



latest news

Twin-Star Intl. Launches 300 Cube Split Container Program for its ClassicFlame, Tresanti and Durafla



Twin-Star International is announcing the launch of a 300 cube split container program for the company's ClassicFlame Electric Fireplaces, Tresanti Media Consoles, Thermolectric 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 15th. The 300 cube split container program is operated in conjunction with Zenith Global Logistics.

Retailers who participate in the program can now take advantage of 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 making it easy for the retailer. Prices to the retailers include all duties and freight from Twin-Star's China warehouse to their retail store. Split container orders are targeted to arrive at the retailer's door within

approximately six weeks. Zenith's program also includes 24 hour a day 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. 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," says Bill Caples, Twin-Star's VP of Sales & Marketing.

According to Caples, "The response from our entire sales force and our customers has been very positive. Our customers really like that this program allows them to bring in as little as one of an item on a direct import basis as part of their 300 Cube orders."

The combination of faster turn around and smaller orders at import pricing sounds like a home run for Twin-Star Intl. and their wide range of furniture categories and brands including ClassicFlame Electric Fireplaces, Tresanti Media Consoles, Wine Cabinets and Kitchen Islands, and Duraflame Infrared Quartz Heaters and Fireplaces.

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