



Licensing Opportunities

Known for its product quality and innovation, Emerson Radio's long history of reliability makes it the consumer's trusted choice in consumer electronics.

For over 70 years, Emerson has been committed to providing its customers with reliable quality products and total commitment and accountability for satisfying our customer's electronic needs.



HISTORY OF INNOVATION

Emerson was founded by Victor Hugo Emerson –former employee of Columbia Records. By the 1930s, Emerson was the largest radio manufacturer in the world, selling one out of ever six radios in the US. By the mid-80s, Emerson owned 40% of the countertop microwave market in the US and Canada.

HIGH BRAND AWARENESS

Emerson has high brand awareness in clock radios, microwaves, home security and other consumer electronic products.

- Overall Brand Awareness: 61%
- Compact Mini-Fridges: 40%
- Flat Screen Televisions: 52%
- Microwaves: 45%



TV OFFERINGS

Emerson maintained a highly successful licensed LCD TV business for many years with many innovative models.

Emerson LCD TV's generated almost a billion dollars per year in sales in major retail channels such as Wal-Mart and others.

AVAILABLE CATEGORIES

- ✓ TV's
- ✓ Microwave Ovens
- ✓ Small Kitchen Appliances
- ✓ Computers & Tablets
- ✓ Lighting

Why License?

- Get higher prices for your products and sell more units
- Broaden your customer reach
- Gain access to new distribution channels
- Get Immediate brand recognition
- Speed company growth



Reach out to:



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Build your business through licensing.