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Twin-Star International

Twin-Star Expands: Headquarters, Personnel, Product Lines

Mark Asofsky, President and founder of Twin-Star International, announced today that they are expanding into a new corporate office in Delray Beach, FL., more than doubling their current work space.

“We are fortunate that in this tough economic climate our sales continue to improve. Without question the time is right for us to invest further in our growth.” says, Asofsky. The expansion plans also include bringing on more personnel to boost progress and efficiency. Some areas the new hires will specialize in are design, consumer support and web based services.

Asofsky attributes Twin-Star’s forward momentum in large part to the success of ClassicFlame, their electric fireplace brand. “Consumers are spending less, and while replacing your furniture may not be fiscally responsible, adding an electric fireplace not only spruces up the look of an old room, it also serves as alternative heat, which is less expensive and could save money on heating costs in the long run.”

Retailers are so hot on the category due to its high gross margin dollars to sqft., that Twin-Star has sold their products into more than 4000 new doors so far this year. Andy Bandremer Twin-Star’s Senior Vice President says, “There’s no secret to our success, we just have a great team of smart and forward thinking associates who enjoy working together and they always put our dealers first. We are a customer driven company and we will always find ways for them to be successful and for their customers to be proud of their purchase.” Consumers are so proud in fact that 99.4% of people who purchased a Twin-Star product say they would buy another one.

At this past Fall High Point Market, Twin-Star also doubled their Plaza Suites square footage to make room for Tresanti media consoles, the company’s newest venture. The Tresanti name will bring some very exciting, highly original, and functional furniture to the upcoming Las Vegas Market and the Consumer Electronics Show.

If you would like more information about this topic, or to schedule an interview, please call Twin-Star’s Marketing & PR Director, Alexia Rouquette at 561.665.8093 or e-mail ARouquette@twinstarhome.com