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Fisher & Paykel cements global centre for R&D as it rolls out biggest range of products in eight decades

A successful growth plan and consistent investment into Fisher & Paykel's R&D centres in New Zealand over the past four years has paid off as the company embarks on the global release of the largest number of new products at any one time in its history.

The bulk of the new products are in kitchen appliances, with innovations also featured in refrigeration and laundry lines. All new products are expected to be available to consumers in all key markets later this year and early next year.

Daniel Witten-Hannah, Fisher & Paykel's Executive Vice President of Product Development and Marketing, says that each range has a design or technology platform capable of leading cooking, laundry and refrigeration globally.

"World-leading innovation and quality has been what our development teams have been focusing on over the past five years, and this range is the result. We have developed what we believe is a game-changer in cooking appliances – a 60cm oven that has up to 30% more capacity inside than competitor models of this size. Our designers pulled the 60cm standard oven apart and reconstructed it so this model has 77 litres of usable capacity inside, making it one of the largest 60cm ovens available globally."

The unique active venting technology in the 9 and 11 function oven models essentially allows customers to cook like a chef, perfecting moist and crisp dishes at the same time, in the same space. "The best thing is, this oven is no bigger externally than other models on the market, so no kitchen modifications are required to be able to cook more food, with better results," Mr Witten-Hannah said.

The new built-in oven, along with Fisher & Paykel's innovative gas on glass cooktop, has already received the prestigious international design award known as 'Red Dot', before the product hits the shop floor.

Mr. Witten-Hannah says of the new 70 products, around 50% are completely new to their product lines, with the balance featuring high quality upgrades to existing models.

"In laundry we have designed the first front loader washing machine with SmartDrive technology. The technology in the new front loader allows customers to put larger loads through wash cycles shorter than 60 minutes. It makes it much quieter too, due to fewer parts used and is one of the quietest front loaders on the market today.

"Refrigeration also gets enhancements across the range, with new technology on the interface and innovations internally, improving capacity and functionality for consumers."

Chief Executive Stuart Broadhurst, says the quality of the products in this range is the best he has seen.

“We have made investment in product quality our top priority in recent years, and this range has been in the pipeline for several years now.

“Our focus is now on establishing Fisher & Paykel’s centre of excellence for R&D for the Group worldwide. The teams we’re assembling now will be critical to achieving our goal for Fisher & Paykel to become the world’s leading premium appliance company.”

Ends.