



INTRODUCING THE GE MONOGRAM DESIGNER SERIES

A NEW STANDARD IN LUXURY APPLIANCES



WHAT'S INSIDE FOR Q1 2026

**GE
MONOGRAM**
Designer Series

**KIEFFER'S
UPDATE**
from our Vice President

PLASMAMADE
Filter System

MARVEL'S
Essential Collection

THANK YOU FOR A GREAT 2025

Your business is greatly appreciated. You are crucial to our continued growth as we strive to be the BEST "Trade Partner" for you!

A few highlights from 2025:

Remodeled Lansdale Showroom

We are constantly investing in making our 18,000 sq ft showroom a destination. We added the largest Monogram display in the Philadelphia area, featuring the "designer" series leather bespoke handles and brass panels. In addition, we have upgraded flooring throughout the front of the showroom and added built-in displays for our Bluestar and La Cornue brands. We also have the only "residential" rated walk-in refrigeration system from Qoldfusion that wows as you enter the showroom.

80,000 Sq Ft Warehouse Complex

We settled into our expanded warehousing facility in Souderton, PA, and the added capacity allows us to have more products ready for shipment when YOUR job site is ready.

Exciting plans for 2026:

Installer Training Center

Our install division continues to expand, numbering 40+ in 2025. Establishing a "standard" level of quality is key to being the best in the business. We are building an installer training center at our warehouse, where we can train new hires and re-train existing employees on "best practice" methods.

Post Installation E-Mail Communication System

Our trade partners will begin to receive automated emails post installation, highlighting items we successfully installed and any items we were unable to install due to "site deficiencies". We hope that through increased communication we can improve our level of service, and in turn strengthen yours.

Jace Kieffer
Vice President, Kieffer's Appliances



PLASMAMADE

Revolutionize your kitchen design by removing the constraints of traditionally exhausted range hoods with a new way to recirculate. After years of development, PlasmaMade's revolutionary filter system eliminates the need for ventilation ducts in the kitchen. These plasma filters are specifically designed for kitchen range hoods and cooktops. This new system allows freedom to design your ventilation the way you want to.

This technology prevents quarterly filter replacement and performs much better than carbon filters, eliminating virtually every particle from the air.



Some of the highlights are:

1. Superior air filtration – remove allergens, bacteria, viruses and tiny dust particles from the air.
2. No complex set up, installed in just minutes.
3. Designed to fit all major brands of existing ventilation hoods or downdraft units, eliminating the need for retrofitting with use for up to 600 CFM.
4. With a lifespan of ten to 15 years, this eliminates the need for costly replacement carbon filters.



Pathogens

Viruses, bacteria, mold, aerosols and other micro-organisms are filtered out by up to 98%



Fine Particles

Solid particles down to 0.1 microns in size, such as combustion materials, smoke, grease, dust, and more, are completely broken down.



Allergens

Helps with respiratory complaints such as asthma and bronchitis, and against pollen, house dust mite and pet allergies.



Fragrances

The plasma filter ensures that all types of odors and volatile organic compounds (VOCs) are broken down.

This new patented plasma technology actively neutralizes odors, smoke, grease and allergens instead of just holding on to them. PlasmaMade created a superior air filtration system that goes beyond regular filters. The result is fresher, healthier air for you and your family to breathe.



GE MONOGRAM UNVEILS THE DESIGNER SERIES

A New Standard in Luxury Appliances

GE Monogram has introduced its groundbreaking Designer Series, and we are proud to be the exclusive dealer in the Philadelphia region showcasing this exceptional collection. This series redefines modern luxury, blending bold design elements with refined craftsmanship through distinctive hardware and premium leather accents.

At the forefront of innovation, the Designer Series debuts the industry's first-ever custom 96-inch refrigeration panels, creating a dramatic floor-to-ceiling presence. Inspired by the elegance of fine jewelry, each piece is meticulously tailored with harmonious proportions and a sophisticated aesthetic.

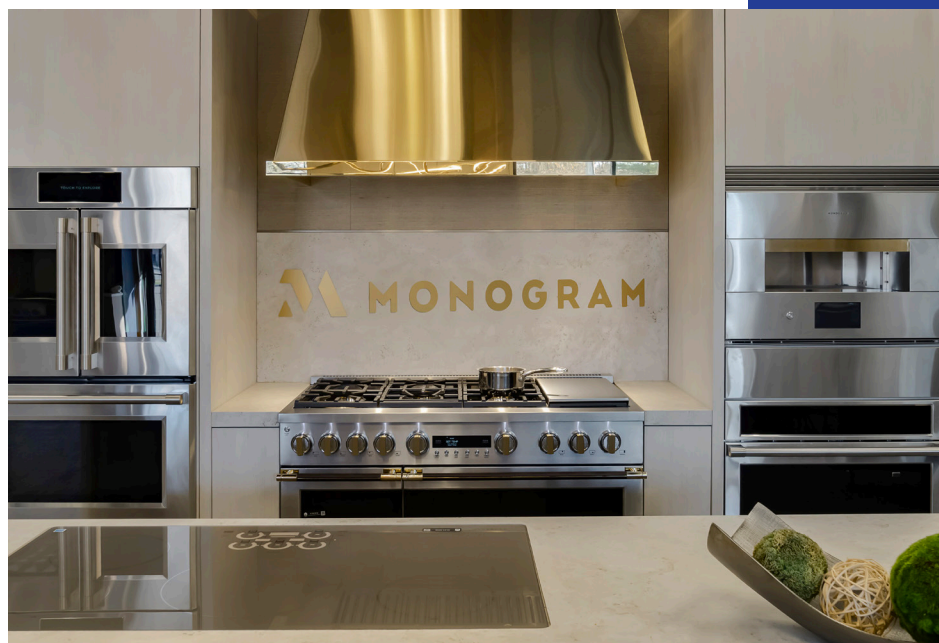
The collection features two distinct design expressions:

Brass Collection

A bold interpretation of classical architecture, rendered in warm gold and polished hues for an opulent, timeless appeal.

Titanium Collection

A contemporary vision of luxury rooted in minimalist design principles, featuring sleek lines and muted charcoal tones for understated sophistication.



HIGHLIGHTS FROM THE DESIGNER SERIES ON DISPLAY

1. 24" Built-In Wine Column

Designed for seamless integration, this column offers a flush installation that complements any kitchen, bar, or entertainment space. It accommodates up to 91 bottles, with 13 smooth-glide shelves and a dedicated display shelf for showcasing your finest selections.

2. 30" Hearth Oven

A true statement piece, this oven delivers the artisanal performance of a professional pizza oven with the precision and convenience of advanced technology—perfect for creating restaurant-quality results at home.

3. 48" Induction Range

Engineered for exceptional performance, this range offers 19 precise heat settings controlled with a single swipe. Advanced cooking modes automatically adjust time and temperature, ensuring consistently delicious results with minimal effort.

4. Refrigerator and Freezer Columns

These fully flush columns integrate seamlessly with surrounding cabinetry, offering adjustable glass shelving, integrated LED lighting, and customizable panel options for a truly bespoke kitchen design.



Stop in at our showroom to explore the full selection that the new Designer Series has to offer. Let us help bring your vision to life.



INTRODUCING MARVEL'S ESSENTIAL COLLECTION

Marvel has just released the new Essential Collection, with their curated collection of undercounter beverage centers, wine refrigerators, refrigerators and drawers. These models showcase premium features and innovative design, making them ideal for kitchens, home bars, outdoor patios and more.

In today's fast-paced environment, the Essential Collection isn't just an advantage, it's a necessity. These undercounter units come with advanced controls and stunning customizable LED lighting as well as their quality and security features are designed to impress and endure. They also come with a carbon filter for enhanced air quality and odor reduction.

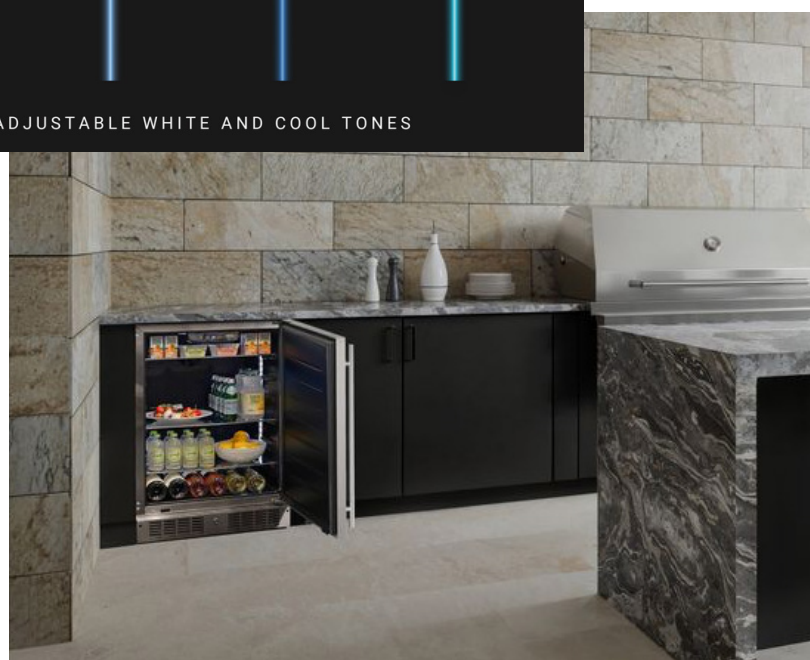
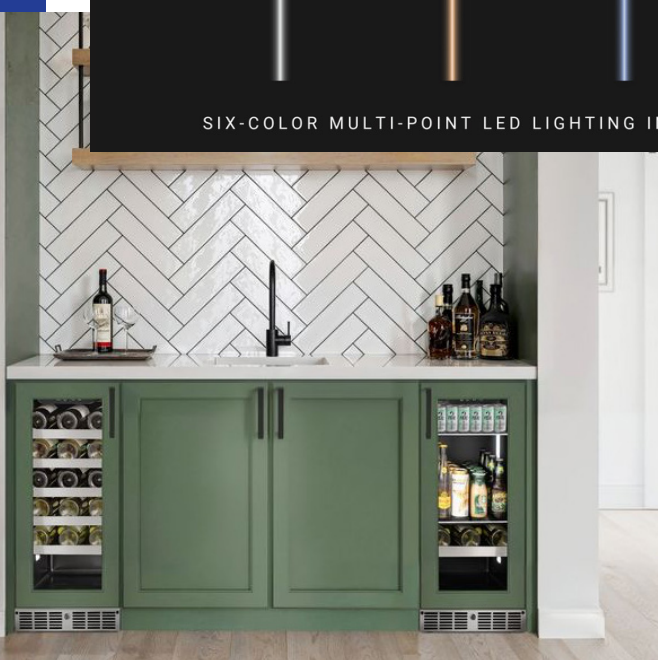
What makes these products different?

Versatility – all products are suitable for indoor and outdoor use for providing unmatched flexibility in both 15" and 24" widths, so you can maximize your storage to hold multiple wine bottles and cans.

Lighting and controls – Easy to use controls with set points from 34°F to 61°F as well as six color multi-point LED adjustable lighting.

Hinging – Zero-clearance low-profile field-reversible door hinge on stainless models (panel ready models require additional clearance).

Let the company that has been thoughtfully designed by the original refrigeration experts since 1892 add to the quality of your home either indoor or outdoor.



OUR UPCOMING EVENTS

KIEFFER'S KNOWLEDGE SERIES

Kieffer's Showroom | 785 Sumneytown Pike, Lansdale, PA 19446

Time | 8:00 AM - 9:30 AM

Appliance Trends | April 10 & June 16

Site Readiness | May 5

ADDITIONAL EVENT! Qoldfusion, *Virtual at 12pm*

Walk in Refrigerator Class | March 5



RSVP AT RSVP@KIEFFERS.COM



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Kieffer's Advantage Trade Partner Program

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