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SUPERIORE targets urban markets with 24” range launch

New downsized appliance a direct response to 2016 AD Design Show feedback

Gualtieri, Italy – March 2017: Downsizing, “smartsizing”, shrinking urban spaces and the tiny home movement has increased the need for small cooking appliances that still deliver in both performance and style. In this spirit, iconic Italian brand SUPERIORE has launched a new 24” gas range, which will be featured in the Almo Premium Appliances booth #271 at the Architectural Digest Design Show from March 16-19 in New York.

Part of the NEXT Collection, the latest Stainless Steel range with PANORAMA Window offers all the stylish design and premium functionality of the SUPERIORE brand, in a practical, condensed size.

Directly motivated by feedback from the North American design community at the 2016 Architectural Digest Design Show, the NEXT 24” range began manufacturing six months later to accommodate homeowners living in high-rise buildings, small footprint homes and metropolitan areas in the U.S and Canada.



“During our time in New York City last year at the AD Design Show, the resounding message received from both designers and consumers was a request for small cooking appliances that did not sacrifice style or performance,” said Antonio Di Tommaso, CEO of SUPERIORE. “Our 24” product portfolio remains in line with the rest of the SUPERIORE portfolio positioning, promising high quality cooking results and timeless design, best suited for small spaces.”

The 24” cooktop features two 18,000 BTU gas power burners with simmer capability at 750 BTU, a staple element of SUPERIORE appliances, as well as one large burner (11,000 BTU) and 1 medium burner (6,500 BTU). The gas oven offers a 4.4 cu.ft. capacity with two convection fans.

All SUPERIORE ranges are designed with an exclusive Cool Flow System, a product feature that generates a flow of cold air from inner fans, engineered to keep all knobs, handles and exterior surfaces cool to the touch, without affecting the cooking temperature. The goal is to ensure all SUPERIORE ranges are safe, especially for children that may be helping in the kitchen.

Launching in tandem with the 24” range are matching ventilation options: the 24” NEXT hood with analog control, 600 cfm power and



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stylish black glass detail, and the 24" PRO hood (400 cfm) with electronic buttons, both in Stainless Steel.

"Our team is proud to continually meet the needs of the North American market and this latest development will help the brand expand to key markets in metropolitan areas," adds Di Tommaso.

For more information, contact media representative Kristin Sawyer at kristin@flyingcamel.com or 519-209-2307.

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About SUPERIORE

SUPERIORE is the North American brand by Italian manufacturers, Tecno. Tecno is a family owned company, specialized in the manufacturing of ranges, wall ovens, and cooking systems, and characterized by its rich and strong design, iconic details, and premium Italian finishing. Founded in 1952, its products are sold in more than 70 countries and it is considered a leader in the premium cooking appliances market. For more information please visit www.superiore.us or www.superiore.ca.