

Press information.

Page
1/4

Date
25.05.11

Spoilt for choice as Gaggenau announces the new design option of beautifully finished stainless steel backed full glass doors in selected ovens

New to Australian shores in 2011 is Gaggenau's offer of stunning stainless steel backed full glass for the doors on their beautiful 200 series oven range.

The offer applies to six products: an oven, a steam oven and a warming drawer in both the 60cm wide range and the 76cm wide range and include the BO251-111 oven, the BO281-110 oven, the BS251-110 Combi-steam oven, the BS281-110 Combi-steam oven, the WS262-111 warming drawer and the WS282-110 warming drawer.

Aluminium has long been a Gaggenau point of difference in Australia and remains enormously popular.

"In line with global trends, we wanted to give customers in Australia that extra design option," says Frances Lynch, Brand Manager for Sampford IXL, distributors of the coveted brand in Australia.

"Cooking connoisseurs now have the choice of coordinating a Gaggenau oven with existing stainless steel appliances or fittings."

"This design feature also allows us to cater for those who are new to Gaggenau and may feel more familiar and at home with stainless steel," Ms Lynch says.

For the uninitiated this may not seem like ground-breaking news but when Gaggenau make the slightest design adjustment – the global design community gets excited.

Max Soans-Burne
+61 415 889 156 Phone
+613 9923 6711 Fax
max@maxandyou.com.au

MAX & YOU
www.maxandyou.com.au

Press information.

Page
2/4

Date
25.05.11

“Any change to the way a Gaggenau oven looks is of great interest because we’re talking about a product that is a design icon and a company that is a leader in design and technology,” adds Matthew Ahern – National Training Manager Sampford IXL.

Among a host of innovations to their credit, Gaggenau invented the first built-in oven in the world, the first side opening oven door, the first pyrolytic self-cleaning system and the first Combi-steam oven for domestic use.

It’s this ability to truly personalise a kitchen with professional-grade built-in appliances for people who love to get the best out of exquisite ingredients that is a big part of the Gaggenau story.

Gaggenau kitchen appliances provide a unique solution that can be tailored to an individual’s cooking preferences. Demonstrations can be arranged before and after purchase to meet individual haute cuisine interests and aspirations. Once part of the Gaggenau family, customers are free to drop by their nearest showroom or to make an appointment for an appliance demonstration to have their queries personally answered.

Irrespective of whether you opt for stainless steel or aluminium oven doors, true to Gaggenau form, the easy clean theory applies. Because the stainless steel and aluminium is behind full glass, your kitchen, the epicentre for culinary culture, is spared those grubby prints that typically spoil exposed stainless steel surfaces. So too the interior design and incredible functionality of the oven means cleaning is a breeze. While the inside glass window is often the most difficult to clean in a regular oven, the Gaggenau door is designed in such a way that the pyrolytic cleaning process thoroughly cleans all internal surfaces.

Making available alternatives in oven door materials once again reinforces Gaggenau’s design leadership in the market. Gaggenau is the only brand to offer the distinctive behind full glass finish with a pick of stainless steel or aluminium backing.

Press information.

Page
3/4

Date
25.05.11

“Gaggenau is all about offering individual choice,” says Ms Lynch.

These seemingly small iterations at Gaggenau are a talking point, because throughout the visionary company’s 300-year history they have never rushed into change. Each new product or evolution is founded on years of research and development to refine both design aesthetic and function. It’s the fine details like the choice of tough, best quality materials and finishing that allow owners of Gaggenau appliances, years of enjoyment.

Gaggenau showrooms are located in Melbourne, Brisbane and Perth. To make a reservation for your personal demonstration simply phone 1300 727 421 during business hours.

That’s the Gaggenau difference.

FURTHER INFORMATION:

RRP:

BO251-111 oven, 60cm: \$6,599

BO281-110 oven, 76cm: \$10,999

BS251-110 Combi-steam oven, 60cm: \$6,999

BS281-110 Combi-steam oven, 76cm: \$13,999

WS262-111 warming drawer, 60cm: \$2,999

WS282-110 warming drawer, 76cm: \$3,999

For all media enquires including high-res images and comments please contact

Max Soans-Burne at MAX&YOU t: +61 415 889 156 or e:

max@maxandyou.com.au

Press information.

Page
4/4

Date
25.05.11

About Gaggenau

Gaggenau's philosophy is guided by three simple principles: design, innovation and technology. The result being a collection of kitchen appliances which stand out in terms of their unique practical advantages, the quality of their materials and workmanship and primarily their simple beauty and functional design. The difference is Gaggenau

Gaggenau is imported and distributed by Sampford IXL.

www.gaggenau.com.au