

THE RETAIL **observer**

SEPTEMBER 2020 Vol. 31, Issue 9

AN EYE ON THE INDUSTRY SINCE 1970



**2020
GOLD NUGGET AWARDS**
Award Winners — Part 1



BRANDSOURCE SEALS THE DEAL WITH UNITED APPLIANCE SERVICERS ASSOCIATION

BrandSource has formalized its partnership with the United Appliance Servicers Association (UASA), regarded as North America's largest appliance repair trade group.

Founded and led by fellow servicers, the non-profit association provides training, support, services, and business strategies for member businesses. Like BrandSource and its AVB parent which has supported servicing members for 60 years, UASA's mission is to help self-servicing appliance dealers strengthen their companies and become more profitable while also elevating the image of the industry, explained Executive Director Sarah Brown.

The Chicago-based UASA also produces the Annual Service Training Institute (ASTI), a five-day educational event featuring classes by appliance industry leaders, manufacturers, appliance repair marketers and business experts. The next show is tentatively slated for Feb. 7-11, 2021 in San Antonio, Texas.

According to Brown, the newly forged pact will provide BrandSource members with discounted membership in UASA and attendance at ASTI. Membership benefits include reduced rates for insurance, healthcare, vehicle rentals, office supplies, and uniform and payroll services, as well as access to training videos and webinars, reputation management software, and inclusion in UASA's Business Directory.

Members can also access the group's Service Library of training and service manuals; its best practices archive of service and warranty claims tips; and ChatUSA Forum, an online idea exchange where servicers help servicers.

"The goal," said Brown, "is to educate servicers and help them grow."

Brown noted that the alliance with BrandSource can be traced back to the buying group's 2019 Summit in Nashville, which ran concurrently with that year's ASTI. "We thought, 'How can we work together?'" Now, as the collaboration comes to fruition, "We're very excited as the partnership moves forward," she said.

Corrine Caruso, general manager of Solar Refrigeration & Appliance Service in Metairie, LA, and president of UASA, similarly praised the BrandSource partnership. "This will bring the appliance sales and service sectors of our industry together to work more closely," she said. "It is an exciting development for both United Appliance Servicers Association and BrandSource, but most importantly for the appliance industry."

The new pact is the fourth in a series of recent initiatives driven by the BrandSource Service Committee, which includes exclusive

agreements with the Professional Service Association (PSA), online training academy Master Samurai Tech, and parts distributor Reliable Parts.

For more information, BrandSource members can email BrandSource General Manager Jarred Roy at jarred.roy@brandsource.com; contact their Member Relations representative, or visit UASA at www.UnitedServicers.com.

BrandSource is a unit of YSN publisher AVB Inc.

ZEPHYR

ZEPHYR EXPANDS DISTRIBUTION PARTNERSHIP WITH ALMO CORPORATION

Almo Corporation adds 10 new states to Zephyr distribution territory

Zephyr, the company that has transformed the kitchen through design, discovery, and care, expands its distribution partnership with Almo Corporation. Zephyr and Almo have been partners since 2014 when the company began handling Zephyr distribution in the Southeast and New England states. Almo will now handle distribution for Zephyr in the additional following territories: Delaware, Indiana (Southern), Kentucky, Michigan, New York, New Jersey, Ohio, Pennsylvania, West Virginia, and Wisconsin (Upper Peninsula).

Almo Corporation is the largest independent distributor of appliances, consumer electronics, professional A/V equipment, furniture and housewares in the United States. Serving the needs of retailers across the country, Almo operates regional distribution facilities with over 2.5 million square feet of warehousing.

"For the past six years, Almo has proven to be a successful distribution partner and we're thrilled to expand this partnership into a larger territory," says Dean A. Striler, Zephyr vice president sales. "This is an exciting time at Zephyr as our Presrv™ Wine & Beverage Coolers have really elevated our business and position in the industry. We're very fortunate to have Almo as our distributor as we grow our brand in these markets."

"Zephyr continues to be a leading brand in our collection of specialty appliances," says Warren Chaiken, Almo Corporation President and CEO. "From its innovative technology, competitive pricing, and excellent customer service, we value our partnership with Zephyr."

Zephyr sells direct in California, Colorado, Arizona, Nevada, New Mexico and Utah. In addition to Almo, Zephyr works with national distributors including Monde Home Products US, Lakeview Appliance Distributing, and Doolittle Distributing. The expanded partnership with Almo Corporation is effective August 29, 2020. **RO**



LEGENDARY KITCHENS START WITH LEGENDARY APPLIANCES

Learn about the unique features of Dacor appliances and start planning your new kitchen.

Make a virtual or in-person appointment at one of our Dacor Kitchen Theaters.

150 E 58th St. Suite 602

New York, NY 10155

646.756.4629 | nysr@dacor.com

222 Merchandise Mart Plaza, #142

Chicago, IL 60654

312.265.0033 | chsrd@dacor.com

18565 Jamboree Road Suite 100

Irvine, CA 92612

949.617.5440 | irsr@dacor.com

dacor

NEW YORK | CHICAGO | LOS ANGELES | SEOUL

DACOR.COM

COOK COOL CLEAN CREATE

ZEPHYR EXPANDS WINE AND BEVERAGE COOLER COLLECTION

WITH PRESRV™ OUTDOOR BEVERAGE COOLER

Presrv outdoor beverage cooler enhances outdoor entertaining experience

Zephyr, the company that has transformed the kitchen through design, discovery and care, expands its Presrv™ Wine & Beverage Cooler collection with the introduction of the Presrv Outdoor Beverage Cooler.

From elaborate outdoor kitchens to intimate patios, the 24-inch Presrv Outdoor Beverage Cooler transforms any size space into an outdoor entertaining center. A Full-Extension Wire Rack can hold wine bottles, craft beers, prepped veggies for the grill and fruit garnishes for drinks. The extra-large interior of this beverage fridge features two adjustable glass shelves and can accommodate up to 136 12-oz cans.

The Presrv Outdoor Beverage Cooler is ENERGY STAR® certified and is one of the coldest units on the market, ranging from 34 to 50 degrees F. PreciseTemp™ temperature control and Active Cooling Technology ensure even cooling throughout the unit, and a Vibration Dampening System mitigates the effects of movement around the cooler. The Presrv Outdoor Beverage Cooler has a durable exterior and is manufactured with 304-grade

stainless steel – perfect for entertaining through the seasons. The Presrv Outdoor Beverage Cooler can be built into the outdoor kitchen; or for freestanding installations a set of four casters with wheel locks is available as an optional accessory. The beverage cooler comes with a professional-style handle and features white LED lighting. It has a reversible door and integrated lock for a clean, unobtrusive look. The beverage fridge also features a zero-clearance door hinge, which allows the cooler to integrate seamlessly within the outdoor kitchen island. According to a recent Houzz study, more than 60 percent of consumers have continued with their planned outdoor remodeling projects amid the pandemic. “Outdoor kitchens and outdoor bars are more popular now than ever before, given the amount of time people are spending at home,” says Luke Siow, Zephyr president. “Our Presrv Outdoor Beverage Cooler was designed with all the essential features for outdoor entertaining: durable materials, an extra-large interior, and technology that ensures even cooling so ice-cold beverages are always on hand.”

RO



Presrv™ Wine & Beverage Coolers are the coolest way to keep beverages at optimal storage temperatures. With innovative technology and the sleek, fashionable looks you expect from Zephyr.

For more inspiration visit our San Francisco Design & Experience Center

zephyronline.com

ZEPHYR

THE COOLEST STONES