

THE RETAIL observer



JUNE 2015 Vol. 26, Issue 6

AN EYE ON THE INDUSTRY SINCE 1970



California
DREAM'N

DACOR CELEBRATES 50 YEARS
A LEGACY OF INNOVATION



Printed on Recycled Paper
10% Post Consumer



Scan for Mobile



Certified Chain of Custody
Promoting Sustainable Forestry
www.sfiprogram.org
SFI-C0555

2764 N. Green Valley Pkwy, Suite 508
Henderson, NV 89014-2121



dacor™



California DREAM'N

A LEGACY OF INNOVATION

Celebrating 50 years of Culinary Innovation, DACOR is the true embodiment of the American Dream. Anthony (Joseph) DeSousa, a Portuguese seaman, left his home in the Azores and headed to San Francisco. The year was 1848, and California had just declared its Statehood. He decided to set down roots and in doing so, the Joseph Family became a part of the California landscape and have been ever since.

In 1933, almost a century later, the DACOR story begins, when a young entrepreneur, named Stanley Joseph, opened an appliance store that specialized in marketing the first electric refrigerators. Stan was able to create a market dominated by the "ice-box" through educating the consumer on the efficiency and cost saving benefits of electric refrigeration.

In 1948, Stan, with his brother Anthony, began producing the first self-contained kitchen ventilation system and selling them under the brand name Stanthony Ventomatic. This revolutionary concept for circulating air and removing smoke and steam from the cooking area would forever change the functionality of the residential kitchen. Not stopping with ventilation, in 1955, Stan was awarded a patent for the first indoor Barbeque.

In 1965, the Distinctive Appliance Corporation was founded and is now known the world over as DACOR. Recognized for his contribution to the Kitchen Industry, Stan was one of the first individuals to be inducted into the National Kitchen + Bath Association's Hall of Fame in 1989.

In 1971, after graduating from Stanford University, and following their service with the US Marine Corps in Vietnam, brothers Michael and Anthony Joseph joined their father to run the family business. Eventually, Mike served as CEO and Tony as President. Under their leadership, DACOR's business grew at a rapid rate.

Culinary innovation has always been the backbone of the DACOR experience. From the beginning, DACOR has introduced one cooking innovation after another, which has changed the way America cooks. Following in their father's footsteps, Tony and Mike were recognized by the NKBA for their contributions to the industry with their elections to the association's Hall of Fame in 2004.

Today, DACOR embraces legacy, heritage and expertise as the third generation of the Joseph family takes the company into a new age of innovation and leadership.

A HISTORY OF INNOVATION

DACOR has introduced many product firsts that revolutionized the kitchen appliance industry forever. One of the most significant products was the 30" Pure Convection™, Self-Cleaning Built-in Wall Oven, released in 1987.

This oven transformed DACOR's business and has since become the industry standard. Other industry firsts include the 30" dishwasher that could hold a 24 piece serving set, the first cooktop with continuous grates and the first "professional style" range with a clock, timers, and the first range with sealed burners for ease of cleaning.

Today, DACOR continues to lead with advanced product engineering. The Discovery iQ™ Oven and Range with Guided Cooking™, remote access and voice-command through a smart phone or tablet allows the owner to pre-heat the oven from the office, or start the casserole from the soccer field. To reduce needless repairs and to increase the life of the appliance, the range or oven can speak directly with the factory regarding the results of a remote diagnostic system check or software update. DACOR again sets product, design and performance benchmarks for others to follow.

From its roots as an inventive appliance maker to its current status as an industry leader in design and technology, DACOR has remained committed to its core values of family and service while continuing to introduce industry leading, American-made products to the market. Like the progeny of other innovative high-tech brands and products, DACOR products continue to be designed and manufactured in California. This is unique in the ultra-premium kitchen appliance category.

“As a design and technology-focused appliance manufacturer, we’ve spent 50 years reimagining what is possible,” said DACOR CEO Chuck Huebner. “What really sets us apart, though, is that we temper our desire to innovate with the insistence that every new

feature must truly matter to the home chef. The result is that all of our products enhance and elevate the culinary experience.”

“It’s not about technology for technology sake,” Huebner went on to say, “It’s about simplifying the process, to make the culinary experience easy and accessible to everyone and to empower the individual.”

HANDCRAFTED, AMERICAN MADE

“Made in America!” Now there’s something you don’t hear very often. Many companies are boasting about bringing manufacturing back to the U.S., but DACOR never left.

A practitioner of Lean Manufacturing, all DACOR associates are cross-trained in other skill-sets so the factory can run at maximum efficiency. This process reduces production time, eliminates waste, reduces product defects and increases customer satisfaction.

DACOR’s loyal team of designers, engineers, technicians, craftsmen and administrators, has an average work experience of 15 years or more with the company. At DACOR, it is not unusual to find father and son working side by side, ensuring the safe passage of skill and knowledge to the next generation. Even though DACOR has grown and



*FROM STANTHONY COMES -
the exciting, eye appealing, all-new*



expanded over the years, it still calls Southern California home.

HONOR AND RECOGNITION

Over the past five decades, DACOR has received numerous patents and honors in recognition of its contribution in the field of culinary innovation. In collaboration with design partner, BMW DesignWorks, DACOR has been awarded the coveted GOOD DESIGN Award from the Chicago Athenaeum Museum of Architecture and Design on several occasions for design and advanced technology.

Besides having a record breaking three inductees from the same family in the NKBA Hall of Fame, DACOR has won many awards over the years. In 2014, DACOR was honored with "Best of Show" at the Kitchen and Bath Industry Show (KBIS) as well as "Best of Show" at the Consumer Electronic Show (CES) for its groundbreaking Discovery iQ™ Oven with built in Android tablet with a Guided Cooking App and remote access capabilities.

In June of 2014, the greatest recognition came in the form of an international partnership with the 120-year-old culinary institute, Le Cordon Bleu. After the blind testing of a number of premium appliances by the Master Chefs of

Le Cordon Bleu, DACOR was recognized for its exceptional quality, craftsmanship and enhanced culinary performance.

THE FUTURE

Dedicated to the belief that innovation drives the future, DACOR's future products will continue to break new ground in the kitchen appliance industry with smart technology that makes cooking an extension of the connected lifestyle.

Now in its third generation as a family-owned business, DACOR is ushering in a new era of innovation with President Steve Joseph. Under his stewardship, DACOR leads the industry in smart, connected kitchen trends and performance driven design.

"Guiding DACOR towards the future while following in the footsteps of my grandfather, father, and uncle is a humbling experience," said Steve Joseph. "Our success is a true reflection of our dedicated associates, our loyal customers and our faithful suppliers that have been a part of the DACOR family over the past 50 years."

DACOR believes that no matter what form the future takes, the modern kitchen will continue to be a place where we seek communion with others, rejuvenation of the spirit and a sanctuary for culinary creation and self-expression.



DACOR HISTORY



OF INNOVATION



1933: Stan Joseph opens first retail appliance store in California.

1948: Stanthony Corporation invents self-contained ventilation hood. First one-piece system for the residential builder market.



1995: Professional dual-fuel range with 6 sealed burners, clock and timers. Gas top with self-cleaning Pure Convection™ electric oven sets the standard for ultra-premium cooking.

1997: Infrared ceramic gas broiler inside an electric Pure Convection™ self-cleaning oven. World's first patented system of its type.

1999: Introduction of a patented Butterfly Bake Element™. Created a higher performance traditional bake mode.

2001: Outdoor grill with built-in halogen lights. Brought in-door convenience to the luxury out-door room.

2002: 30" Dishwasher. 22 place settings gave it 40% more capacity than any other dishwasher on the market.



2005: Discovery Oven with a patented rapid heat bake element, Dacor cooking guide, saved recipe function and color changing display.



2012: WineStation® dispensing and preservation system. New category created for built-in residential wine dispensing.



2013: Discovery iQ Wall Oven. First smart oven with an integrated wireless tablet creating the connected kitchen.



2014: Discovery iQ dual-fuel range. First smart pro range with an integrated wireless tablet for the connected kitchen.

2015: Dacor celebrates 50th Anniversary.



1957: Indoor electric BBQ. Patented indoor barbeque for year-round use.

1965: Dacor incorporated in Los Angeles Distinctive Appliance Corporation (DACOR).

1975: Modular ranges and cooktops

with electric BBQ. Introduced cooking flexibility and style with interchangeable elements.



1981: Modular cooking system with overhead or downdraft ventilation. Engineered set of cooking and ventilation for superior performance.



1985: Drop-in gas cooktops with continuous grates made it easier to move cookware around the cooktop.

1987: 30" self-cleaning Pure Convection™ wall oven. New industry category created to accommodate the needs of home chefs.

1990: Five-burner Ceran cooktop with halogen elements. High performance electric cooking.

1991: 30" double wall, Pure Convection™ & self-cleaning oven. Combined premium features in one unit for luxury kitchens.

The Stanthony ventilating hood not only became an accepted form of kitchen ventilation, but an important factor in kitchen designs as well. In 1949, a full two-thirds of all new homes had no ventilation whatsoever. By 1959, the ventilating hood became an essential feature and was built into 87 out of every 100 homes. **RO**

dacor[®]

The Life of the Kitchen

Ignite your passion



Family Owned | Handcrafted | American Built Since 1965

dacor.com

dacor

The Life of the Kitchen



IF YOU KNOW A TRUFFLE GUY IN FRANCE, YOU'RE A DACOR CHEF.

Dacor is built for the world's most demanding chefs. And you, mon petit chou, are exactly the breed of culinary enthusiast Dacor appliances are designed to please. For three generations, we've worked tirelessly to equip the passionate chef with precise, undeniably gorgeous cooking appliances.

Complete your dream kitchen with a free Dishwasher, Microwave, Ventilation System or Instant Savings with our Go For GOLD offer, for a limited time. Learn more at www.dacor.com/GoForGold



MADE IN U.S.A.



Tested and recommended by the master chefs of Le Cordon Bleu®

dacor.com