



## AVIVA APPLIANCES EXPANDS ITS CANADIAN OFFERING WITH A COMPLETE KITCHEN & LAUNDRY SUITE

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**Montreal, Quebec – October 15, 2026** – Distinctive, a member of Groupe Amiel and Canada's largest independent appliance distributor, is expanding its AVIVA brand with the launch of a complete kitchen and laundry suite. The new collection brings together 30" induction and electric ranges, dishwashers, washers and dryers, giving Canadian consumers a complete appliance offering from a Canadian-owned brand.

AVIVA was developed with the Canadian market in mind, offering dependable performance, easy-to-use features and accessible pricing. The new product launch comes at a time when Canadian consumers are looking for greater value in their appliance purchases without having to compromise on quality or design.

"We saw an opportunity to create an appliance brand that reflects the realities of Canadian homes and the needs of the people who live in them," said Eric Lapierre, President of Distinctive. "AVIVA is about making everyday life a little easier with appliances that are dependable, easy to use and accessible. As a Canadian-owned company, we're proud to bring a brand to market that reflects our understanding of this market and the people we serve."

### **A Complete Offering for the Home**

The expanded AVIVA collection brings together essential appliances for the kitchen and laundry room, including 30" induction and electric ranges, a dishwasher and laundry appliances. Designed to work together as a complete suite, the lineup combines contemporary styling, practical features and dependable performance at an accessible price point.

### **Confidence Built In**

Every AVIVA appliance now comes with a full 2-year warranty, providing additional peace of mind and reinforcing the brand's commitment to quality and value.

### **Simple is Beautiful.**

At the heart of AVIVA is a straightforward philosophy: **Simple is Beautiful.**

The brand focuses on making everyday appliances intuitive and practical, using technology and features where they genuinely add value without unnecessary complexity. As Canadian consumers increasingly look for simpler, more straightforward appliances, AVIVA takes a practical approach to technology, focusing on features that make everyday life easier without requiring Wi-Fi or an app to get the most from their appliances.

The expanded AVIVA collection will be available beginning October 15, 2026, through a network of more than 120 authorized retail storefronts across Canada. AVIVA is already building momentum, with appliances currently being supplied to new condominium developments across Canada, ahead of the broader retail launch.

### **Taking AVIVA on the Road**

"A successful brand launch is about creating awareness and giving consumers the opportunity to discover what the brand has to offer," said Cesar Morales, Director of Marketing. "As part of the AVIVA launch, our mobile product experience will travel to dealer locations across Canada, giving retailers the opportunity to introduce the new lineup directly to their customers. It's an exciting way to showcase the collection, highlight its ease of use and build on the momentum AVIVA is already gaining."

For more information visit [www.aviva-appliances.com](http://www.aviva-appliances.com)

### **About Distinctive**

Founded in 1980, Distinctive Appliances provides comprehensive distribution, sales, marketing and after-sales support for leading appliance brands across Canada. With a dedicated team and customer-focused approach, Distinctive has built a strong reputation for bringing innovative, distinctive and high-quality appliances to the Canadian market. For more information, visit [distinctive-online.com](http://distinctive-online.com).

### **About Groupe Amiel**

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).

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