



Elmira Stove Works

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For Immediate Release

ELMIRA “ANTIQUE” APPLIANCES BRING THE WARMTH AND TRADITION OF THE PAST TO THE KITCHENS OF TODAY

Elmira, Canada – The warmth and charm to enhance any country, century or Victorian kitchen is the hallmark of the Elmira Stove Works’ antique-style appliances. With careful attention to vintage design, Elmira appliances complete the traditional feel of a “vintage” kitchen, rather than detract from it, as would modern-style black, white or stainless steel appliances. Elmira appliances feature the latest in cooking technology to ease routine food preparation and meet the high standards of the home chef.

“While most of our customers are attracted to our appliances because of their appearance, we never compromise quality or technology related to how they perform,” says Brian Hendrick, Elmira’s Vice-President. “Our appliances take the styling of the past and combine it with the technology of today. Antique and century home enthusiasts no longer have to refurbish old appliances or hide modern ones behind façades. The overall kitchen design theme can include the range, ovens, microwave, refrigerator, and even the dishwasher.”

Elmira’s “antique” line includes a customizable collection of ranges, wall ovens, microwaves, refrigerators and matching panel kits for dishwashers. Six colors and an endless combination of trims and features provide the capability for the customer to create a one-of-a-kind look that suits their décor and individuality. “The most popular colors are black or white, with bisque, cayenne, blue and green gaining in popularity,” Hendrick comments. “Also popular are the variety of trims to personalize the final product. Customers can take the classic, simple approach to style or they can add nickel, brass or

copper trim and antique or hand-painted accents. Each piece we create is a unique statement of that customer's personality."

Elmira customers are encouraged to build their own "virtual range" on the company's website to determine what look they want prior to ordering. The viewer can choose the size of stove, color, trim options, fuel source (gas, electric, and combination) and cooking surface they want to view. The site then displays their completed virtual range on the screen for further customization or modification. "Our customers are particular and they know what they want in terms of styling," Hendrick adds. "No dealer or catalog can show all of the possibilities we can offer them, so we created an easy-to-use, interactive tool that enables each individual to design the ideal appliance for their home."

The Elmira line of appliances is sold through dealers across North America. Each custom appliance is delivered fully assembled in approximately six weeks. Elmira Stove Works is a privately owned company based in Elmira, Ontario, Canada. For more information or the name of a dealer in your area, visit www.elmirastoveworks.com or call Elmira Stove Works toll-free at 800-295-8498.

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