



Historic Bendix Brand Reintroduced on Efficient Household Appliances

Los Angeles, CA, February 03, 2010 --(PR.com)-- Marking the return of one of America's most historic brands, a new line of home appliances has been unveiled under the venerable Bendix name.

Beginning February 3, 2010 with a selection of highly efficient washers, dryers and washer dryer combinations, the new Bendix line will be available online at BendixAppliances.com and through select U.S. dealers and distributors. Large capacity washers and dryers are also slated for release in later 2010. "The line will initially focus on smaller energy efficient laundry machines, particularly ventless stackable sets and combos," said Michael Lee, principal at JMM Lee Properties, LLC, the owner of the Bendix trademark. The Bendix line will cater to retail consumers and wholesale building accounts alike.

The first selection of Bendix washers are undergoing ENERGY STAR® certification, which will likely qualify the products for U.S. Government efficiency rebates slated to go into effect in spring 2010. In addition to pending ENERGY STAR certification, the ventless dry system used in Bendix washer dryer combinations and stand-alone dryers, use 2/3 less energy compared to standard household vented dryers. "Green building is now done for more than just bragging rights," said Lee, "It's a significant selling point and consumers know what questions to ask and what products are most efficient."

Bendix History:

A pioneer in washing machine innovation, Bendix Home Appliances invented the first front-loading washer in 1937. As a predecessor to today's high efficiency front-loading washing machines, the 1937 Bendix washer was a vast improvement over the top loading washers of the day. The new Bendix not only cleaned significantly better, but its high-speed spin cycle extracted more water, offering quicker dry times in an era when hang-drying was common. The Bendix washer was an instant hit with consumers, and by the 1950s, Bendix was the top selling washer in the United States. Other home appliances followed, including a line of Bendix televisions and refrigerators.

Near the height of its expansion efforts in 1950, Bendix Home Appliances was purchased by Avco Manufacturing Corporation of Greenwich, Connecticut. In 1955 Avco's Bendix division was sold to the appliance giant Philco Corporation. The brand changed hands many times in the decades following the Philco sale, as Ford Corporation, White Consolidated Industries, Inc. and Electrolux Home Products controlled the Bendix name at various times during the latter part of the 20th century. JMM Lee Properties, LLC acquired the Bendix mark in 2004. The new line of Bendix products is not affiliated with Electrolux or its predecessors.

About JMM Lee Properties, LLC:

Los Angeles-based JMM Lee properties is the owner and licensor of historical brands covering a range of consumer products including home appliances, telecommunications and sporting goods. JMM Lee's flagship trademarks include appliance brands Bendix, Gaffers & Sattler, Chambers and Litton. For more information about JMM Lee and its brand properties, please visit JMMLee.com.

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