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For Immediate Release

Amba® Products announces distribution partnership with Hydrologic

Partnership with Central Florida wholesaler raises southeast profile for heated towel racks

(TAMPA, Fla.) – May 2, 2019 – Amba® Products, the country’s premier distributor of heated towel rack systems, announces a partnership with Hydrologic, one of Florida’s largest wholesale distributors of plumbing, indoor and outdoor lighting, fans and other fine home accents. The partnership will provide Amba with permanent space in its showrooms, as well as increased visibility among a wide range of builders, architects and interior designers.

According to Amba Marketing Manager Peter Manidis, Tampa, Florida serves as a design epicenter and space in Hydrologic’s showroom will help Amba reach its distribution goals.

“Our vision is to have a heated towel rack in every bathroom in America,” said Manidis. “The European consumer market has been utilizing heated towel racks for decades to enhance comfort, reduce towel dampness and conserve the energy it takes to constantly dry towels in a commercial drier. Being featured in Hydrologic’s showroom helps more U.S. designers see our product in action, which helps them see the possibilities.”

Eva Lowe, Showroom Manager at Hydrologic, said heated towel warmers are becoming increasingly popular in U.S. bathrooms, laundry rooms, hotels and dorm rooms. She said the addition of Amba heated towel racks add a unique item to the Hydrologic showroom.

“Bathrooms and laundry rooms have been trending toward minimalism, so designers are looking for fixtures that enhance both style and function,” said Lowe. “Heated towel racks are sleek, extremely functional and give standard bathrooms a spa-feel. We’re excited to partner with Amba and let more designers see how heated towel racks can be easily integrated into their designs.”

Atlanta-based [Amba® Products](#) distributes more than 150 affordable models of heated towel racks in a variety of mounted and free-standing profiles, each made of 100-percent recyclable, corrosion-resistant high-grade 304 steel. They provide a stylish and functional way to keep towels dry and fresh, decrease trips to the laundry, and reduce airborne mold all for an energy cost similar to running a few light bulbs.

For more information, visit Ambaproducts.com.

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About Hydrologic

Owned and operated on the west coast of Florida since 2010, Hydrologic Distribution Company is a trusted partner for numerous small businesses and entrepreneurs, specializing in plumbing, indoor and outdoor lighting, fan and



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other fine home accessories. Originally a small enterprise working from a single facility, the business has grown to eight locations, three of which have showrooms that are open to the public. This allows Hydrologic to provide fast and dedicated service to each of its valued customers.

Hydrologic's goal is to pursue innovation in support of good, old-fashioned, face-to-face selling across a counter, at a shop or on a showroom floor. With an experienced, knowledgeable, expert staff and more local inventory than most competitors, Hydrologic is well-equipped to meet the high demands of customers with 24-hour commercial water heater service, seven days a week, 365 days a year. www.hydrodc.com

About Amba® Products

Amba Products was established in 2004 with a clear goal in mind – to make the heated towel rack a must-have item for every bathroom in North America. While Europeans have been drying and warming their towels on heated towel racks for decades, most Americans have no experience with them. For many Americans, heated towel racks are viewed as overpriced, not widely available and seen only in the homes of the rich. A perception has persisted that they are a luxury item out of reach for most American families.

Amba Products changed this view and are proud to be one of the first companies in the U.S. to introduce consumers to affordable, stylish heated towel racks made of high-quality stainless steel. Initially supplying a handful of clients with top-grade heated towel racks, Amba now proudly boasts the largest variety of products and serves more than 200 retailers throughout the United States, Canada, Mexico and the Caribbean. Amba Products is headquartered in Atlanta, Georgia, USA. www.ambaproducts.com