes that have come about in their industry. So why are you any different? Your customers expect that you will have invested your time to keep abreast of the changes that have

occurred in our appliance industry. If you fail to obtain, maintain and improve this knowledge, then you are cheating your customers.

Ask your parts distributor about training available from PSA and through them for basic technical as well as management training opportunities. PSA offers these classes in the form of B.A.T. (basic appliance training) and S.M.A.R.T. (service management appliance repair training). Another opportunity to receive training is at NASC 2014 where all of the above will be offered as well as updates from many of the manufacturers. While you are there, why not test yourself against a standard approved by ICAC, a worldwide certification association, to prove to yourself and your customers that you are up to date with your knowledge and skills, thereby being one of the best.

Another note in the same magazine said, “Caring about details is what makes a professional different from the average Joe Wrenchturner.” It is the responsibility of each of us to keep our skills updated, to be able to provide this level of professionalism. This starts with the core knowledge of this industry and progresses through more in depth training to achieve a master’s ability. This cannot happen if you fail to take advantage of training opportunities when they come your way, even if it means a little travel and time away from your normal daily routine.

And while we are talking about professionalism—let’s talk about appearance. As a professional you should look the part. This means proper personal grooming

and a well pressed, clean uniform, identifying you as well as your company. I am always amazed when I attend a manufacturers technical training in my region and see the way so many of the attendees have decided to groom and dress themselves; t-shirts, worn out jeans, dirty and oily non-related caps etc. Are you presenting a professional and trustworthy image that justifies the rates we have to charge in today’s economy? How would you feel if you went to your doctor or lawyer and he was dressed the way you dress for your occupation? I really feel you would lose a lot of respect for him and his occupation. Do not forget that while in a customer’s home you are always being watched, either live in person or on camera and you should always act accordingly.

Talking about image, how does your service vehicle look? Is it clean and well maintained on the outside as well as the inside, or does it look like you are competing for title of Sanford and Son look-a-like? How do you carry your tools? Are they in a pouch or tool box or do you carry a professional looking attaché style of tool case? You are the professional and should look and act the part. Take care of the details and help raise the perceived image of the “appliance service technician.” Your individual action will not only benefit you and your customers, it will also benefit our entire industry. **RO**

*Don Holman Mcap / CSM
President PSA*





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Grab Attention and Influence Purchase Decisions with Digital Signage

The relationship between customers and retailers has changed; the technology available to both parties requires a new type of sales engagement. Retailers now have the ability to connect people with data through dynamic visual communications and experiences.

Digital signage enables retailers to update promotional messages in real-time based on current conditions. By targeting a message to a specific audience retailers are able to respond to individual shoppers and focus their advertising efforts where it can have the most impact—at the point of decision in the store. Integrating their visual communications with mobile, touch technologies and social media also allows retailers to keep their content relevant and targeted. These days having control over the viewer experience is critical; digital signage solutions give retailers the ability to:

- Reduce costs and drive sales
- Increase operational efficiency
- Improve engagement and encourage interaction
- Easily react to changes and update messaging
- Improve brand awareness and message effectiveness

As we look at trends in the technology industry, consumers have developed certain expectations when they are shopping for a product, and it is these trends that will likely be the dominant forces of change in the coming decade. The proliferation of new device types, along with the connectivity of the cloud, has resulted in a mobile and connected consumer. As technology becomes more immersive,

retailers are expecting it to help them develop more personal and social connections with customers. While business intelligence (BI) has historically been important, the explosion of connected devices and apps is generating an exponential growth in data and the need to get better insights from this data.

Digital signage has evolved along with the other technologies and today is capable of providing immersive, tailored, content-rich experiences. Intelligent systems can help retailers create a unique experience at every point of contact in the sales process. Of course, a simple system is less expensive to purchase but it is much less effective at delivering targeted messages and experiences to the right audience. Retailers are reaching a point where the infrastructure is in place to make intelligent systems viable, but there must be a much greater emphasis on planning and execution.

Interaction aids sales—putting your product in the hands of customers—helps them evaluate it and form an attachment to it. That being said, this interaction is not just experiential, it gives an opportunity to collect data about customer preferences. Sensors such as touch, gesturing, and web cameras are data inputs that can be combined with other factors to influence content. It is this content that can respond automatically to the user actions based on conditions. For example, a customer picks up a tablet to examine it; a sensor in the mount notifies the software what device is being lifted, which queries the POS system to determine the current cost, features, and local promotions. If the customer decides to pick up

two tablets, this intelligent software provides the customer with a side-by-side comparison that aids the product selection. The same software can analyze what products are sampled, compared, and purchased—this provides operations with real-time inventory management and marketing intelligence.

Digital signage is not just a merchandising tool; it can also be utilized as a business intelligence tool to support multiple disciplines across the organization. For retailers, allowing customers to interact with their products enables them to understand more about their needs and an intelligent system responds in a way that best fits them. Retailers have the ability to dramatically shape a user experience by linking content with actions, and in doing so, they can learn more about their customer while helping them make an informed purchasing decision.

Author John Pepelnak will be presenting the Industry Roundtable Discussion entitled, "Grab Attention & Influence Purchase Decisions with Digital Signage," at Digital Signage Expo 2014 at the Sands Expo & Convention Center in Las Vegas, which will run February 12-13. For more information about DSE or to register for this or any other educational seminar or workshop and learn about digital signage go to www.dse2014.com **RO**

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GOLDEN BROWN IS JUST THE BEGINNING



Even-Heat™ Technology is the solution for customers who want an oven that delivers precise baking performance similar to the results they get from rotating pans or using baking stones. "Many of our customers are accomplished bakers who know how to get the results they want," says Bruce.

"Even-Heat™ Technology simply empowers them to create in their kitchen with the confidence of getting great results without taking extra steps." A common frustration with getting optimum performance from an oven is that the oven does not reach a precise temperature before baking/cooking starts. With Even-Heat™ Preheat, the entire oven is heated above the preset temperature so that as the element cycles on and off, the oven will maintain the set temperature.

Convection ovens feature our signature bow-tie shaped baffle that conceals a convection fan and element. While the oven is on, heated air circulates over, under, and around all racks to deliver the golden browning and perfect centers that are the signature of exceptional baking. And when you're roasting, Even-Heat™ Technology helps you get crisp exteriors that seal in moisture and flavor.

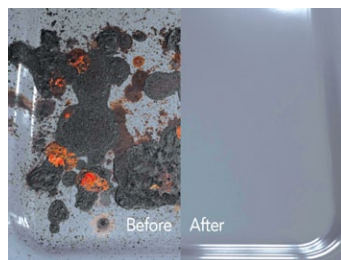
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Freestanding electric ranges continue the Even-Heat™ story on the cooking surface. Electric radiant and induction elements provide precise control to deliver the consistent heat that cooks demand. Even-Heat™ Melt maintains the low temperatures needed to melt chocolate or butter without scorching. Even-Heat™ Simmer settings let you

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MAKE IT
EVEN BETTER
TOGETHER

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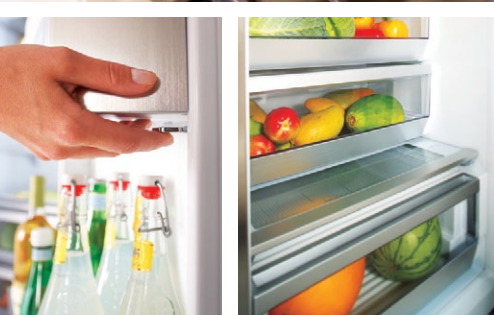
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my Signature kitchen

