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Danby Appliances Announces New Strategic Distribution Alliance with Crystal Mountain Products Limited

GUELPH, ON (1/30/2019) – Danby Appliances announced today that it has entered into a strategic alliance with Crystal Mountain Products Limited which will allow them to manage the sales, service, warehousing, and distribution of Crystal Mountain’s product line on an exclusive basis. The alliance will cover the entirety of Crystal Mountain’s product line of water coolers, including parts and accessories in both the US and Canada.

“This alliance is an exciting opportunity to align the Danby distribution, sales and support teams with the home and office delivery (HOD) bottled water and point of use (POU) markets, of which Crystal Mountain has long been an industry leader. This is a natural fit for our existing product lines,” says Jim Estill, CEO of Danby Appliances.

Effective February 4, 2019, all related customer sales and service communications for the Crystal Mountain product lines in the US and Canada will be directly managed by Danby Appliances.” This alliance will allow Crystal Mountain’s US and Canadian offices more resources and time to develop new and innovative products for our customers’ home and office supply needs. Crystal Mountain will continue to build its brand name, which is already a symbol of quality and durability in the HOD Bottled Water and POU markets,” says Dennis Rivard, CEO of Crystal Mountain.

“By aligning with Danby and MicroFridge’s group of professionals in the area of sales, service and distribution, we will provide Crystal Mountain and its growing customer base with significantly more opportunities to expand with greater and more efficient distribution channels (6 warehouse locations: in the US from Phoenix AZ, Saraland AL, Edison NJ, and Findlay, OH. and in Canada from Guelph, ON and Delta, BC. This coverage will provide faster delivery, greater personalized service and lower costs,” says Bre Holley, Head of Sales for Danby’s B2B Division.

Crystal Mountain is a leader as a supplier to the HOD Bottled Water market. Danby Appliances is a leader in small appliances and niche products for homes and businesses. While Crystal Mountain and Danby Appliances remain completely separate companies, we will work together to provide first rate customer service and support to YOU, our valued customer.

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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. For more information on Danby and its products, please visit www.Danby.com. Follow Danby on Facebook, Twitter, and Instagram.

About Crystal Mountain:

Founded in 1990, Crystal Mountain is a global leader in manufacturing water dispensers. Crystal Mountain offers a variety of floor-standing and counter-top dispensers available for Bottled Water and POU applications. Crystal Mountain prides itself on manufacturing high quality products specifically for the needs of the HOD and POU markets. With an emphasis on increasing our product range, we strive for continuous improvement in manufacturing



efficiencies, streamlining processes and expanded quality testing, to bring new and improved products to our current and future customers. For more information on Crystal Mountain and its products, please visit www.Crystalcoolers.com.