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Curtis International Enters Exclusive Licensing Agreement with Kenmore to Expand Appliance Portfolio Across North America

Mississauga, Ontario — September 9, 2026 — Curtis International, a leading manufacturer and distributor of consumer and commercial appliances and electronics, today announced that it has entered into an exclusive licensing agreement with Kenmore to manufacture, distribute, and market Kenmore-branded appliances across major consumer and commercial categories in North America.

The strategic partnership brings together the heritage and consumer trust of the Kenmore brand, a name recognized by millions of households, with Curtis International's extensive manufacturing capabilities, product development expertise, and broad retail and distribution network.

Under the agreement, Curtis will expand the Kenmore appliance portfolio across a range of categories, including refrigeration, small kitchen appliances, commercial appliances, and other major appliance categories. The partnership is designed to deliver a broad selection of products that combine the Kenmore brand's longstanding reputation with Curtis's ability to develop, source, manufacture, and distribute products at scale.

"Kenmore is one of the most recognized and trusted names in appliances, with a remarkable history of serving American and Canadian consumers," said Aaron Herzog, CEO of Curtis International. "We are excited to partner with Kenmore and build on that legacy by bringing innovative, high-quality products to consumers and businesses across North America. This agreement represents a significant expansion of our appliance portfolio and creates tremendous opportunities for both organizations."

The agreement further strengthens Curtis International's position as a diversified appliance manufacturer and distributor. The first products under the agreement are expected to launch in Q4 2026, with additional categories and products to be introduced over time.

"For over one hundred years, Kenmore has been one of North America's most trusted names in quality appliances. We look forward to our partnership with Curtis International to continue to grow and delight customers in the US and Canada," said Matthew Robbins, CEO of Kenmore & Brands.

About Curtis International

Curtis International is a leading manufacturer, marketer, and distributor of consumer electronics and appliances, serving major retailers, distributors, and consumers throughout North America and international markets. With extensive product development, sourcing, manufacturing, and distribution capabilities, Curtis offers a diverse portfolio of products across multiple consumer categories.

About Kenmore

Kenmore is an industry-leading appliance brand with over 100 years of trusted performance. Known for delivering smart, reliable, and high-quality solutions, Kenmore continues to innovate across the home, helping consumers live better every day.

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