

Fall/Winter 2008-2009

# THE STAR

INFORMATION AND NEWS ABOUT CLASSICFLAME AND TRESANTI PRODUCTS

the new face of

TRESANTI<sup>TM</sup>

Changing gear with exciting  
new home theater furniture

Viva  
Las Vegas

Grand Opening of ClassicFlame's new showroom  
Twin-Star goes Vegas-Chic at Body English Gala

ClassicFlame<sup>TM</sup>  
DECORATIVE ELECTRIC FIREPLACES

Introduction of hot new items  
for the ClassicFlame Electric  
Fireplace line 2008-2009

# THE NEW FACE OF TRESANTI



*If you have questions or would like more information, please contact [sales@twinstarhome.com](mailto:sales@twinstarhome.com)*

## IN THIS ISSUE

- PAGE 3  
*Merchandising 101*
- PAGE 4  
*From the Field  
Mantel Photo Contest Winners*
- PAGE 5  
*Viva Las Vegas- Twin-Star Party*
- PAGE 6  
*Introducing the Monterey  
and the Aventura*
- PAGE 7  
*Has one of your favorite items been  
getting press? Find out in Press Worthy*
- PAGE 8  
*Backburner*

## TRESANTI

*By Jim Gaffey*

Tresanti Media Cabinets for Home Theatre....changing the way you view entertainment.

Having established ourselves as a leader in electric fireplace mantels, and seeking new areas of growth, our management team studied the market and identified the explosive Home Theatre arena as the next product category to capitalize upon.

Rather than enter the low end of the business, we focused on our core competencies, targeted the middle tier, and designed a compelling line of high quality media cabinets intended

to retail from \$399 to \$1199, our strength being in the \$699 to \$799 price range.

Twin-Star International will launch Tresanti Furniture at the Fall High Point Market. Tresanti's debut line of furniture is media consoles that promise to "change the way you view Entertainment".

These elegant consoles for home theater are designed to help organize electronic components, and our line includes designs to complement everything from sleek, modern interiors to the traditionally elegant with an emphasis on stylish and casual for easy contemporary living.

Each unit is crafted in select veneers and wood solids with a rich multi-step finish for years of enduring quality. Dovetail drawers featuring smooth, full extension glides and steel ball bearings add to easy access and maximum storage. Each compartment also has cut-outs for wire management.

In a time when many furniture companies are pulling back, Twin-Star International is rolling up our sleeves and standing strong behind the quality of our furniture, the advanced innovation of our technology, and confidence in our customers who continue to believe in Twin-Star's success.

Doubling our showroom space at High Point market, Tresanti Furniture will make its debut in Plaza Suites 1-601.

# MERCHANDISING 101

## *hints and tips to rev up your sales floor*

- Have a collection of ClassicFlame models available within each category (media consoles, 23", 28", 33" wall mantels, petite foyers, rollaways and stoves)
- Cluster the ClassicFlame models together within a specific space on the floor. This provides a "go to" area for both Sales Associates and customers.
- Select a few mantels that match existing bedroom, dining and living room sets. Vignette these to offer an area where customers can "experience" how the fireplace may look in their home.
- Provide power to each model and ensure that each model is operating during regular retail hours
- Order images, point of sale materials and literature by visiting [www.classicflamepartners.com](http://www.classicflamepartners.com)



## TWIN-STAR SUPERSTAR

### MEET GINNY THOLUND.

*Ginny has worked in the Consumer Services department for 3 years. Here's a little bit about her and the important role she plays in our company:*

#### **What is your primary job function?**

As group leader in consumer support, I oversee the other consumer support reps, ensure that all calls are addressed in a timely manner, and that any escalated issues are responded to on the day they are received. I am also the direct line of contact for our reps.

#### **What is your favorite part about working at Twin-Star?**

The chance I get to work for a company that is so innovative with their designs, and so successful at what they do.

#### **If you could pick 2 rooms (besides the living room) to put a ClassicFlame electric fireplace, which would you choose?**

Probably a bedroom or a dining room. It would lend itself to such a peaceful relaxed atmosphere in a bedroom; in a dining room it would evoke a feeling of warmth and togetherness during the holidays or even just at a family dinner.

#### **If you could see a ClassicFlame electric fireplace in a setting other than the home, where would it be?**

I'd love to see a fireplace in a gym (maybe I'd work out more!) or maybe in a medical office to ease the stress factor.

#### **What is the best part of your job?**

It's the chance I get every day to make a positive impression on new customers, and to resolve problems for existing customers. I try to remember each time I take a call that you don't get a second chance to make that all important first impression. Customers remember that first call to us! I also enjoy following up with a customer who may have started out being unhappy because of whatever issue they had. Following up with them even after the problem has been addressed reinforces the idea that you really do care!

#### **Which ClassicFlame design do you like the most?**

I like the deep, rich traditional styles like the Florence. I am particularly fond of anything that has a Queen Ann style look to it.

#### **If you could create your own fireplace design, what would it look like?**

I've always liked traditional styles, so it would be probably be deep, rich dark oak or cherry, with antique brass inlay.



#### **When you see a fireplace, what does it make you feel?**

It makes me want to be around family and friends, or to just relax with my favorite music and a good book.

#### **What do you think is the best reason for someone to own an electric fireplace?**

In addition to the fact that it can cut down on heating bills, it will add comfort and tranquility to any setting.

## FROM THE FIELD

## STAR ACCOUNT SUCCESS STORIES

What do summer, Arizona, and Electric Fireplaces have in common? That's right, heat! But the warm weather didn't slow sales at an Ashley Furniture Store in Arizona – they sold 26 ClassicFlame Electric Fireplaces in July! Now that's HOT!



The building and construction industries may be down, but according to sales rep, Steve Mitchell, our "Green, Clean, Safe" Electric Fireplaces are still selling strong. He has completely sold out the inventory of our Builder Boxes as he offered construction companies building condo's and rental projects a way to install a fireplace without the hassle of venting, chimneys, permits, and most important, open flame hazards.

Len Goldberg is pumping up sales at Fortunoff with our new all LED Fire F/X insert. In sales training meetings associates say that they're excited about the sound effects and the remote control that manages each one of the effects individually. They also see a great advantage to selling an

**fortunoff**® electric fireplace today with heating costs on the rise and the zone heating message becoming more

and more relevant. Some bestsellers at Fortunoff are media mantels with the Santa Monica and the Pasadena in Espresso leading the way!

AJ Hudson's New England customer base is stocking up for winter by moving to container orders! More product means more sales! Way to go!

ClassicFlame recently hosted a contest with e-tailer, Mantels Direct. Customers who purchased a ClassicFlame Electric Fireplace sent in a picture of the fireplace in their home. A winner was randomly selected from nearly 50 entries and they received a \$500 Visa Gift Card provided by ClassicFlame. Below is the winner as well as some impressive runners up!

## CONTEST WINNERS



**WINNER** John Fenwick - Panama City, FL



# Viva las VEGAS

We're known industry wide as the manufacturer of ClassicFlame Electric Fireplaces and Tresanti Furniture, and after this past Las Vegas Market, we'd like to add Pre-Market Party Savants to our list of successful ventures.

On Sunday July 27th, Twin-Star hosted our first annual "Party like a Rock-Star with Twin-Star" event at Body English Nightclub in the Hard Rock Hotel & Casino, Las Vegas.

The night was organized to thank customers, sales representatives and employees for their business and hard work. The fun and care-free event had people dancing up a storm to a live DJ, in the popular Las Vegas Venue. Guests were treated to an open bar, passed hors d'oeuvres and a dinner menu including such savory bites as Caribbean style pulled pork, crab cakes, filet mignon and foie gras sliders, Mediterranean salad, and red bliss potatoes with caviar.

Some industry notables in attendance: Alice Higgins from Fortunoff, Jeff Weinstein from PFD, Bob Grenzer from Addco Electric Fireplaces, Lee Goodman from Jerome's, Brian Thornfeldt from CSN Stores, Ken Hguyn from Furniture USA, and Giff Gates from Gates Furniture.

After the event, ClassicFlame and Tresanti's new Showroom, C-1578, was buzzing with positive feedback and eager customers!



- Java Finish
- Floating tempered glass top (15mm thick) supported by six decorative brushed nickel posts
- Top shelf for media components
- Built-in multi-function media cabinet with integrated wire management channels
- Adjustable shelves are finished on both sides

### MONTEREY

23MM005JAV-0731  
Java Finish  
48”w x 37.75”h x 16”d



### AVENTURA

28WM838ESP-0451  
Espresso Finish  
50”w x 43”h x 15.5”d

- Espresso finish
- Cornice mantel top featuring torus molding
- Sturdy box base
- Natural Granite surround
- Decorative molding face frame

## NEW ADDITIONS TO THE TWIN-STAR CUSTOMER FAMILY.

from Bill Caples, Vice President of Sales

All of us at ClassicFlame are excited at becoming an authorized supplier to the Furniture Marketing Group.

The Furniture Marketing Group (FMG) is a member owned organization of independent retail furniture dealers throughout North America. As the largest volume furniture buying cooperative in the nation, FMG currently represents over 860 storefronts with cumulative annual sales of well over \$2 billion. We look forward to working with FMG’s membership to grow the electric fireplace category in their stores.



We are also excited that Jerome’s has joined the ClassicFlame family of dealers.

Jerome’s Furniture was founded in 1954 by Jim & Esther Navarra, and is still owned and operated by the Navarra family. The 370 employee company features seven Navarra family members, four of whom are third generation retailers. Today Jerome’s dominates the local furniture industry. It has a fleet of over thirty delivery trucks, the largest stores in San Diego, one of the largest inventories west of the Mississippi, complete wood and upholstery service shops, and a knowledgeable staff with over a thousand years of furniture retailing experience.



As with all our dealers we thank them for their business and they have our total commitment to service and value for their customers.

We can’t grow unless we grow along with our customers!

**MOBILE SHOWROOMS- 14 Nationwide**  
**Call us today to see the one nearest you!**



## PRESS WORTHY



Award-winning designs, year after year. Check out the Adex Awards Winner's Issue, featuring products from Classicflame and Tresanti, and other articles about Twin-Star in furniture industry magazines.



## TELL THEM WHAT THEY'VE WON!

In an effort to amp up exposure and brand recognition among consumers, ClassicFlame launched a game show campaign for their beautiful electric fireplaces.

So far ClassicFlame has been featured on the hit TLC show "Your Place or Mine" with the stylish Metropolitan and on CBS's The Price Is Right hosted by Drew Carrey with the Annapolis! On both shows the game players did win the fabulous prize, and are said to love their new ClassicFlame Electric Fireplaces.

Video clips of the shows can be seen on [www.classicflame.com](http://www.classicflame.com), and two more appearances on The Price Is Right are scheduled for the 4th quarter so stay tuned for more ClassicFlame appearing on a TV near you!



TRESANTI

THE  
**STAR**  
INFORMATION AND NEWS ABOUT CLASSICFLAME AND TRESANTI PRODUCTS

# BACKBURNER

## \$250.00 VISA GIFT CARD

complete this page and fax it to: 561.330.3205  
to be entered for a chance to win

### MANTEL MODEL WORD SEARCH

Please refer to your ClassicFlame catalog or www.classicflame.com for help

C K X G Z F N O O D G S W  
 O T A F C O R O N A D O I  
 E N Y A O Q A E O O C H L  
 J T S R W I N D S O R R L  
 K Y R U D S C V X W O I I  
 S A N T A M O N I C A A A  
 S N S N N Y L F R G A R M  
 J G C E U D E W P B N U S  
 B Y C V G N L Y N H A T B  
 E C U A A L D H U C H N U  
 A H Q A L W D S W O E E R  
 O S C O L U M B I A I V G  
 Q M O N T E R E Y J M L N

### WORD SCRAMBLE

Descramble each word to make sentences about ClassicFlame fireplaces!

- hTe nifset urnftuire ni hte leectrci plafrieece dusintry
- lEectrci plafrieces rea rgene, eancl nad fesa
- flaClasmesic leectrci plafrieces can elrow ruyo ehating  
ibll yb rpoviingd upspmenletal eaht hits inwter easosn.

NAME
COMPANY
E-MAIL
PHONE

## UPCOMING EVENTS & TRADESHOWS

High Point Furniture Market  
October 20-26, High Point, NC  
Plaza Suites 1-500 & 1-601

Building Industry Show  
November 13-14, Las Vegas, NV  
Booth 992

Consumer Electronics Show – CES  
January 8-11, Las Vegas, NV  
Booth 26737

Canadian Home Furnishings Market – TCHFM  
January 10-13, Las Vegas, NV  
Booth 5614

### WORD BANK

ANAHEIM	MONTEREY
AVENTURA	SANTA MONICA
COLUMBIA	VENTURA
CORONADO	WILLIAMSBURG
LAGUNA	WINDSOR

### Solutions

---



---



---



---

*Congratulations to Heather Romano from Noland Company, for winning a \$250 Visa Gift Card after completing and faxing in last issue's "Back Burner"!*



Please send your news, pictures, and stories, for **THE STAR** to:  
Alexia Rouquette • [ARouquette@twinstarhome.com](mailto:ARouquette@twinstarhome.com)

