

Leader in Refrigeration and Specialty Appliances

HOW TO PROFIT FROM THE FAILURE OF HHGREGG

And how hhgregg employees can increase their chances of securing jobs

GUELPH, May 24th, 2017 –hhgregg's bankruptcy is a change that can benefit appliance retailers. It's also a change that affects the lives of over 5,000 hhgregg staff. 'How to Profit from the Failure of hhgregg' and '11 Job-Securing Strategies for Employees of hhgregg' are two white papers published by Danby Appliances that address these recent changes in the appliance retail space, and have been distributed to individuals affected. According to Danby Appliances CEO, Jim Estill, the failure of hhgregg is an opportunity for retailers to stand out and attract new customers.

“hhgregg customers still have to shop somewhere,” says Estill “These white papers serve two purposes: 1) offer retailers ideas on how to capitalize on this change in the market; 2) inspire hhgregg staff to secure new employment – hopefully with some of the retailers that will benefit.”

Chapters in the white papers range from How to Create an Effective LinkedIn Profile to specific strategies retailers can employ to persuade customers to buy, like honoring hhgregg receipts and promotions. If you would like a copy of these white papers, please contact Jim Estill's assistant Cherie at cbauman@danby.com.

About Danby Appliances:

Founded in 1947, Danby is one of North America's leading manufacturer/distributors of compact appliances such as microwaves, dehumidifiers, refrigerators, freezers and air conditioners. The company operates three distinct business units – Danby, MicroFridge, and Silhouette – with four North American offices, including three in the U.S. and one in Canada. This year Danby celebrates 70 years in business as a family-owned company. For more information on Danby and its products, please visit www.danby.com

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