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Fisher & Paykel



Fisher & Paykel's Appliances Revolutionary DishDrawer™ Dishwasher is Recognized with a KBCulture Award 2012 for its Industry-Leading Design

The Blog's Judges Singled Out the Fisher & Paykel Double DishDrawer's Innovative Space-Saving Design and Ergonomic Features in its Dishwashers Category Award

HUNTINGTON BEACH, Calif. - (April 23, 2012) – The work of the talented product design engineers at Fisher & Paykel Appliances was recognized once again with the company's signature product, the DishDrawer™ dishwasher, receiving a KB Culture 2012 Award today.

The third annual KBCulture Awards, which is held by the blog <http://www.kbculture.com> celebrates the best in design in the home appliance industry. The award entries were judged by KB Culture Awards editor Leslie Claggett and Editor of Kitchen + Bath Business magazine Alice Liao.

The blog's judges singled out the Fisher & Paykel Appliances Double DishDrawer's innovative space-saving design and ergonomic features in its dishwashers category award. They stated about the winning design: "This two-compartment dishwasher has undergone a sizable improvement, as its top drawer [no bending down!] has been designed to fit plates and platters up to 13 inches in diameter. Apply door panels to match your cabinets, and this remote-controlled appliance goes incognito." You can check out the entire awards blog post here: <http://www.kbculture.com/p/2012-kbculture-awards.html>

Fisher & Paykel Appliances recently unveiled the newest version of its world-renowned DishDrawer™ dishwasher line under both the Fisher & Paykel and DCS by Fisher & Paykel brands.

"This award recognizes that with our DishDrawer™ dishwasher we have continued to refine the platform to an even higher level with focus on integration and designer elements," says Scott Davies, Fisher & Paykel's marketing manager. "Being honored among the industry's best reflects the ongoing and rigorous efforts that we put into making the DishDrawer perfect for any application, from the convenience of its seamless

integration with wireless remote, to the European and American styling that each brand offers.”

The drawer dishwasher concept was conceived in 1986 as a project of Fisher & Paykel’s leading design engineers focusing on how the dishwasher category could be drastically improved. Approved by the Board of Directors in 1987, the world unveiling of DishDrawer’s revolutionary platform occurred at Domotechnica in Germany and changed the face of appliance innovation forever. Since its release in North America in 1998, Fisher & Paykel has enjoyed renowned success and accolades for this innovative product.

To find out more about each brand please contact your local dealer. You can also get more information at www.fisherpaykel.com and www.dcsappliances.com or call us toll free at 888 936-7872.

ABOUT FISHER & PAYKEL APPLIANCES

Established in 1934, 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. The two brands offered in North America include the contemporary styled Fisher & Paykel brand and the professionally styled DCS by Fisher & Paykel brand.

Fisher & Paykel and DCS appliances are sold directly or via distributors, to approximately 5000 dealers in the United States & Canada. Further detail regarding Fisher & Paykel Appliances is available on their respective website (www.fisherpaykel.com and www.dcsappliances.com).

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