



Elmira Stove Works

285 Union Street.
Elmira, ON CANADA N3B 3P1
Tel. (519) 669-1281
Fax (519) 669-1774
Toll Free 1-800-295-8498
Website: www.elmirastoveworks.com

Contact: Courtney Gies
1-800-295-8498
courtney@elmirastoveworks.com

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RETRO APPLIANCES FOR THAT 50's FEELING - POPULAR FROM KITCHENS TO REC ROOMS & POOL CABANAS

Elmira, Canada - No design trend is hotter today than “retro”, impacting everything from clothing to cars. Now for the retro enthusiast who must have everything , *Northstar™*, a line of retro-styled appliances from Elmira, offers hot looks and high tech.

Northstar's retro styling is combined with performance that rivals any appliance on the market today. Complete with rounded corners, lots of chrome, analog clock and trendy colors, no detail has been overlooked. Each appliance is custom-built to the consumer's order. One of the hot colors, including Candy Red, Buttercup Yellow, Robin's Egg Blue, Flamingo Pink, Quicksilver, Gloss Black, Mint Green and Bright White is sure to catch the customer's eye. The company recently re-introduced the iconic Avocado (Ole!) to ensure that no retro stone was left unturned. Elmira will even custom-paint appliances to match a customer's décor, vintage car, bike or school colors!

“The retro rage keeps gaining momentum. We're getting huge interest from all age groups. Our biggest demographic is the 35 to 50 group - they can't even remember the 50's, but they like the look and attitude,” says Brian Hendrick, Elmira's Vice-President of Sales & Marketing. “*Northstar* brings a taste of the fifties to their décor that feels good and, in some cases, brings back reminiscences of a simpler time.”

Under the retro façade, *Northstar* appliances feature high performance, high tech functionality. Refrigerators offer 19 cubic feet of storage space, bottom freezers, “Visi” shelving for easy access and Energy Star® high-efficiency technology. The *Northstar* range provides a choice of high-speed electric elements under glass or sealed gas

burners, large ovens and delayed-start baking. A popular option is a warming oven that can be added below the main oven area. The latest addition to the Northstar line is a combination microwave oven / convection oven / grill – a multi-function retro-styled appliance for kitchens and entertainment areas.

“Northstar has taken off with people who want to make a statement and have some fun. It is very popular with car restorers and memorabilia collectors. We’re seeing them ordered for trendy garage renovations, retro kitchens, loft apartments, 50’s home restorations and others who just want a taste of nostalgia in their home,” adds Hendrick. “Although we originally intended *Northstar* as a retro product, it works extremely well in modern and contemporary kitchens as well. The colors and lines are just pleasant to look at... in many styles of décor.”

Elmira Stove Works has been manufacturing antique-styled ranges since 1975, and offers a full line of “circa-1850” ranges, refrigerators, microwaves and wall ovens. Hendrick jokes, “We’ve updated our product line by 50 or 100 years and we’re still 50 years out-of-date! Who else can say that?”

The Elmira line of appliances is sold through dealers across North America and around the world. Each custom appliance is delivered fully assembled in approximately four 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 at 800-295-8498.

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