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Media release

FISHER & PAYKEL'S NEW SLIDE-IN FRIDGE RECEIVES DESIGN AWARD RECOGNITION



Photo caption: *After just two months in market, Fisher & Paykel's latest appliance innovation has already picked up its first accolade, and has been awarded a Gold Pin at the Best Design Awards 2015.*

Auckland, New Zealand [14 October 2015] - [Fisher & Paykel's new ActiveSmart™ Slide-in Fridge](#) has been handpicked from nearly 1000 entries to take out a Gold Pin in the Product category at the recent Best Design Awards 2015. The Best Design Awards are held annually and recognise the strongest design work across seven categories.

Fisher & Paykel Head of Design Mark Elmore says the company is honoured to be recognised with a Gold Pin for its work designing a family sized fridge that fits flush with surrounding cabinetry with just 4mm gaps.

"Through our work with designers and architects around the world it became apparent that there are few refrigeration platforms that suit the minimalistic design of the modern kitchen.

"We're very proud of the resulting product, which sets new benchmarks in design, quality and value, and how it has been received by the specifier, designer and architect community," says Mark Elmore.

Designers Institute of New Zealand CEO Cathy Veninga says that the Slide-In Fridge reaffirms Fisher & Paykel's ability to identify weaknesses and flaws in the kitchen space, and the company's commitment to work tirelessly to resolve them in an innovative way.

“Every designer dreams of a kitchen with seamless, flush fit appliances and cabinetry. The Slide-In Fridge is a beautiful example of what can be achieved by taking an in-depth approach to an obvious issue,” says Cathy Veninga.



Photo caption (from left to right): Fisher & Paykel's Mark Elmore, Diego Getar and Mark Haydon accept the Gold Pin from Designers Institute of New Zealand sponsor Desna Jury (Dean and Pro Vice Chancellor, Faculty of Design and Creative Technologies at AUT University).

The Fisher & Paykel ActiveSmart™ Slide-in Fridge has been designed to fit seamlessly within 900 x 1800mm cabinetry with only a 4mm gap. Unlike conventional fridges, it does not need clearance on either side for the door to open or for ventilation. The Slide-in model comes in high quality stainless steel, with black finish and chrome strip detail on the slim line water dispenser. The product can also be installed on a plinth so that the grill can be hidden from sight.

The Best Design Awards are organised by the Designers Institute of New Zealand and recognise the strongest design work produced in seven categories – spatial, product, graphic, interactive, best effect, public good and a category that showcases multicultural collaboration. Entries judged Best in each category are awarded the Gold Pin.

Fisher & Paykel's latest cooktop innovation, the Flush Gas on Steel, also won at this year's Best Design Awards, taking a Silver Pin. The high-performance cooking product is recessed into the kitchen bench for an uncluttered look. Like Fisher & Paykel's Slide-In Fridge, the Flush Gas on Steel has an elegant and minimalist aesthetic and is designed to complement Fisher & Paykel's exciting family of appliances. The Flush Gas on Steel received international recognition at the iF Design Awards in Germany earlier this year.

The Best Design Awards were established in 1988 and have been held annually since 1996. All winners can be viewed online at www.bestawards.co.nz.

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About Fisher & Paykel:

Fisher & Paykel, New Zealand's award winning appliance brand, has been designing products since 1934 and over time has grown into a global company operating in 50 countries and manufacturing in Italy, Thailand and New Zealand.

A part of the wider Haier Group since 2012, Fisher & Paykel has strengthened its presence in the premium market for home appliances, releasing 110 new products globally in 2013/14.

All Fisher & Paykel products continue to be designed at one of two New Zealand design centres in Auckland or Dunedin. These centres are designated as one of the wider Haier Group's five global research and development centres of excellence.

www.fisherpaykel.com