

Perdomo Taps J.C. Pendergast for Edicion de Silvio Museum Humidor Retail Display

Tabacalera Perdomo, S.A., began shipping Edicion de Silvio Museum Humidor retail display units to qualified tobacconists in December.

The free-standing humidor and display case was co-designed and built by J. C. Pendergast, Inc. of Racine, Wi. exclusively for Tabacalera Perdomo's high-end Edicion de Silvio brand. The humidor "represents the finest in craftsmanship and climate control," says James Pendergast, owner of J.C. Pendergast, Inc. "There is no other unit like it in the industry today." J.C. Pendergast has been involved in custom fixturing and architectural millwork since the mid-1950's and is considered a foremost authority on humidification and cigar storage.

The humidor reflects the packaging design of the Edicion de Silvio cigar brand, with an exterior crafted of mahogany and an interior lined with natural Spanish cedar.

The display unit is split into two functional sections. The top "exhibit" section is sealed in glass, impervious to atmos-



pheric elements, and is used to showcase an open Edicion de Silvio Spanish Galleon tobacco chest on a thatched wood shelf which rotates at a rate of two revolutions per minute. Filtered lighting safely highlights the displayed cigars. The bottom cigar pedestal section houses can accommodate up to three additional tobacco Edicion de Silvio chests and three gift boxes.

The display features a proprietary, fully-automatic humidification system with multi-level venting that ensures optimum humidity levels within the unit while also eradicating any suspended minerals and chlorine. A digital hygrometer is also included. Entry to the display is protected by solenoid locks controlled from a password-protected digital keypad.

Michael Argenti, vice president, expects up to 75 Edicion de Silvio Museum Humidors to be shipped this year to the nation's most prominent retailers.

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