

ELMIRA'S NORTHSTAR APPLIANCES BRING SPRING COLORS TO LIFE

ELMIRA, Canada (April 2010) – Elmira Stove Works' Northstar™ line of retro-styled appliances are offered in colors to reflect the sights, smells and tastes of spring. The nine color offerings include Candy Red, Buttercup Yellow, Robin's Egg Blue, Flamingo Pink, Quicksilver, Mint Green, Bisque, Black and White. Moreover, Elmira will also custom-color a homeowner's personal choice if their standard palette does not suit the spring color selections.



"These colors are some of the most popular and sought after choices for the season, and Elmira offers options for all tastes and preferences," said Brian Hendrick, vice president of Elmira. "We are dedicated to developing unique products, and we feel these colors help us to achieve that goal."

The retro-inspired appliances of the Northstar line contain bright chrome trims, rounded corners and an analog clock. In addition, behind the unique product styling exists the latest advances in performance, convenience and energy efficiency, including convection ovens, warmers, combination microwave-convection-grills, to name a few.

Northstar appliances feature high-tech functionality. Three models of refrigerators offer up to 19 cubic feet of storage space. The larger models (18.2 and 19 cubic feet) feature "Visi" shelving for easy access and Energy Star® high-efficiency technology. The Northstar range, available in all-gas, all-electric or dual fuel (gas top / electric oven), provides high-speed radiant elements under glass or sealed gas burners, a large self-cleaning oven with convection option and delayed-start baking. For added convenience and capacity, a two cubic foot warmer under the main oven is also available. A retro-styled analog clock on the splash back conceals a hi-tech digital control which "magically" appears during programming, then disappears when programming is complete.



For more information on Elmira's Northstar product line or color choices, visit www.elmirastoveworks.com or call 800.295.8498.

About Elmira:

Elmira Stove Works has been manufacturing vintage-styled ranges since 1975, and offers a full line of circa-1850 appliances. The Elmira line of appliances is sold through dealers across North America. 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 ElmiraStoveWorks.com or call Elmira Stove Works at 800-295-8498.