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ELMIRA STOVE WORKS 100 YEARS OF STYLE—33 YEARS OF HISTORY

Elmira, Canada – For 33 years Elmira Stove Works has designed and manufactured appliances with unique style and the latest in performance technology for the home chef. The company's antique line brings 1850s warmth and tradition into the kitchens of country, Victorian, and century home enthusiasts. Its retro *Northstar* appliances rev up kitchens, recreation rooms and garages with 1950s nostalgia. Founded in 1975 by Tom Hendrick, Elmira's reputation is built on providing home enthusiasts with an option to have appliances that become conversation pieces - contributing to antique or retro décor, not simply blending in or detracting from it.

"Our customers know what they want and are attracted to our appliances because they're extraordinary and unique," comments Brian Hendrick, Tom's son and Elmira's Vice-President. "No other appliance manufacturer can say that their products span 100 years of styling. What's also important is that our technology and performance are everything needed by the today's home chef."

The History

Tom Hendrick became involved in the appliance business in the early 1970s. Mennonites living near Elmira would frequent his hardware store, looking for parts for their wood burning cookstoves. Eventually, replacement stoves became difficult to find, and parts were in short supply. Hendrick seized the opportunity. Purchasing the rights to a popular original model, he began to market "antique" ranges to farm homes and cottages across North America. The business grew rapidly and, as the stoves became more visible, requests began to come in for modern, convenient versions. In the mid-eighties, Hendrick

launched a series of antique-styled ranges powered by electricity and gas. In 1990 he began developing what has evolved into Elmira's current state-of-the-art appliances. "Our ranges in the eighties were essentially electric and gas versions of an old product. It was difficult to incorporate modern features and convenience. In 1990 we made a paradigm shift – we built our beautiful range around a modern appliance," says Hendrick.

The Products

The proof is in the product - behind historically accurate castings and trims lies a range that rivals any for technology, performance and convenience. Features and options include 4.3 cubic foot self-cleaning convection ovens, two-cubic-foot food warmers, up to six cooktop burners (cast or smoothtop electric, sealed gas burners or combination gas/electric), built-in exhaust blowers and electronic stovetop or hidden controls. Since its introduction, the Elmira "antique" line has expanded to include a complete kitchen complement - side-by-side or French door refrigerators, microwave ovens, wall ovens and panel kits for dishwashers.

Responding to the hot trend for retro, in 2002 Elmira launched its 1950's-styled *Northstar* refrigerators to an outstanding response and then added retro ranges, matching exhaust hoods and dishwasher panels. "*Northstar* has been a huge hit," observes Hendrick. "We've been surprised at the ages of customers. A huge interest has come from people who can't even remember the fifties, but they like the look and feeling of what they perhaps perceive as a happier, simpler time."

Personalized Service, Strong Commitment to Quality

Throughout its 33-year history, Elmira has remained grounded in quality, innovation and customer service. In fact, Elmira's philosophy on customer service and business operations harkens back to a time when personal service and knowing every customer was standard practice. Every Elmira customer gets personal service, whether they are visiting the website and "building" a custom appliance there, contacting the company or a dealer for information, or in need of technical support. Every product is built with the highest quality and energy standards in mind, incorporating innovative features and performance technology throughout.

"Our commitment to customer service is part of our overall commitment to quality products and strong business ethics," comments Hendrick. "We answer the phone in person as much as we can. We have a dealer network, but we also like to hear from the consumer

directly. We expect anyone who represents Elmira to give our customers the service they expect and deserve.”

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