

Quality Time



by Benjamin Margalit/Margalit Studio

Home Appliance owners Beth and Brian Grayson have assembled top-notch sales and service teams. Find out how after more than 46 years in business, they stay ahead of the competition by offering customers more value and services—for less. See Page 5.

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To help celebrate their two-year anniversary at the new location, *Home Appliance* is going to have special product promotions going on throughout the month of October.

Home Appliance is debuting a hot new line of Electrolux washers and dryers as it celebrates its second anniversary in a magnificent new building. And don't miss the wildly popular Ladies Night!

by Beth Newcomb
Staff Writer

The average load of clothes takes more than two hours from start to finish, including collecting, transporting, sorting, washing, drying, returning them to bedrooms and then putting them away.

Those numbers—two hours per load at 8-10 loads per week—adds up to more than 16 hours a week spent on washing clothes for the average family.

Maybe it's time to take your life back.

This month, Home Appliance in Brunswick will debut the new line of Electrolux washers and dryers that promise to change the way you do laundry—for good.

"This is the largest washer and dryer combination available on the residential market," explains Beth Grayson, who along with husband Brian owns and operates the landmark home appliance store—which has been in business since 1962 and for the past two years has operated from its new location on Pearl Road.

"I never thought I'd be telling anyone that I was excited about a washer and dryer," she laughs, "But when I walked up to this set for the first time, all I could think of to say was, 'Oh, my.'"

Electrolux is the premium home appliance brand that's been used in Europe for over 70 years. They're rolling out a critically

acclaimed new line of laundry appliances that combine the sophistication of European design with the lifestyle demands of the American family. And while this collection will likely be available at a number of locations in and around the area, it's best to choose a retailer that offers the advantage of both sales and service. "We're one of the only dealers in the area that actually services what we sell," Brian confirms.

In addition to offering time-saving features like wave touch technology, the Electrolux line of washers and dryers has been designed with the busy lifestyle in mind. "You can walk up to the washer with an arm load of clothes, hit the door with your hip, and it will pop open. Tap the bottom drawer with your toe and it opens, too. It's the only washer in the industry with a built-in computer that actually maps the conditions of your floor so that you never hear the loud vibration typically associated with the spin cycle," Beth shares.

And it can do a load of clothes in about 18 minutes.

There are three colors available and one of them—turquoise sky—was inspired by the color of the ovarian cancer ribbon. When you purchase the Electrolux washer and dryer duo during the month of October, Electrolux will donate \$200 to the Ovarian Cancer Research Fund and Home Appliance will contribute an additional \$50.

If your washer and dryer are more than

10 years old, replacing them now could save you more than \$120 a year in energy costs alone, not to mention the savings realized by using less detergent and other laundry aids. Your new Electrolux set could end up paying for itself.

Electrolux offers the only washer in the industry that does a load of clothes in 18 minutes flat.

Now that you're going to have so much extra time on your hands, you might want to mark your calendar for Thursday, November 13 because from 6-9 p.m., Home Appliance is hosting its annual Ladies Night and it promises to offer three not-to-be-missed hours of fun, food and giveaways.

"Last year we had nearly 200 women attend," Beth beams. Each enjoyed samples and generous giveaways from 12 businesses that included Edible Arrangements, Mapleside Farms, Pampered Chef and more. "Prizes are awarded every 15 minutes. It's very exciting," she adds.

This year, in addition to an even larger

assortment of food and beverages, a barbershop quartet is scheduled to entertain, and GE will host cooking demos in the time-saving Advantium Oven.

see **QUALITY TIME**, page 6



Home Appliance owners Beth and Brian Grayson stay ahead of industry trends by attending shows across the country that feature the latest and greatest in washers, dryers and more.

It's the perfect way to gear up for the holidays by enjoying a fun night out before the hectic hustle and bustle of the season begins. Plus, Beth says she's got a huge surprise giveaway planned that she won't reveal until closer to the big day, but promises it's going to knock your socks off. (See the sidebar for details on how you can be the first to know.)

Ladies Night is just one of the exciting activities planned for the coming weeks. "To help celebrate our two-year anniversary at the new location, we're going to have special product promotions going on throughout the month of October," Brian promises.

In addition to saving you time, offering you direct access to professional sales and service, and offering fun in-store events, Home Appliance can also help save you a bundle of money. "Some people may not realize that we have a scratch and dent outlet in Lodi," Beth remarks. "There you'll find brands like LG, Maytag, Jenn-Air and KitchenAid offered at discounts of 50% or more."

Customers can enjoy huge bargains on items that might just have a small scratch or other surface imperfection, or are one-of-a-kind pieces because they've been discontinued. "Everything is tested by our service department to ensure that it is in perfect working order and all units still have full factory functional warranties," Brian promises.

Items at the Home Appliance Outlet include ovens, refrigerators, freezers, washers

and dryers and dishwashers. The location is open year-round and inventory is constantly changing. "We get one to two truckloads of new merchandise each month," he adds. "We don't mark things up just to put them on sale. Our customers enjoy real savings."

Home Appliance is located at 1997 Pearl Road in Brunswick, just south of Rt. 303. The phone number is 330-225-5807. Hours are Monday through Thursday from 9 a.m.-8 p.m., Friday and Saturday from 9 a.m.-6 p.m. and Sunday 11 a.m.-4 p.m. The outlet is located at 110 Highland Drive in Lodi. The phone number is 330-948-4663. Hours are Monday 9 a.m.-7 p.m., Tuesday through Friday from 9 a.m.-5 p.m. and Saturday 9 a.m.-3 p.m., closed Sunday. Visit the Home Appliance website at www.YourHomeAppliance.com to sign up for their email newsletter.

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Visit www.YourHomeAppliance.com and click on "Join Our E-Club" to get special notification of all Home Appliance in-store events, sales and discount offers. Plus, the first 15 people to register will receive a free 10-piece knife set.