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FOR IMMEDIATE RELEASE

BLUESTAR® CELEBRATES “Greenery”, 2017 PANTONE COLOR OF THE YEAR

From pro-style cooking equipment to chef-inspired refrigeration, BlueStar® brings “Greenery to the home kitchen



Blandon, PA – BlueStar®, manufacturer of high-performance appliances for the home – and the industry leader in color innovation – is celebrating Greenery, the newly announced **2017 Pantone Color of the Year**. Select from an entire suite of Greenery kitchen appliances or just a pop of color with green range knobs. Either way, BlueStar® gives home chefs a full color palate to unleash their inner designer and create a bespoke kitchen design.

According to Pantone®, Greenery is nature’s neutral. It is a fresh and zesty yellow-green shade that evokes the first days of spring when nature’s greens revive, restore and renew. Illustrative of flourishing foliage and the lushness of the great outdoors, the fortifying attributes of Greenery signals consumers to take a deep breath, oxygenate and reinvigorate. The more submerged people are in modern life, the greater their innate craving to immerse themselves in the physical beauty and inherent unity of the natural world.

BlueStar® has been a leader in color customization for nearly a decade, offering its appliances in over 750 colors and finishes, plus custom colors. In addition, BlueStar® offers curated groupings of unique finishes to stimulate the design process, including a brand new *Matte* color collection; its popular *Precious Metals* featuring copper, enchanted silver and other metallics; as well as the award-winning *Textures* collection and the gem-inspired *Jewel Tones*.

“Use color to create a stunning focal point in your home kitchen with a range and kitchen hood or refrigerator. Continue to customize to your personal taste and cooking preference – from metal trims, to the configuration and power of the burners,” said Eliza Sheffield, President, BlueStar®.

An interactive website tool, '[Build Your Own BlueStar](#)', allows consumers to customize a new BlueStar® range – from the burner configuration to the color of the knobs.

All BlueStar® products are designed to withstand the rigors of the busiest home kitchens. BlueStar® [gas ranges](#) provide the home chef with a cooking experience that only can be matched by a restaurant kitchen environment. Its powerful burners provide up to 25,000 BTUs of cooking power for consistent, controlled heat. And for delicate soups and sauces, no stove matches BlueStar’s gentle 130-degree simmer burner. The company’s first-ever Built-In Refrigeration Line provides a seriously fresh take on premium food preservation that redefines the art of cooling. The new refrigerator was just recognized as an Honoree in the prestigious Interior Design 2016 Best of the Year Awards.

For information, visit www.bluestarcooking.com.

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BlueStar® cooking and refrigeration products are designed for discerning home chefs who demand restaurant-quality results in their own kitchens. In business since 1880, the Pennsylvania-based manufacturer specializes in handcrafted gas ranges, cooktops, electric and gas wall ovens and complementary kitchen ventilation hoods and premium refrigeration. The company's spectrum of highly innovative appliances stays true to an authentic restaurant kitchen experience at home. Available in over 750+ colors and finishes, and with almost infinite configuration possibilities, BlueStar® offers unmatched options for customization. For more information, please visit www.bluestarcooking.com.