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FOR IMMEDIATE RELEASE

BlueStar Introduces New Matte Collection for Bespoke Kitchen Appliances

Eight New Matte Colors Offer a Timeless, Elegantly Understated Finish

Blandon, PA— BlueStar®, manufacturer of high-performance appliances for the home – and a trailblazer in color innovation – has unveiled a new *Matte collection* of eight striking finishes, giving home chefs even more opportunity to unleash their inner designer and create a truly individual, bespoke kitchen design.

BlueStar® appliances are designed to suit the unique cooking styles and design tastes of home chefs and entertaining enthusiasts. The pro-style appliance brand offers unsurpassed performance and virtually unlimited options for personalization, including 750 colors and trims as well as customizable cooking surfaces, swing and French oven doors, and restaurant-inspired accessories such as salamander broilers and French tops.

Providing a contrast to glossy, industrial finishes, this new color collection gives both kitchen designers and homeowners access to the latest trend in home decor—matte hues. Developed as a smooth, velvety finish, the BlueStar® *Matte* collection lets you leave the shine behind and take appliance color to the edge.

“Like cars, high-end appliances are about power, performance and design. Matte and satin finishes are standard options on luxury cars, and now this elegant look is available on BlueStar appliances,” said Eliza Sheffield, president, BlueStar®.

With inspiration from Heidi Piron, founder of Heidi Piron Designs in Chatham New Jersey and the grand prize winner in BlueStar’s first annual *Kitchen Design Competition*, BlueStar developed a well-balanced collection of eight hues that includes bold standouts like Matte Red and classic, on-trend neutrals like Matte Grey.

“A really good mix of layers and contrast makes a kitchen special. I like a combination of matte and glossy, dark and light and smooth and textured,” said award-winning designer Heidi Piron. “The matte option allows design freedom to create a more interesting look. I don’t believe that matte is a ‘trend’ that will ever go away; it is ideal look for appliances that is both understated yet design-forward.”

Leaders in Color, Professional by Design

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

For additional customization, customers can choose from 190+ colored knobs plus a choice of metal trim finishes. An interactive website tool, '[Build Your Own BlueStar](#)', allows consumers to customize a new BlueStar® range – from the intensity of the burners to the color of the knobs – before buying.

Constructed with commercial-grade stainless steel, 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 shortened cooking times. 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, featuring top performance and unmatched customization, provides a seriously fresh take on premium food preservation that redefines the art of cooling. Home chefs can create a complete, coordinated look in the kitchen with a matching BlueStar range, ventilation hood and now chef-inspired refrigeration. 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.

