

Press information.

Page

1/3

Date

04.05.11

Gaggenau is Culinary Culture

Gaggenau has set more benchmarks in the domestic kitchen than virtually any other manufacturer. From creating the first built-in oven and the first glass ceramic cook top to refrigerators that produce gourmet quality ice, Gaggenau is a pioneer of innovative, quality built-in kitchen appliances.

Today's kitchen is increasingly a gathering point for eating for pleasure, socialising and relaxing. It's where Gaggenau unites people who share an appreciation for good living, culture and timeless modern design. Gaggenau, a pre-eminent brand, 'made in Germany', is globally renowned for their significant and enduring influence in translating professional culinary technology into sophisticated domestic kitchen solutions.

Gaggenau has led the way in revolutionising common kitchen practices and the offer of modular systems that can be assembled and customised to suit individual preferences. Case in point is Gaggenau's enduring classic – the professional built-in oven EB388 which as the company's oldest model, continues to set industry standards 20 years on.

Simply in a league of their own, Gaggenau is steeped in a proud history of innovation and design that spans 300 years and has more than 300 patents registered. Today some 50 engineers and specialists work in close cooperation with six Gaggenau designers to input into their distinctive products while the tradition of high-quality workmanship and piece-by-piece assembly in the workshops continues. Gaggenau has been an innovation leader for technology and design as opposed to chasing technology for rapid market release. Years of development underpin each Gaggenau product to ensure enduring superior quality and high-performance at a professional grade.

Max Soans-Burne
+61 415 889 156 Phone
+613 9923 6711 Fax
max@maxandyou.com.au

MAX & YOU
www.maxandyou.com.au

Press information.

Page
2/3

Date
04.05.11

Inspired by the requirements of top chefs – Gaggenau has created an authentic design language pared down to the essentials – every detail is thought out, clear and simple, meeting the highest standards of technical and functional excellence. Gaggenau expresses an attitude to design and quality that rises above fashion and trends. The design-led philosophy of functionality, efficiency and simplicity is the basis for the conception and design of the professional grade built-in kitchen appliances.

Characteristic of Gaggenau is industrial craftsmanship using environmentally responsible authentic and long-lasting materials, uncompromising quality and timeless iconic design. Gaggenau's visionary technological innovation and a clear design language combined with high functionality has led to many products achieving classic design status and recognition by prestigious design competitions such as The Chicago Athenaeum's Good Design Award, iF Design Award and Red Dot Prize for Design Innovations.

Regarded as the world's leading brand of domestic appliances by architects, designers and design enthusiasts, Gaggenau is also the choice of international and Australian acclaimed professional chefs.

Gaggenau's current collection of domestic appliances includes: ovens, combi-steam ovens, warming drawers, microwaves, espresso machines, vario specialty appliances, glass ceramic, gas and induction cooktops, ventilation and cooling appliances, wine climate cabinets, dishwashers and refrigerators.

For the enthusiastic home cook, Gaggenau's professional-grade products offer almost endless scope for creative cooking with perfection and precision - The difference is Gaggenau.

For all media enquires including high-res images and comments please contact Max Soans-Burne at MAX&YOU t: +61 415 889 156 or e: max@maxandyou.com.au

Press information.

Page
3/3

Date
04.05.11

About Gaggenau

Gaggenau's philosophy is guided by three simple principles: design, innovation and technology. The result being a collection of kitchen appliances which stand out in terms of their unique practical advantages, the quality of their materials and workmanship and primarily their simple beauty and functional design. The difference is Gaggenau

Gaggenau is imported and distributed by Sampford IXL.

www.gaggenau.com.au