



## DISTINCTIVE BECOMES THE CANADA-WIDE DISTRIBUTOR OF BLOMBERG APPLIANCES

---

**Montreal, Quebec – December 29, 2025** – Distinctive Appliances, a member of the Amiel Group and the largest Canada-based independent appliance distributor, will, as of January 1, 2026, become the official and exclusive Canadian distributor of the home appliance brand Blomberg. Distinctive, which has represented the brand in parts of Canada since entering the market in 2006, now oversees distribution and market development across the entire country, marking a significant step in Blomberg's Canadian growth. The European appliance manufacturer will rely on the strength of Distinctive's retail network of 340 business partners across the country to maximize its growth in the Canadian appliance market.

*"We are proud to take on this expanded role with Blomberg," said Eric Lapierre, President of Distinctive Appliances. "This agreement strengthens the brand's position in Canada and creates new opportunities with our retail partners nationwide. Blomberg's focus on modern design, energy efficiency and long-lasting, sustainably minded performance aligns perfectly with the expectations of Canadian consumers and developers who want appliances that are better for the environment and their everyday lives. As one of Canada's leading appliance distributors, Distinctive will leverage its expertise, agility and execution capabilities to further elevate the Blomberg brand and expand its presence from coast to coast."*

*"We have built a strong foundation for Blomberg in Canada over the years, and partnering with Distinctive is a strategic step to take our brand to the next level," said Michael Szabo, Vice-President – Country Manager Canada, Blomberg Appliances. "Distinctive combines operational excellence, a robust after-sales service platform and an in-depth understanding of the Canadian market that no one can match. Their ability to support retailers, builders and service partners in every region will allow us to simplify our operations, respond faster to customers, and further strengthen Blomberg's position in Canada as a smart, sustainable choice for home and multi-residential projects."*

**About Blomberg**

Blomberg Appliances is a leading European home appliance brand with more than 135 years of innovation, offering Canadians a full range of energy-efficient, space-saving, and design-forward products. Known for its quiet performance, modern styling, and commitment to sustainability, Blomberg delivers thoughtfully engineered solutions ideal for Canadian homes, condos, and multi-residential developments. Supported by a strong national distribution network, Blomberg continues to grow its presence in Canada by providing reliable, high-quality appliances that meet the everyday needs of Canadian consumers.

**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 trendsetting for the North American appliance market; to be Distinctive! With its innovative vision focused 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. For more information, visit [distinctive-online.com](http://distinctive-online.com).

**About Groupe Amiel**

Groupe Amiel is a holding company founded by Anthony Amiel in 2017. It was created to bring together Distinctive and Corbeil Appliances under one entity. Its primary goal is to establish itself as the trusted reference partner in the Canadian home appliance market. Groupe Amiel companies benefit from greater synergies to continue defining, evolving, and energizing the world of home appliances. For more information, visit [amiel.ca](http://amiel.ca).

– 30 –

**Media contact**

Cesar Morales  
Marketing Director, Amiel Group  
[cesar.morales@amiel.ca](mailto:cesar.morales@amiel.ca)