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Elmira Stove Works' Newest Offerings Northstar Kitchen Design Easier for Designers

ELMIRA, ONTARIO (April 2, 2018) – Elmira Stove Works, the leading manufacturer of premium vintage-styled kitchen appliances, has announced that its retro / midcentury modern Northstar line is now available on 2020 Design's cloud-based computer assisted design platform.

Designers using 2020 Design software are able to download Northstar appliances in any model, color and configuration directly into their 3D kitchen renderings, making it easy to visualize the finished kitchen. The application's 360° Panorama Viewing Service enables designers and their clients to easily view kitchen designs on any web browser or mobile device.

This new capability is just one component of Elmira's focus on simplifying the kitchen planning process for designers. The company has also introduced a Designer Concierge Service created with the specific needs of designers in mind. Designers can contact Elmira via a dedicated email and phone number to be connected with a support specialist who will help them with information and specifications on the Elmira appliances best suited to their projects.

"More than half of all premium kitchen appliance purchases are specified or heavily influenced by designers," said Tony Dowling, Vice President Sales & Marketing, Elmira Stove Works. "Most designers prefer to avoid dealing with the technical aspects of appliance selection and instead focus their efforts on the color, style and features of the appliances. Elmira is giving designers the tools they need to do that, while also helping to ensure their clients love their selected appliances before work on the project starts."

In addition, to enhance the online user experience, Elmira has added a 'Designers' tab on its website. Via this tab, designers can quickly access a broad range of information on Elmira products – including catalogs, pricing, specifications and manuals – along with a product image gallery and user testimonials. They can also build and price a Northstar or Antique kitchen utilizing the company's web-based 'Create Your Dream Kitchen' visualizer tool.

Added Dowling, "Both Elmira Stove Works and designers are in the business of delivering exceptional products and services to their customers. We're committed to being an integral part of the support team for designers, and these latest tools from Elmira are just the beginning of what we plan to offer the design community to make their jobs easier."



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Northstar appliances are available in a variety of styles and configurations, and in nine “not-so-standard” colors – including recently introduced Beach Blue – along with unlimited custom hues.

For more information about Elmira Stove works, visit www.elmirastoveworks.com or call 800-295-8498.

About Elmira Stove Works:

Elmira Stove Works has been manufacturing vintage-styled ranges since 1975, and offers full lines of “circa-1850” and retro / midcentury modern appliances; including ranges, refrigerators, microwaves, wall ovens, range hoods, splashbacks, dishwashers and wood-burning cook stoves. Elmira appliances are sold through dealers across North America. Elmira Stove Works is a privately-owned company based in Elmira, Ontario, Canada.

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