



## DISTINCTIVE EXPANDS AS THE CANADA-WIDE DISTRIBUTOR OF FULGOR MILANO

---

**Montreal, Quebec – Thursday May 21, 2026** – Distinctive, a member of Groupe Amiel and the largest Canada-based independent appliance distributor, is proud to announce that effective June 15, 2026, it will represent Fulgor Milano from coast to coast across Canada. Having distributed Fulgor Milano for the past 20 years in Eastern Canada, Distinctive is expanding its role to support the brand's growth and development across the entire Canadian market.

This national mandate marks an important milestone for both organizations. It brings together Distinctive's Canadian retail network, operational expertise, and after-sales service platform with Fulgor Milano's premium Italian appliance offering, known for refined design, craftsmanship, precision, and performance.

Rooted in Italian heritage and culinary passion, Fulgor Milano creates appliances designed to elevate the kitchen experience. The brand offers a complete premium kitchen solution, including professional-style ranges, built-in ovens, cooktops, refrigeration, ventilation, wine preservation, dishwashers, coffee systems, and specialty appliances for design-conscious consumers and culinary enthusiasts.

*"We are extremely proud to expand our long-standing partnership with Fulgor Milano and bring this exceptional brand to Canadians from coast to coast," said Eric Lapierre, President of Distinctive. "For the past 20 years, we have had the privilege of developing the brand in Eastern Canada and witnessing the strong appeal of its Italian design, uncompromising quality, and advanced cooking technology. We are excited to build on that momentum nationally and support our retail partners with the tools, service, and expertise needed to elevate Fulgor Milano across the country."*

Under the expanded partnership, Fulgor Milano will benefit from Distinctive's national infrastructure, market knowledge, and strong relationships with retailers, builders, designers, architects, and service partners. Through a coast-to-coast approach, Distinctive will strengthen brand visibility, improve market accessibility, and ensure a consistent customer experience throughout Canada.

*"Distinctive has already demonstrated a deep understanding of Fulgor Milano, our products, and the customers we serve," said Fulgor Milano spokesperson Stephen Polloni, President of The Vetta Group. "Their passion for premium appliances, national distribution capabilities, and commitment to customer experience make them the right partner to continue growing Fulgor Milano in Canada. Together, we will bring our Italian heritage, innovation, and design excellence to more Canadian homes."*

Through this new agreement, Distinctive will further position Fulgor Milano as a premium choice for Canadian consumers seeking appliances that combine professional-level performance with sophisticated design. This partnership reinforces Distinctive's mission to offer innovative, distinctive, and high-quality brands that meet the evolving needs of the Canadian appliance market.

### **About Fulgor Milano**

Fulgor Milano is a premium Italian appliance brand inspired by quality, performance, innovation, and design. With deep roots in Italy's appliance manufacturing tradition and the passion of the Meneghetti family, Fulgor Milano creates appliances that elevate the culinary experience through beauty, precision, and craftsmanship. Its product offer includes professional-style ranges, ovens, cooktops, refrigeration, wine cellars, ventilation, dishwashers, specialty ovens, and coffee systems. Conceived, created, and manufactured in Italy, Fulgor Milano appliances reflect the elegance of Italian design and the performance expected by passionate home cooks, designers, builders, and premium kitchen specialists. For more information, visit [fulgor-milano.com](http://fulgor-milano.com).

### **About Distinctive**

Founded in 1980, Distinctive recognized that the home appliance market had an important need to meet: offering a full distribution service for high-end appliances, supported by a dedicated sales and marketing team and an after-sales service department including a customer experience centre. The company's name reflects its founding mission: to make the appliances we use every day in our homes exciting and vibrant; to remain innovative and trendsetting in the North American appliance market; to be Distinctive. With its customer-focused vision, Distinctive offers consumers some of the most innovative and distinctive brands in the marketplace — brands recognized for their diversity, quality, exclusivity, and ability to meet the expectations 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)  
(514) 572-6667