

ELMIRA'S "ANTIQUE" APPLIANCE LINE TO REINSTATE WARMTH AND TRADITION TO MODERN KITCHENS

ELMIRA, Canada (March 2010) – Elmira Stove Works is rejuvenating kitchens with the charming design aesthetics of an earlier time with their new unique Antique appliance line. With careful attention to detail, Elmira appliances complete the traditional feel of a "vintage" kitchen, all while offering only the latest technology for routine food preparation from the gourmet to the average home chef.



"While most of our customers are attracted to our appliances because of their appearance, we never compromise quality or technology related to how they perform," comments Brian Hendrick, vice president of Elmira Stove Works.

Elmira's Antique line includes a customizable collection of ranges, wall ovens, wood-burning cookstoves, microwaves, refrigerators and matching panels for dishwashers. Six colors and an endless combination of trims and features provide the capability for the customer to create a one-of-a-kind look that suits their décor and individuality. Popular color choices are black or bisque, as well as white, cayenne, blue and green. Furthermore, Elmira offers a variety of trims to personalize the final product, such as nickel, antique brass and the emerging trend of antique copper.

"Our appliances take the styling of the past and combine it with the technology of today. Antique and home renovation enthusiasts no longer have to refurbish old appliances or hide modern ones behind façades. The overall kitchen design theme can include the range, ovens, microwave, refrigerator and all the way down to the dishwasher," added Hendrick.

Elmira customers are encouraged to build their own "virtual range" on the company's [Web site](http://www.elmirastoveworks.com) to determine their look of choice. The viewer can choose the size, color, trim options, fuel source (gas, electric, wood and combination) and cooking surface, and the site will then display their specifications as a virtual range for any further customization or modifications.



For more information on Elmira's Fireview cookstoves or Antique product line, visit www.elmirastoveworks.com or call 800.295.8498.

About Elmira Stove Works:

Elmira Stove Works has been manufacturing vintage-styled ranges since 1975, and offers full lines of "circa-1850" and retro 1950s appliances, including ranges, refrigerators, microwaves, wall ovens, range hoods and wood-burning cookstoves. Elmira appliances are sold through dealers across North America. Elmira Stove Works is a privately owned company based in Elmira, Ontario, Canada.