

WITTUS®

FIRE BY DESIGN

Wittus Newsletter

July / August 2018

Summertime at Wittus

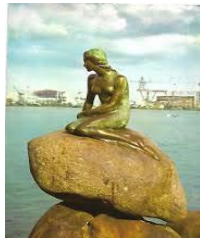


Even though it's hot outside and business is chugging along at a slower pace, Summer is a great time to prepare your store for the coming busy season. Take time to access your supply of Wittus product brochures, stove inventory and promotions like our "Free Shipping For Two or More Stoves"

going on now through the end of August. Thanks to all of our dealers who have already taken advantage of this offer! Visit our website www.wittus.com for product selections and info.

A Danish Expedition

June was a busy month for travel. Niels, Alyce and Sandra all made their way to Denmark. The Wittus' visited Jydepejsen in Holstebro, while Sandra went on a whirlwind trip to Morso factory, which is located on the Isle of Mors. Both parties had productive trips. Stay tuned for product updates and information. *Shown right: Little Mermaid in Copenhagen harbor.*



Hot Marketing Tip: Millennials



Consumer housing trends show that our next big group of buyers are the young and active Millennials age group 18-34. This group made up 42% of the home buyer market in 2017 (Zillow). Here are some facts that can help you target this market.

- **Home ownership = the American Dream:** Millennials believe that buying a home is a good financial investment. Couples age 32-34 are actively buying homes now.
- **The Suburbs Rock:** Almost 50% of these homebuyers live in the Suburbs. They share the views of the older generation and are more conventional with their choices.
- **First-time purchases are big:** Larger homes with higher prices are the first choice for Millennials. They spare nothing when it comes to amenities in their homes, fireplace's included!

Stove News

One Stop Shopping with Style

The Kitchen is THE room in every house now. As a result, customers are lavishing details on their spaces. Elaborate moldings, spectacular lighting and high-quality art go hand in hand with high-end refrigerators and wood burning stoves.
~Rae Duncan, Kitchen Design Trends

Domina Cookstove

The whimsical Domina cook stove from de Manincor, Italy is a freestanding stove with distinct legs and designer appeal. It measures 24" wide and can fit into smaller spaces or as a freestanding stove in a seating room. Cooking with a wood fire adds a unique smoky flavor that can not be reproduced in a conventional oven. The flames are visible in the viewing window and the firebox not only heats the oven, but the whole room. See the entire collection of cook stoves on our website under the product listing.



A Cooking Klassic



The Klassic wood burning cook stove designed by Bent Falk of Denmark, is truly a classic in its field. Each stove is built in the USA using heavy 1/4" gauge plate steel that is riveted together to create the signature style. The double steel doors can be used open or closed for maximum heating capability.

The oven comes with a thermometer and a natural 2" thick Brazilian soapstone baking liner for heat retention. The Klassic is a stove like no other!

Faltovn Camp Stove

The Faltovn portable camp stove designed in the Netherlands by Harrie Leenders, is a wood burning wonder. This small stove produces a nice hot fire by using pre-heated air from inside the stove. A durable outdoor accessory that includes an extra thick top plate made for cooking and a side extension tray ideal for keeping food warm. Get them while supplies last!

