



IAC Weekly News

Reach out to us with any questions or concerns you may have. We are here to help you!

[Visit our website](#)



Have you registered for the Show?

2025 NECO Expo at Mohegan Sun Casino, CT
Sunday, Sept 7th - Tuesday, Sept 9th, 2025

Registration is open! [Click here](#) to register or check the [Registration Notice](#) on the IAC website.

Intercounty covers one (1) complimentary hotel room for both Sunday and Monday. Owner of member company or designated representative is entitled to complimentary room and earns second night with attendance at the IAC General Meeting, including taxes and fees. Incidentals are not covered.



July 4th Holiday Store Feedback

Please take a moment to [click and submit](#) any feedback of how your store fared during the recent July 4th holiday period and the marketplace as whole. Any feedback is appreciated!

Advertising

The **July Grill Month campaign** begins today and continues through Thursday, July 31st. The creative for this dealer-funded campaign is listed on the IAC website as [July Grill Month campaign creative](#) and the email is in your Constant Contact account.

Contact [Barbara](#) for email help or [Marketing](#) with any marketing questions. Please click [here](#) to fill out a brief marketing survey to help us better serve you!



 Please make [Marketing](#) aware of any changes to your brand assets to ensure we're properly representing your store in our marketing efforts. Brand assets include elements such as website, logo, taglines, locations, etc.

Merchandising

Elica Fraudulent Communication

Be aware! Elica has discovered an individual contacting North America distributors & dealers, falsely claiming to be the CFO of Elica to ship items to Italy. Contact your local Elica rep if you receive any suspicious calls or messages. Please review the letter from Elica regarding this issue on the IAC website.

THOR July 4th Promo MAPs

The THOR promo MAP programs for the 4th of July promotional period through July 24th are posted on the IAC website under Rebates & Promotions. They include 25% off for specific THOR ranges, ventilation, refrigeration and 15% off on select ranges.

Blackstone Ordering Identification

When contacting Blackstone's retail support team, remember to identify the buying group that you're purchasing through to help streamline your service inquiries. Please reference this ID for their files: **691492 – Intercounty Appliance Corp****

Bertazzoni Buy More, Save More Promotion - Extended

The Bertazzoni Buy More, Save Even More promotion has been extended to 12/31/25. It allows consumers to save \$500 + when they purchase qualifying Bertazzoni cooking appliance bundles. [Click](#) for more promotion information. The rebate form is also available on your inventory programs.

Vendor Updates

Price Changes

Please see below for upcoming price changes.

July	September
July 15th Bosch	Sept 1st Speed Queen Ventahood
July 24th JennAir Whirlpool	
July 31st Perlick	

Delayed price changes - Friedrich

Dealer To Dealer Sales

Send in your products to sell Dealer to Dealer. Just email the product, price, contact person, email address and phone number to Barbara Jordan at bjordan@intercountyappliance.com

RULES OF DEALER TO DEALER SALES:

Dealers are responsible for ensuring shipping and delivery of goods.

Intercounty is not responsible for any damaged goods between dealer to dealer sales.

Intercounty will not be involved in the payment or any financial transactions for dealer to dealer sales.

Intercounty Appliance Corporation | 10 National Blvd | Medford, NY 11763 US

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