

Media Announcement

Oct 1st, 2018

Danby announces plans to launch in the UK as part of its European expansion project. UK first country in European Launch for leading Canadian brand.

Danby Appliances, the leading Canadian manufacturer/distributor, has announced its expansion to Europe commencing with the UK market. The company, which specializes in developing feature-rich and design led home-comfort products such as air-conditioners, dehumidifiers, air purifiers and cooling products like wine-chillers, beverage centers, fridges and freezers will offer a range of products across all retailer sectors via technology distributors Exertis exertis.co.uk.



Heading the Danby launch across the UK (including Ireland) and EU is industry veteran, John Welbourn. John explains “Danby is one of North America’s most compelling home comfort and appliance brands producing specialist products for over 70 years. Danby has a recognized heritage in design and engineering leading to numerous design firsts. In being a leading supplier of products to multiple market sectors like retail, education, health- care and hospitality across Canada and the USA Danby have the experience, scale and flexibility to achieve significant growth. In appointing Exertis, one of Europe’s largest and fastest growing distribution houses, we have a partner who offers us a proven and dynamic route to many market sectors with the relationships, capacity and desire we require to achieve our brand plans.”

Danby President, Jim Estill, [@jimestill](https://twitter.com/jimestill) who is well known in Canada and throughout the world for both humanitarian and business successes is visiting the UK early October to launch the business. Jim says, “The UK is an important step in our ambition to develop and grow our European footprint. The Danby way is to offer value-added products that give our retail partners the opportunity to sell something new and exciting. We have a strong existing product stable aligned with new exciting technology-based products on the horizon. We look forward to building long term profitable relationships with our partners in the UK, Ireland and mainland Europe.”

www.danby.com Twitter: [@Danby_UK](https://twitter.com/Danby_UK) Insta: [danby_uk](https://www.instagram.com/danby_uk)

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