

FOR IMMEDIATE RELEASE

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Perlick Strengthens Independent Dealer Base by Consolidating Northeast Distribution

MILWAUKEE – [Perlick](#), a leader in innovative, high quality undercounter refrigeration, today announced that the company plans to strengthen its independent dealer base by consolidating its Northeast residential distribution network. Effective January 1, 2015, Signature Marketing Group will service the New England territory formerly held by Viking Distributing East.

“By working solely with Signature Marketing Group, Perlick is able to consolidate efforts and inventories under a single distributor, which, in turn, will strengthen our position with the independent dealer base,” states Vice President of Marketing and Business Development at Perlick, Tim Ebner. “This exclusive partnership also proves valuable from a customer service standpoint in that Signature Marketing Group’s dedicated team of professionals is renowned for continuously exceeding customer expectations.”

For 30 years [Signature Marketing Group](#) has been a leading distributor and importer of specialty residential appliances, and currently distributes Perlick in New York, New Jersey and Pennsylvania as well as Michigan, Indiana, Ohio, and Kentucky. Under the new agreement, plans are in place to expand into Connecticut, Massachusetts, Rhode Island, New Hampshire, Vermont, and Maine.

“Since its launch, Perlick’s unparalleled line of residential undercounter refrigeration has been a staple in Signature Marketing Group’s luxury appliance offering,” states Vice President of Signature Marketing Group, Chris Ricci. “We are very optimistic about expanding Perlick’s offering in the Northeast and strengthening its independent dealer base. The future is bright for both of us.”

For more information about Perlick’s residential line of products, visit perlick.com/residential-products and for the latest news from Signature Marketing Group visit smgltd.net.

ABOUT SIGNATURE MARKETING GROUP

Signature Marketing Group (SMG) has been a leading distributor of fine kitchen equipment since 1989. Headquartered in New Jersey, SMG is dedicated to exceeding customer expectations and is renowned for its fully stocked parts department and in-house service department which provide celebrated maintenance and installation services. To learn more, visit smgltd.net.

ABOUT PERLICK®

Family owned since 1917, Perlick’s award-winning, high quality residential product line features innovative indoor and outdoor undercounter refrigerators, wine reserves, freezers, freezer and refrigerated drawers, ice makers, and beer dispensers. A Milwaukee, Wisconsin based manufacturer, Perlick is dedicated to providing innovative, quality customizable food and beverage storage and serving solutions. To learn more, visit perlick.com or call 800-558-5592.

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