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PRESS RELEASE
for immediate release

BECOMING A FREE ELECTRON

APPAREILS R.V. DUPUIS BECOMES ELECTROLIBRE



Effective September 16, 2021, the sales and service company "Appareil R.V. Dupuis" changes name and upgrades its offering. Still under the same management, the company will now be displaying ELECTROLIBRE on the canopy that proudly crowns its Ave. Laurier Est location, in the very heart of Le Plateau Mont-Royal, since 1976.

Free to change things

The managers Alex and Guillaume Dupuis want to reinvent their profession by changing their way of being and doing things. With their business plan based on honest service and transparent pricing, ELECTROLIBRE offers:

A 30-day satisfaction guarantee during which any appliance can be refunded or replaced.

An extensive and free 3-year warranty on appliances of 1,000\$ and over.

Free shipping for purchases of 349\$ and over.

Free installation of your new appliances.



But above all, the Dupuis brothers want to separate themselves from the classic patterns of an industry they believe to be outdated. They want to be able to grow in a socially, economically and environmentally responsible manner.

It is with this clean break in mind that the two brothers, with the support of their visionary team, decided to change the name of the company for ELETROLIBRE. With this new name, the team can now evolve as a free electron.

<< This new name sounds like a commitment to change. It's already driving engagement! >>

Alex and Guillaume would especially like to thank their many committed collaborators without whom this dream for change would never have been possible.

Click [here](#) to discover our launch campaign!

ABOUT ELECTROLIBRE

ELECTROLIBRE specializes in appliances and appliances only. Here, you won't find mattresses or barbecues - just appliances for your kitchen or your laundry room. Sturdy and affordable appliances, local and ecofriendly household products as well as a large selection of spare parts for all brands. Our advisors and technicians will always tell it like it is.



The free electron of household appliances



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