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Twin-Star Offers Split Container Program for All Brands

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[Twin-Star International](#) is offering a split-container program for the company's ClassicFlame electric fireplaces, Tresanti media consoles, Thermoelectric wine coolers, beverage cabinets, kitchen islands, and Duraflame infrared quartz heaters and fireplaces.

Twin Star will be fully operational in its 180,000-square-foot warehouse in the Shenzhen free trade zone by June 15. The 300-cube, split-container program is operated in conjunction with [Zenith Global Logistics](#) .

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Retailers who participate in the program get China-direct pricing while being able to order in small quantities. Any or all of Twin-Star's brands and products can be mixed in one 300 cube order. Prices to the retailers include all duties and freight from Twin-Star's China warehouse to the retail store.

Split container orders are targeted to arrive at the retailer's door in about six weeks. Zenith's program also includes 24-hour Web portal access for live updates on status and location of all orders.

"We built our business by giving our customers the unique ability to mix all our diverse product categories in one container, now the smaller retailer or a customer who does not choose to buy a whole container will also have the option of buying at less than domestic prices by split container," said [Bill Caples](#), Twin-Star vice president of sales and marketing. "We believe in giving our customers options and in selling them the way they want to buy. With the split container program all of our customers have the ability to buy either domestically or by direct import or both at any time."

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