

Dimplex Rolls Out New Furniture Development Processes

High Point, NC, April 10, 2015 – This year, Dimplex will be heading to High Point Furniture Market with more than just their latest new product designs. Customers visiting the Dimplex Showroom will be seeing the results of a strategic plan put into motion over the past 12 months to revamp their go-to-market process for case goods, embodied in this case by a display of hot new furniture designs paired with innovative flame technology.

“We’ve really taken stock of what’s important to our customers,” says Adam Klein, Vice President of Sales for Dimplex. “The new pieces are not only completely on trend with what the market wants, but our development, manufacturing, and ordering processes have also been adjusted to meet customer demand in a way that will make it easier for us to do business. This is going to be big for us and for our customers in the coming year.”

Leading these strategic improvements to Dimplex’s case good development process is a new addition to the company, Celeste Brunel, Vice President of Furniture Design and Brand Development. Celeste joins Dimplex most recently from Bühler Furniture where she was Vice President of Sales & Marketing. With an extensive background in both interior design and furniture development she has been able to provide the Dimplex team with a balanced vision for their case goods line as well as some “out-of-the-box” designs.

“By increasing the frequency of customer touch-points and starting our design process earlier, we’ve been able to create a culture of ownership and inclusion for our customers where they have input during the design process and we’re able to come to them with product much sooner,” says Klein. This year was the first time that Dimplex participated in Pre-Market at High Point, showing their top 10 new designs to some of the largest dealers and receiving some great feedback. “Your finishes are dead on accurate,” was the comment from Josh Tatelman, Executive Vice President for Jordan’s Furniture.

Additions to the Dimplex Showroom for the 2015 High Point Spring Market include the top 10 new mantel and media console designs as well as some exclusive product that Dimplex will be offering to specific customers. Some of these items include a new line of promotionally priced pieces, specifically designed to enable Dimplex to offer their customers quality goods and innovative flame technology at a lower price-point.

Look for all the new product introductions from Dimplex in Showplace Showroom 2308.



About Dimplex:

Dimplex North America Limited is a world leader in innovative electric heating and electric fireplace solutions, offering a wide selection of residential, commercial and industrial products including an expansive portfolio of fireplace designs as well as a full line of electric heating products ranging from baseboard heaters to heavy-duty industrial heaters.

The Dimplex commitment to innovation fosters outstanding research, product development and design excellence in both heat and flame products. Most recently, Dimplex has introduced new and **innovative technology** with **Opti-myst®**, **Opti-V™** and **Multi-Fire XD™** delivering the ultimate in realism and authenticity and further opening the door for creativity in custom fireplace design installation, as well as Dimplex **CONNEX™** wireless technology for easy whole-home heating control, maximum comfort and increased energy efficiency. With patented heat and flame technologies and innovation in designs and styles, Dimplex continues to lead the industry in innovative new products and is recognized as the leader in customer service.

Dimplex North America is a member of the **Glen Dimplex Group** of companies of Dublin, Ireland. Established in 1973, Glen Dimplex is the world's largest manufacturer of electrical heating products, also holding significant global market positions in domestic appliances, cooling, ventilation and renewable energy solutions. They employ **over 8,500 people** worldwide with sales in excess of **\$3 billion dollars**. Dimplex operates two distribution facilities with over **400,000 square feet** of space located in Indianapolis, Indiana and Cambridge, Ontario.

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