

SUPERIORE

FOR IMMEDIATE RELEASE

DECO Line from SUPERIORE rich in post modern, art-inspired details; designed for well-used kitchens

Stylized, functional and powerful Italian appliances ready to challenge competitive price points

Gualtieri, Italy – March 2017: Dual color ranges, textured matte finishes, mixed metal accents and thoughtful retro details characterize the exterior of the product line while performance features will impress the most discriminating home chefs. The DECO line, designed and engineered for the North American consumer at mid-range pricing, includes 36” and 48” gas ranges and hoods. Products from the DECO line from iconic Italian brand SUPERIORE will be on display in the Almo Premium Appliances booth #271 at the Architectural Digest Design Show from March 16-19 in New York.

“Embracing our Italian heritage in appliance design means not only reinterpreting the artistic beauty of last century Italian art, but drawing from the lifestyle of the Emilia Romagna region where we are located,” explains Antonio Di Tommaso, CEO of SUPERIORE. “We take such pleasure in the preparation of meals and our love of quality food experiences is a driving force in our engineering decisions. The DECO line embodies our intense connections to the land, food and design.”



Refined Details

Sophisticated color choices in the DECO line include black, brown, red and cream. The textured matte finish takes on another level of DECO glamor in the dual colored combination. Black and brown can be paired with a rich cream control panel. Design choices also include brass, gold or chrome finished knobs, handles, hood trim and control gauges.

DECO Hoods

Statement hoods are gaining popularity in kitchen design, but none create the beautiful complementary ensemble with shared finishes like the DECO range and hood. Barrel or chimney style, depending on design preferences, the DECO hoods are offered at 36” and 48” sizes with 600 CFM power to manage odors and air flow. An automatic shut off function, allows the hoods to be set in two ways: short term maximum extraction for seven minutes or a low decibel silent cycle for 30 minutes.

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Burner Design for Serious Cooks

The six brass burners on both the 36" and 48" models are configured as follows: two 18,000 BTU gas power burners, one with inner ring simmer mode down to 750 BTU; one 11,000 large burner; two 6500 BTU medium pot sized gas burner. Continuous grating streamlines the cooking experience and unique inclined main burner ports positioned toward the bottom of the pot minimizes heat loss.

Cool Flow System

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.



Oven Capacity

The 36" DECO range boasts an impressive capacity of 6.7 cubic feet. Four convection fans provide six levels of airflow for even cooking, intact flavors and optimal moisture retention. The 48" DECO has large primary and secondary ovens. Complex computer simulations in food labs led to cooking sessions before specifications were finalized.

"The reaction to our DECO ranges and hoods has been extremely positive across North America," adds Di Tommaso. "We feel that designers have an excellent alternative for Italian design with flavor-inspired cooking features and unique, engineered details."

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About SUPERIORE

SUPERIORE is the North American brand by Italian manufacturers, Tecnogas. 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.