

## Retailer Heartland America Announces Exclusive Partnership with Snow Joe/Sun Joe

The Minnesota-based online and catalog retailer Heartland America is proudly partnering with Snow Joe/Sun Joe to bring its customers across the country the reliable and innovative products that Snow Joe is known for.



**Minneapolis, Minnesota Jul 15, 2022 ([Issuewire.com](http://Issuewire.com))** - Heartland America, a Minnesota-based company, is proud to announce a new partnership with Snow Joe to carry some incredible outdoor products that are exclusively sold at Heartland America.

CEO Kendra Reichenau and Director of Merchandising Eric Sheldon recently went to visit their Snow Joe/Sun Joe partners in Hoboken, NJ. They got to meet the Snow Joe team, check out some products, and discuss the exciting partnership between the two businesses. The Heartland America team is thrilled to be able to work with Snow Joe to provide their high-quality outdoor products at low prices for customers both online at [HeartlandAmerica.com](https://HeartlandAmerica.com) and in the Heartland America catalog.

[Heartland America](#) will have Sun Joe products available in the warmer weather months including products such as power washers, tillers, string trimmers, lawn mowers, and more. In the cooler months, customers can expect to see more Snow Joe products such as snow blowers. Season-long items will include auto care products such as shop vacuums. Whatever the time of year, there will be plenty of great Sun Joe or Snow Joe products to choose from!

## **About Snow Joe and Sun Joe**

“Snow Joe and its complementary garden and outdoor brand Sun Joe planted its roots as a digitally native, direct-to-consumer company that designs, develops, and distributes high-quality, yet affordable, lawn and garden tools. Intuitively merging advanced eCommerce technology on the back-end with innovative tools on the front end, the “Joe” family of brands has disrupted the lawn and garden landscape by its swift ability to get its tools into the hands of its customers fast when they need them most, especially during weather emergencies.

Originally founded in 2004 with the mission to bring homeowners smart winter solutions, the company has grown to become not only the market share leader in electric and cordless snow blowers but also the leader in the electric pressure washer category. Over the years, Snow Joe has evolved into a robust, omnichannel, customer-centric business that now offers a wide range of problem-solving tools to keep your home, yard, and garden looking beautiful throughout the year. From battery-powered snow blowers and snow throwers, lighted snow brooms, and roof rakes, to electric mowers and leaf blowers, pressure washers, watering equipment, tillers, trimmers, hedgers, and edgers – there’s a solution for every season.” (snowjoe.com, 2022).

## **HLA Exclusives**

Heartland America is proud to carry Sun Joe products that won’t be sold anywhere else, and all are available at great prices. Heartland America-exclusive products have been inspected thoroughly and are proven to work well. They are made of high-quality materials that are built to last and include special features that most products of that type do not have, making them ultra user-friendly. These special Heartland-exclusive products include:

[Sun Joe 24V String Trimmer](#)

[Sun Joe 24V Tiller](#)

[Sun Joe SPX205E Pressure Washer](#)

[Sun Joe 24V Shop Vac/Blower Kit](#)

Some of these products will also be featured on the [Heartland America YouTube channel](#) with a new 'DIY Dad' series. The videos include product demonstrations with expert tips on how to use some of the Sun Joe products. This helps increase consumer knowledge of the products so they can make more informed buying decisions. It also teaches customers how to safely use the products at home or for their

business.

## Sun Joe Renewed

Heartland America proudly sells several renewed Sun Joe products. These products have been fully restored so they are fully functional and cost less money than brand new products, which is highly beneficial to consumers during tough economic times nationwide. Plus, buying renewed products is better for the environment. Products that may have otherwise ended up in a landfill are being restored and are able to be used again. This also helps minimize the number of new products that are created, which greatly impacts the environment in a positive way.

## Discover More

[VIDEO: Heartland America's 'DIY Dad' review series on Sun Joe products](#)

[Check out all of the Sun Joe products available for sale at HeartlandAmerica.com](#)

[Find out more about Snow Joe and Sun Joe](#)

## About Heartland America

Heartland America is an online retailer of electronics, hardware, housewares, jewelry, computers, and gifts. The company opened its doors back in 1985 with a mission of providing quality goods at affordable prices. Since its founding, Heartland America has grown to become a world-class catalog and digital company providing high-quality products at value prices to customers across the country.

*For more information on Heartland America, please visit [www.HeartlandAmerica.com](http://www.HeartlandAmerica.com) or on [Facebook](#), [Instagram](#), [YouTube](#), and [LinkedIn](#).*



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