

100 YEARS
Since 1917
KIEFFER'S
A P P L I A N C E S

100 Years
In the Making



Miele

A Look at 4
Generations
Of Kieffer's
Appliances



Dishwasher
Dazzles
In just 58
Minutes

New
Miele
Dishwasher
G6000 EcoFlex

May, 2017

Miele
IMMER BESSER



Miele's

Dishwasher G6000 EcoFlex

Sparkling results with
minimum power usage
in just 58 minutes.

Too good to be true? We investigated and the results were compelling. When asked how it works, a representative from Miele explains that the EcoTech heat storage unit uses the heat from the hot water on the last rinse to help heat the fresh water for the start of the next cycle. So, in other words, less electricity is needed to get the water to the required temperature thus improving energy efficiency. Additionally, all EcoFlex dishwashers can be connected to a hot water supply for further savings.

Miele
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As a special offer from Miele
receive a year of detergent
FREE of charge!



Combine the QuickIntenseWash
program with the quick-dissolving
Miele UltraTabs Multi, and clean
your dishes on a whole new level.

Go to www.kieffers.com/miele for details

A Look Into the Kieffer's 100 Years of Success

John Kieffer, President, grew up in the business by laying tiles and eventually drove delivery trucks throughout college. Once he graduated, he left to be a traveling medical device sales manager in the 1980's. He met his bride, Brenda, and a few years later they had their first son. The life of corporate sales on the road began to take its toll, so he decided to come back and dedicate his life to the family business. One of the first changes he made was to focus more on trade partners rather than retail, a core value that still holds true today.

His first son, Jace, is now the Vice President of Kieffer's Appliances and brings in a new level of vision for the company. An industry-leading CRM, digital marketing and strategic thinking has propelled the business over the last 10 years since he joined. According to Family Business Alliance, only 3% of all family businesses make it to the fourth-generation level and beyond. When asked what makes 100 years possible four generations strong, both John and Jace agree that it's the people. The research supports this notion; that family businesses focus on long term goals, not just the next quarter like most retailers. In short, embracing strategies that put customers and employees first is the secret to success.





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Kieffer's Appliances launches a trade partner program.

- ✓ A verified and trusted source - with 100 years in the business, rest easy knowing you're referring customers to a reliable appliance partner.
- ✓ A professional network - exclusive invitations to industry events.
- ✓ A marketing edge - relevant and educational support materials.
- ✓ Exclusive programming - access to special Trade Partner incentive programs.

Contact your dedicated sales representative or visit www.kieffers.com/trade to register today!

