



Distinctive acquires Monde Home Products and Echelon Home Products and will henceforth distribute their brands throughout Canada.

Monday, August 31, 2020

Contact:
Eric Lapierre
President
elapierre@distinctive-online.com
Tel. (450) 687-6311 / (800) 361-0799

Distinctive is proud to announce its expansion into Western Canada through the acquisition of the Canadian operations of appliance distributors Monde Home Products and Echelon Home Products, based in British Columbia. With the addition of these new retailer networks to its current network of 165 partners, the acquisition confirms and strengthens Distinctive's position as the largest independent Canadian appliance distributor. Distinctive now boasts distribution capacity across Canada, that was until now, restricted to the eastern part of the country.

In addition to 2020 marking Distinctive's 40th anniversary, it also represents a critical new stage in the company's development and in the pursuit of its founding mission: *To transform and inspire the Canadian home appliance market by making the appliances we use every day in our homes, exciting and vibrant.*

"This transaction is yet another testament to the importance Distinctive places on the growth of the brands of its legacy suppliers", said Eric Lapierre, President of Distinctive. "Through this acquisition, we now have an independent distribution network unique in Canada that will enable us to showcase our brands from coast to coast."

"We are proud to have entered into this transaction with a group as honest and respectful as the Amiel Group", said Doug McRobbie, President of Monde Home Products and Echelon Home Products. "Distinctive has established itself as a leader in Eastern Canada, and has the skills and know-how to replicate this success in the West."

Operations will continue to be conducted via the local Richmond infrastructure to support the development of Distinctive in the West. "Distinctive will have the opportunity to benefit from the talent, expertise and local market knowledge of both teams, allowing for a smooth transition and integration into the Amiel Group", added Éric Lapierre.

About Distinctive

Founded in 1980, Distinctive recognized that the burgeoning home appliance market had an important need to meet: that of offering a full distribution service for high-end appliances, comprised of a dedicated sales and marketing team and an after-sales service department including a customer experience centre.

The company's name answers its founding mission to this very day: to make the appliances we use every day in our homes, exciting and vibrant; to always be innovative and trend-setting for the North American appliance market; to be Distinctive!

With its innovative vision fixated on customer experience, Distinctive offers its consumers the most innovative and distinctive brands in the marketplace. Brands renowned for their diversity, variety, quality and exclusivity – not to mention models which meet the wants and needs of the most demanding customers.

Distinctive is now endowed with over 165 business partners, including 85 in Quebec and 80 in Ontario.

About Monde Home Products:

Monde Home Products is a distributor of premium home appliances throughout Western Canada and the Northwestern U.S. With a brand portfolio featuring some of the most exciting products in the home appliance industry, the company offers builders, designers, retail appliance dealers and consumers unique appliance solutions for distinctive spaces.

About Echelon Home Products

Echelon Home Products was created in 2002 by bringing Canwest Wholesale Ltd. (est. 1983) and Eurotech West Inc. (est. 1993) under one corporate identity. The union of the two companies created a wholesale appliance distributor that markets the finest brands of home appliances in Western Canada.

With an extensive network of retail appliance partners in the U.S. and Canada, the company offers consumers exceptional home appliance solutions. Its retail partners are supported by a professional sales and service team that strives to bring consumers added value through the timely delivery of products and services.