

DOMETIC ANNOUNCES DISTINCTIVE APPLIANCES INC. AS CANADIAN NATIONAL SALES PARTNER FOR ITS NEW "MOBAR" SERIES

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Swedish mobile living expert Dometic enters the Premium Appliance/Outdoor Living Market with a new range of outdoor mobile bars and partners with Distinctive Appliances Inc. as their national distributor for the Canadian market.



Dometic, an innovator in refrigeration technology and a global leader in mobile and outdoor living solutions, enters the Premium Appliance / Outdoor Living Market with its new range of mobile beverage centers, Dometic MoBar. The Stockholm-based brand is excited to announce Distinctive Appliances Inc. as its national sales partner for the Dometic MoBar 550, MoBar 300, and MoBar 50 in the Canadian market.

"It was important for us to find a distribution partner that has an in-depth knowledge of the market and leads with strong relationships across both the Luxury Appliance and Outdoor Living markets. Distinctive's reputation for service excellence, legacy of success and well regarded relationships with key resellers makes them the perfect partner for us and our launch of Dometic MoBar in Canada," states Peter Kjellberg, Chief Marketing Officer and Global Head of Other Verticals at Dometic.

With a proven legacy as an influential and successful distributor in the premium appliance and outdoor living industries, Distinctive is led by Eric Lapierre, President and, Nicolas Jarrold, Vice President of Sales in addition to a dedicated sales team, brand and product marketing support team.

Eric Lapierre adds, *"Dometic MoBar brings excitement, design and innovation to our homes. That is what Distinctive, and being Distinctive, is all about. Therefore it was only natural for us to partner with Dometic to launch this incredible new product."*

"We look forward to the successful growth of Dometic MoBar across the Canadian market throughout this partnership. Distinctive's expansive knowledge of their territory is certainly poised to make an impact for our brand," concludes Kjellberg.

Note to Editors

Photos can be accessed [here](#).

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 200 business partners across Canada.

More about Dometic MoBar

The HD Awards, presented by Hospitality Design Magazine, annually recognize some of the year's best and most innovative achievements in both project and product design around the globe. More information and a complete list of 2020 finalists and winners can be found [here](#).

About Dometic

Dometic is a global market leader in branded solutions for mobile living in the areas of Food & Beverage, Climate, Power & Control and Other Applications. Dometic operates in the Americas, EMEA and Asia Pacific, providing products for use in recreational vehicles, trucks and premium cars, pleasure and workboats, and for a variety of other uses. Our motivation is to create smart and reliable products with outstanding design. We sell our products in approximately 100 countries and we have a global distribution and dealer network in place to serve the aftermarket. Dometic employs approximately 7,200 people worldwide, had net sales of more than SEK 18.5 billion (USD 2.0 billion) in 2019 and is headquartered in Stockholm, Sweden.

For more information on Dometic, please visit: <http://www.dometic.com>.

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