



TWIN STAR
HOME

ADVANTAGE

World Class Capabilities

PRODUCT INNOVATION | OPERATIONAL EFFICIENCY | E-COMMERCE
MERCHANDISING & DIGITAL MARKETING | BUSINESS INTELLIGENCE & ANALYTICS



CONSUMER CENTRIC APPROACH

- Proprietary Consumer Intelligence Platform
- Custom Consumer Segmentation Established



INNOVATION & DESIGN

- Talented In-house Team of Design & Engineering Teams
- Consumer-driven Innovation and Technology that Matters to Consumers and Drives Growth at Retail



OPERATIONAL EXCELLENCE

- Substantial Investment in New Operating Infrastructure, Demand Planning
- Robust Infrastructure of Quality, Design, Development, Logistics in Far East



MARKET LEADERSHIP

- #1 Market Leader in Electric Fireplaces
- Leader in Electric Adjustable Height Desks
- Driving Growth and Innovations in Home Furnishings

OUR PATENT PENDING INNOVATIONS



QVC On Air Script



Get all three pieces for a coordinated look:

"This two-tone mini-collection is an easy way to bring a coordinated look to your home with three pieces that make a perfect grouping – the TV stand with electric fireplace, the accent cabinet, and the side table. "



Sliding Barn Doors

"If you just can't get enough of the modern farmhouse look with sliding barn doors, look no further! Both the TV stand with electric fireplace and the accent cabinet have distinctive barn doors that hang and slide along authentic style hardware."



Save money with Supplemental Zone Heating:

"Many people may not realize it, but using an electric fireplace in your home is an excellent way to save money. This unit adds heat to rooms up to 400 square feet. Supplemental zone heating is a strategy that means turning down your thermostat and using an electric fireplace to heat the space you're in when – and where – you need it. "



Style for the Holidays:

"If it's March and you're already planning your holiday decorations for December, you're going to love this collection! Modern farmhouse style makes decorating your home for the holidays a homey winter wonderland."



ClassicFlame 

LEADERSHIP | INNOVATION | WARMTH

We believe in warming your home and your heart with family and friends, since home is the place where dreams begin and where all is right with the world. What makes home special is the people we gather with, so we want to make a space that everyone is drawn to.

That's why we make products that help you create a home that is a safe haven from everyday life. ClassicFlame® makes sharing those special moments with family and friends an irresistible experience. Unwind and cozy up with those you care for most with a warming, calming electric fireplace.



SAFETY IS IMPORTANT TO CONSUMERS. REALLY IMPORTANT.

We surveyed consumers to understand the importance of safety in their lives:

Over **85%** said that safety is a concern with heating products

Over **30%** have had an outlet overheat, melt or burn

Over **70%** would be willing to pay more money for our Safer Plug feature

BOTTOM LINE: IT IS PERSONAL AND MEANINGFUL TO THEM TO PROTECT THEIR FAMILIES



Patent pending Safer Plug® fire prevention technology monitors the temperature of the plug, so you can be confident that your family, home and product are safe

Consumers likely to buy an electric fireplace....

Are **2x** as likely to believe Cool to the Touch is an important benefit*

Among consumers who own or are considering purchasing an electric fireplace:

90% believe Automatic Shut-off safety features are very important to their decision**

BOTTOM LINE: CONSUMERS CAN TRUST CLASSICFLAME® TO KEEP THEIR HOMES SAFE



Patent pending Safer Sensor™ fire prevention technology alerts you when the heater is obstructed and automatically shuts off to keep your family, home and product safe

*Resonate consumer data **Electric Fireplace AAU Study by Mindview Innovation for Twin Star Home, 2017



HEAT WITH CONFIDENCE

