

Media release  
04 June 2009

## **Fisher & Paykel Appliances opens Hong Kong store**

Fisher & Paykel Appliances Ltd and Hong Kong distributor Kelvin Electric Trading Co are opening a dedicated Fisher & Paykel Appliances showroom in the prestigious shopping precinct of Causeway Bay in downtown Hong Kong.

Coinciding with the company's celebration of 75 years in business, the first Fisher & Paykel Appliances store globally will open on 10 June and will showcase many of the brand's innovative products and premium ranges, including the intuitive and futuristic IZONA collection.

Richard St John, General Manager – Sales & Marketing Asia, Fisher & Paykel Appliances Ltd, says the launch of the stand alone store with a 125 square metre display area is a significant move for the brand.

“This gives Fisher & Paykel Appliances a solid footprint in a strategically important market,” says Mr St John. “It provides an opportunity to display our innovative categories to the public and targeted audiences, including interior designers, developers and architects.”

Mr St John adds: “The initiative reflects the coming of age for Fisher & Paykel Appliances in the Asia region. It signals a format for the future in the Asian and Middle Eastern markets, and is representative of our premium market position, particularly with our unique IZONA range.”

IZONA's innovative products have been cleverly designed to meeting the increasing openness of the kitchen and home. Central to this are modular design freedom and an ergonomic focus.

The range includes VentSurface, CookSurface and the revolutionary CoolDrawer, a multi-temperature fridge drawer that can be set to freezer, chill, fridge, pantry or wine cooler mode. As adaptive chilled environments, CoolDrawers can be placed around the

home at a temperature suitable to the location, enabling it to work with or in place of existing refrigeration to optimise kitchen and entertainment spaces.

The store opening also emphasises Kelvin Electric Trading Co's commitment to the brand. Established more than 20 years ago, the renowned home appliance distributor has an extensive network throughout Hong Kong and Macau. With the showroom opening, Kelvin Electric Trading Co is taking its support to the next level, further strengthening the Fisher & Paykel Appliances brand in the market.

A global high end whiteware brand with a strong environmental commitment, Fisher & Paykel designs and manufactures innovative products, including the revolutionary DishDrawer, and world first technologies such as direct drive motors in washing machines. The Fisher & Paykel product portfolio boasts a range of kitchen and laundry appliances that use clever technology to make everyday tasks easy.

The company also has an extensive production facility in Thailand, and further information can be found at the regional specific website – [www.fisherpaykel.asia](http://www.fisherpaykel.asia)

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