



About Admiral

Founded in 1934, Admiral dominated as a pioneer globally in radios and TV's in multiple retail channels. The company extended its product line into larger household appliances, including refrigerators, microwaves and other major home appliances. Admiral and General Electric have the distinction of being the only American brands to establish themselves in both home appliances and consumer electronics.

Why License the Admiral Brand?

Admiral has high brand awareness in appliances and consumer electronics. Two out of 3 Baby Boomers and 1 in 4 Gen X know the Admiral brand*. A license of the Admiral brand name offers substantial sales and marketing advantages including:

- Gain instant brand recognition
- Accomplish immediate corporate revenue goals faster and with less investment
- Speed company growth
- Increase your margins and bottom line

Recent study shows that the Admiral brand is Trustworthy (50%), a Brand that consumers can Depend on (63%).*



Admiral Purchase Consideration*

Appliances = 76%
Consumer Electronics = 45%



Learn more about how brand licensing can help accelerate your company's growth today.

*Sept 2019 Caravan Consumer Brands study of 10 leading consumer appliance and electronics brands, n=1000+

Admiral 
 TRUSTED SINCE 1934

Reach out to:



Philip Raia
 Senior Vice President
 PhilipR@LMCA.net
 646-554-0137
 www.LMCA.net