



Distinctive Appliances more Distinctive than ever.

The Quebec-based appliance distributor has changed its branding to better express its vision of the future of the Canadian appliance market.

Contact:

Jeannie Sasaki

Director of Marketing

JSasaki@distinctive-online.com

Tel 450.687.6311 / 800.361.0799 | **Cell** 416.435.1511

2018 will mark a new step in the growth of our company: we have decided to modify our branding to reaffirm our positioning as pioneers and innovators in the residential appliance market. This has always been the core of our company's success as one of the leaders in the North American market.

We are proud to announce that Distinctive Appliances will now be called "Distinctive."

This name was the obvious choice, as it reflects the commitment we have stood by for nearly 40 years: to offer appliances we use every day in our homes exciting and dynamic, to always be innovative and trendsetting for the North American appliance market, to be Distinctive.

"We decided to re-energize and rejuvenate our brand to better reveal our love for unique designs and innovation" said Eric Lapierre, Vice President of Sales and Marketing of Distinctive. "This is a way to prove to our whole network that our quest for innovation and distinctiveness has never been as keen as it is now."

This rebranding also coincides with the opening of our new head office, located at 2025 Cunard Street, in Laval, Quebec.

This new office mirrors our new branding:

- Futuristic and digital elements highlights our desire to modernize our industry
- Stylish and ergonomic features represent our love of great appliance designs
- Shaped by our company's milestones and values to constantly remind us of our founding mission.

With its 12 shipping/receiving bays and 120,000 sq. ft. of warehouse space, our new location will also allow us to increase our storage and delivery capacity, to the benefit of all our partners.

Our customers, partners and suppliers can also expect:

- A new visual identity (logo, documents, etc.)
- A new website available at: www.distinctive-online.com
- A new showroom soon to be unveiled
- New distinctive brands being introduced to the North American market.
- A stronger dedication to innovation and customer service

About **Distinctive**:

Distinctive, part of the Amiel Group, is one of the most influential and successful distributors in the premium home appliance industry, and the largest independent distributor in Canada.

Combining innovation, performance and sophisticated style, our choice of brands allow us to offer state-of-the-art products to the market while meeting and exceeding both, consumer and trade partner expectations. Reputable well established brands from around the world look to Distinctive first, not only to help them launch their products but to achieve a strong foot hold in the market.

Our new head office is now located at 2025 Cunard Street, Laval, Québec (H7S 2N1)