

Sampford IXL announcement

Tuesday 18th October 2011: Sampford IXL has announced that it has made a strategic decision to focus its energies in the high-end luxury and premium cooking market.

The decision to consolidate the product offering of Sampford IXL to the successful Neff and Gaggenau brands as well as its Australian made brands of IXL and Cannon Gas Log Heaters has been based on the rapid growth of these brands in the Australian market and their commitment to further developing these brands in the coming years. Sampford IXL will discontinue its representation of the Bertazzoni and La Germania brands, effective January 1 2012.

“Everyone at Sampford IXL is excited about the opportunity to focus time and energy on Gaggenau and Neff, and to build on our excellent results with these brands over the past several years,” says Malcolm Owens, Chief Executive Officer at Sampford IXL.

“Sampford IXL has enjoyed an 18 year relationship with Bertazzoni, however it had become clear over the past years that the two businesses were moving in different directions and no longer shared objectives for the future. “

Sampford IXL will continue to sell Bertazzoni and La Germania products until all current stock is sold as well as continue to fulfil warranty and service commitments until alternative arrangements are in place.

For further information, comments or interview request for Malcolm Owens please contact Max Soans-Burne at MAX&YOU. Phone: +61414 889 156 or Email: max@maxandyou.com.au