



**FOR IMMEDIATE RELEASE**

**FISHER & PAYKEL CELEBRATES TEN YEARS OF PROGRESS IN NORTH AMERICA**

**April 2006**

**HUNTINGTON BEACH, CA** – Fisher & Paykel, the major appliance manufacturer known for their innovative kitchen and laundry appliances, celebrates the 10th anniversary of operations in North America. They have changed the face of appliance marketing in America – from the category-changing introduction of the world’s first DishDrawer® Dishwasher to the revolutionary and sleek Luna glass-top gas range concept with retractable burners introduced at this year’s Kitchen and Bath Industry Show in Chicago.

“Ten years ago, Fisher & Paykel in North America was little more than a couple of sales guys selling appliances out of the back of a truck,” says Laurence Mawhinney, VP Sales & Marketing Fisher & Paykel Appliances. “Since then we have developed into a full-fledged North American appliance brand with distribution centers throughout the continent.”

Many people know Fisher & Paykel for the DishDrawer introduced in the late 90’s. It gave Fisher & Paykel quick recognition in North America. “People loved the flexibility it afforded in cleaning various loads at the same time,” Mawhinney continues. “They also appreciated its distinct styling. We designed the DishDrawer to integrate with the new upscale-trend taking place in the American kitchen. The stainless steel finish worked beautifully with many of the ovens and refrigerators that are still popular today.”

Behind the DishDrawer innovation stands a company dedicated to doing things better. That includes making appliances that are durable and more energy efficient through the use of fewer parts and taking advantage of the complete system. “The DishDrawer, for example, doesn’t use heat in the drying process,” Mawhinney submits. “Why add heat to a system that is already full of heat from the hot water rinse? We simply evacuate the air, which combined with the recently used hot water naturally removes moisture from the system. It’s better for the dishes, and it saves money on energy.”

“That same philosophy can be found in many of Fisher & Paykel’s products,” Mawhinney continues. “Take, for example, the new Intuitive™ line of washers and dryers. There are no belts, no brakes, no pulleys, nor clutches that can fail. Fisher & Paykel’s direct drive system is directly connected to the agitator, plus it is capable of infinite wash actions, continuously adjusting its speed to the movement of your clothes to remove dirt while caring for the fabric. Simplicity leads to reliability and better performance.

“It’s this dedication to finding the cleanest, most direct solution to a problem that has made Fisher & Paykel a favorite in North America. From cooktops to refrigerators, DishDrawers to laundry systems, Fisher & Paykel has a great selection of products for the North American market.”

In October of 2004, Fisher & Paykel acquired Dynamic Cooking Systems (DCS). John Bongard, Managing Director and CEO, Fisher & Paykel Appliances Holdings Limited said, “DCS is considered one of the leading brands of high-end indoor and outdoor cooking appliances in the United States. The DCS products are an excellent fit with our own dedicated US line of laundry and kitchen products, and provides us with a comprehensive suite of premium appliances for the US market. The DCS line is now fully integrated with Fisher & Paykel’s North American operations offering dealers the best of both worlds.”

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Last year, Fisher & Paykel established eight distribution facilities across America. According to Mawhinney, “The proximity of our distribution centers to our major markets provides quick shipping and improved service to our customers throughout the U.S. These distribution facilities also offer our customers hands-on training programs to better understand the extensive breadth of the Fisher & Paykel and DCS line of appliances.”

“We’ve come a long way from our beginnings ten years ago,” says Mawhinney. “We are now a strong contender in the North American market. We are dedicated to helping our partners in the business with a complete appliance and service offering. We look forward to the future.”

For a first-hand look at the new Fisher & Paykel and DCS products, contact your local Fisher & Paykel representative, or visit them online at [usa.fisherpaykel.com](http://usa.fisherpaykel.com) and [dcsappliances.com](http://dcsappliances.com).

### **About Fisher & Paykel Appliances**

Fisher & Paykel is a global company best known for its innovative DishDrawer® dishwasher. Fisher & Paykel Appliances designs, manufactures and markets a range of innovative household appliances developed with a commitment to technology, design, user friendliness and environmental awareness.

DCS by Fisher & Paykel products are widely regarded to be among the best performing professional cooking equipment in the U.S. market place. The brand has a strong reputation for product innovation and evolution of the high-end cooking market.

Fisher & Paykel Appliances has manufacturing sites located in Auckland and Dunedin, New Zealand; Cleveland, Australia; Huntington Beach, California and Clyde, Ohio, USA; and Treviso, Italy.

Fisher & Paykel and DCS products are sold, directly or via distributors, to approximately 4,500 dealers in the United States. Further details on Fisher & Paykel Appliances and DCS Appliances are available on their Web sites:

[www.fisherpaykel.com](http://www.fisherpaykel.com)  
[www.dcsappliances.com](http://www.dcsappliances.com)

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