

SAEY HOME & GARDEN EXCLUSIVE DISTRIBUTOR OF SUPERIOR PELLET STOVES IN THE BENELUX



SAEY Home & Garden will from now on distribute the Superior pellet stoves. (photo: Superior Marcella)

SAEY Home & Garden has entered into an agreement for the exclusive distribution of the Italian brand Superior in the Benelux. With this collaboration, the Belgian company enriches its leading product range with an excellent assortment of pellet stoves. The extensive range was first presented to the general public at Batibouw.

Werner Roelen, division manager at SAEY Home & Garden explains: *"We are pleased to have reached this agreement. Superior pellet stoves combine excellent quality with an attractive price. The first reactions at Batibouw proved that there surely is a strong interest in the offer. Through the collaboration with*

Superior, we will be able to respond even better to the increasing demand for environment-friendly heating."

Next to their strong price/quality ratio, the Superior pellet stoves are characterized by their high performance, low emissions, easy installation, practical servicing and simple maintenance. They have a powerful and noise-free fan, which allows for an optimal heat distribution. All models have a thermostatic control, which enables to set a day, week and weekend program.

Note to the editors (not for publication)

Source: SAEY Home & Garden

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In a first phase, the Kortrijk-based manufacturer of stoves and fireplaces will launch five Superior models. The series has three performance levels (6kW, 8,5 kW and 11kW) and has been finished with enameled sheet steel or majolica. Majolica is handcrafted ceramics which slowly gives off the absorbed heat in the room, without itself becoming burning hot. All five models are available in various colors. A remote control and humidifier are optional.

Next to distributor of Superior, SAEY Home & Garden also produces its own brands SAEY and Flandria. SAEY provides the market with user-friendly and durable stoves and inset fires, which burn wood or coal. In addition, Flandria is the specialist brand for individual gas heating, and combines durability with efficiency and user-friendliness.

More information on Superior at www.superiorcaminetti.it or 0032 56 361 453.

Image or logo requests to Evelien.Heeren@saey.com.

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