

FISHER & PAYKEL

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PRESS RELEASE

Fisher & Paykel Exhibits Contemporary & Professional Range of Premium Appliances at the Architectural Digest Design Show 2019

Fisher & Paykel Appliances will be exhibiting at the Architectural Digest Design Show (ADDS) from March 21-24 in New York City. Located at Pier 94 at booth 191, the New Zealand-founded brand will present new generation and heritage products across both their Contemporary and Professional ranges in an environment that encourages guests to interact with the products and experience their human-centered design philosophy.

According to Kevin Dexter, Fisher & Paykel President of North America, "The kitchen is the heart of the home and, now more than ever, it has become a place of social interaction. Our aim is to create a suite of products that make the kitchen not just a place where cooking happens, but where living happens. Fisher & Paykel products are designed to fit the needs of modern living – able to be customized as a showpiece or to blend seamlessly into the kitchen, made from premium materials that are built to last and, above all, designed with innovative and intuitive functionality that makes life easier."

The booth will feature a comprehensive and versatile range of premium appliances in a variety of sizes and styles, designed to fit all living spaces from a New York City apartment to a custom home. Products on display include new Classic and Professional Ranges, Built-in Ovens, Integrated Column Refrigerators and Freezers and Companion products as well as Fisher & Paykel's revolutionary DishDrawer™ dishwasher and CoolDrawer™ multi-temperature drawer.

This year marks the first that Fisher & Paykel will showcase at the Architectural Digest Design Show. To give insight into the new product design, innovation, and design-led brand ethos of Fisher & Paykel, the stand will include members of the brand's executive and design teams from both North America and New Zealand.

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About Fisher & Paykel Appliances

Fisher & Paykel, New Zealand's award winning appliance brand, has been selling products to change the way people live since 1934. Over time the company has grown into a global organisation, now operating in 30 countries with over 4,000 employees and manufacturing in Italy, Thailand and Mexico.

Fisher & Paykel's design heritage is founded on a pioneering spirit and a culture of curiosity that has challenged conventional appliance design to consistently deliver products tailored to human needs. The company is committed to ongoing research and development with a culture of open innovation, which allows people to work collaboratively to find insights and ideas that connect with customers and respect the planet.

Fisher & Paykel believes everybody deserves good design, because good design is all about making life better. It has built its success on understanding its consumers and designing innovative products such as the award-winning DishDrawer™ Dishwasher – the world's first dishwasher in a drawer and the class-leading CoolDrawer™ multi-temperature drawer.

A part of the wider Haier Group since 2012, Fisher & Paykel has strengthened its presence as a premium home appliance brand. Fisher & Paykel's New Zealand Design Centre, based at two locations in Auckland and Dunedin, has been recognised as one of the wider Haier Group's five global research and development centres of excellence.

www.fisherpaykel.com

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