

## Media Announcement

### Danby Looks Ahead to SS19

Spring and Summer 2019 is set to bring continued growth for brands targeting outside, ancillary and multi-generational space in UK homes.



John Welbourn, who is spearheading the European launch for Canada's Danby specialist appliances here in the UK explains "After the Summer and Autumn of 2018 UK consumers will feel justified in investing

in gardens; bars and outside kitchens, but also in building-on, extending up and out to provide living and social space for teenagers, stay-at-home older children and annexes for older family members. These consumers will be seeking fixtures and fittings to complement and enhance these areas that are autonomous from the main dwelling. For kitchen and electrical retailers this presents a second profitable tier of opportunity – the strongest example are cooling appliances. Bar fridges, compact refrigeration, both small and large specialist wine storage and additional great looking freestanding refrigeration appliances that look great and provide useful worktop space for grandparents and teens who want to make snacks and beverages in their own spaces. Product design will play a huge part in these decisions as nobody wants a boring white box in a bedroom, studio or bar – colour and finish, texture, thoughtfully designed functionality – products that look terrific freestanding on their own or built-under."

Caption: Danby freestanding Danby fridge in garden summer house.

#### **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. For more information on Danby and its products, please visit [www.Danby.com](http://www.Danby.com). [Facebook](#), [Instagram](#) Tel. 01425 461600.

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