



Super Electric Corporation Market News



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Consumer Trends

The finer things in life

In a country where nearly half the population is close to middle age, there has been a significant shift towards individuals leading more active lifestyles. Industries across the globe are affected by moves in consumer behavior and leaders in each are continuously finding ways to better service the masses. For example, the same crowd of avid beer consumers 10 years ago is adapting to the more refined and wide assortment of wines on the market, thereby fueling and building the momentum of Canada's wine industry. Last year, 360 million liters of wine were sold, reaching a record high of \$4.2 billion and hence, contributed to the increase in popularity of wine accessories and appliances.

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Happy Holidays from Super Electric!

How To select the right product, brand and price point of appliances.

A brand specializing in refrigeration appliances, Clairtone offers a broad selection of compact fridges and wine coolers to meet user needs. Specially engineered with consumer-friendly features in mind, Clairtone offers top quality compressor goods, for a fraction of the price seen in other brands. Super Electric's collection of water coolers under the Super brand are available in different sizes to accommodate the functional and space needs of our users, while Bellagio branded water coolers focus more on the design aspect, perfect for complimenting existing appliances in the home or office. (See chart on page 2 for help on selecting an appliance)

New Products

Clairtone compact refrigerator

With a separate freezer door, the Clairtone 4.3 cu ft compact fridge is perfect for making ice, storing beverages and treats in a home bar or office space.

[Available at Walmart](#)



Bellagio water cooler

Slim and space-saving, this Bellagio water dispenser is on standby 24/7 to keep you and your family hydrated with chilled and hot water.

[Available at Zellers](#)



Clairtone dual zone wine-cooler

The Clairtone dual temperature zone wine cooler has two separately controlled areas designated for professional storage of red and white wines.

[Available exclusively at Walmart](#)



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Choosing an appliance

Appliance Type	Available sizes	Common features	Additional features
Compact refrigeration 	<p>A refrigerator is typically classified as being “compact” if it is less than 5.0 cu ft. (Cubic Feet). These miniature fridges can be as portable as 1.0 cu ft, which is equivalent to the same dimensions as the average household microwave. Compact refrigerators are ideal for convenient access of vegetables, fruits, drinks and snacks. They are ideal for smaller areas such as small apartments, home bars, dormitories or offices.</p>	<p>Many compact refrigerators have a “Flush back” design, which means the unit can be placed completely against the wall to save space. Racks and shelves are coated to prevent rusting. To better adjust to unique spaces, doors can be assembled for either right or left side opening.</p>	<p>Depending on the size you require, larger compact fridges have freezer compartments. The sizes of these freezer compartments vary. Some models are available in stainless steel door; typically they are either white or black. Many have designated storage for 2L bottles and also have pop can dispensers.</p>
Wine coolers 	<p>Wine coolers are available in a variety of bottle capacities. Ranging from modest 4-bottle capacity units, up to higher-end dual-cooling zone units with over 100-bottle capacities, there is something for every type of wine connoisseur. Smaller wine coolers (holding up to 21 bottles) are rather compact, and are ideal for smaller spaces such as an office or apartment. Medium sized wine coolers which hold from 25-50 bottles are the size of compact refrigerators. Units can go up to as large as full sized kitchen refrigerators</p>	<p>Wine coolers have thermoelectric compressor systems, which allows for vibration-free refrigeration to ensure that sediments in the wine are not disturbed during the storage period. The basic wine cooler will use manual temperature adjustment methods (commonly a dial knob or slider switch).</p>	<p>Wine coolers with glass doors are transparent and UV treated, to protect the wine inside and to serve as a display for your wine collection. Mid range wine coolers have digital controls and interior lighting. Higher-end and larger capacity models come with attractive wooden slide-out shelves, and lock and key for added security. There are dual temperature zones for storing both red and white wine at their recommended temperatures.</p>
Water dispensers 	<p>Also known as “Water Coolers”, these units are free-standing with two available styles. They are either designed full-size for placement on a floor, or compact for placement on top of a table or countertop. Either design will use standard sizes of store-bought water bottles in 2, 3 or 5 gallons.</p>	<p>Although the dispensing switch may vary between different styles and makes of water dispensers, all are equipped to deliver chilled water at a minimum, with a removable drip tray to catch spills.</p>	<p>Basic price range models will have two switches (one for cold water and the other for room temperature). Hot water will reach temperatures of near boiling. Higher price ranged water dispensers will have all or a combination of paper cup dispensers, a handy refrigerated compartment and an illuminated light.</p>

Frequently asked questions

Compact refrigeration

Q. Do compact refrigerators require defrosting?

A. Like the freezers in larger kitchen refrigerators, the freezer compartment of compact fridges will occasionally need to be turned off to allow for defrosting. Compact refrigerators which do not have a freezer compartment for ice cubes do not require defrosting.

Water dispensers

Q. After I've finished the original water in the store-bought bottle, can I refill it with tap water?

A. For ultimate performance and results, it is not recommended that water from the tap be used. Apart from the fact that store-bought water has been purified and re-filtered, tap water contains traces of minerals such as calcium which will collect over time and clog the dispenser.

Wine Cooler

Q. With the UV protected doors, can I place my wine cooler near areas of sunlight?

A. Although Clartone wine coolers with glass doors have been treated to protect against UV rays, it is not recommended that the wine cooler be placed by areas of sunlight, simply because these areas are typically warmer in temperature. This will result in the wine cooler consuming unnecessary energy in order to lower its internal temperature.



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