

8 April 2008

**Tomorrow's Kitchen is here  
Fisher & Paykel launches Izona Product Range**

Fisher & Paykel is forging new design frontiers in kitchen appliances with the launch of its Izona range.

In an increasingly frenetic world, homes have become a welcome reprieve. Over recent decades the home has become increasingly utilised – it is now a place to exercise, work, relax and entertain. The 'typical' family has also changed; now including children who stay at home longer, blended families or no children.

With these changing dynamics a sense of home comes from the way we personalise and utilise the space that we live in – and this is where Izona fits.

Izona is a unique range that represents truly innovative living. The products work hard, act intuitively and multi task; furthermore they have been cleverly designed to meet the increasing openness of the kitchen and home.

Central to the range is modular design freedom; an acknowledgement of emerging trends around how living and cooking spaces are used.

Fisher & Paykel's National Marketing Manager Roger Bridge says "Izona represents an entirely new way of thinking about kitchen and living design and functionality.

"The range combines sophistication, performance and leading technology – and has been developed to meet the increasing desire by both architects and consumers to personalise the home space."

There are currently three sophisticated Izona products – the first, the **Izona CoolDrawer**, is the revolutionary multi-temperature fridge drawer that can be set to freezer, chill, fridge, pantry or wine cooler mode.

As adaptive environments CoolDrawers can be placed around the home at the temperature that suits that location. This enables it to work with or in place of existing refrigeration to optimise kitchen and entertainment spaces.

Furthermore, the door skin can match current cabinetry or there is a choice of brushed stainless steel or iridium stainless steel to suit home and kitchen design. Its ergonomic superiority also means you do not have to bend down to fill and empty.

Another world-first in precision design and technology, the **Izona CookSurface** cleverly unites the performance of gas cooking with the convenience of ceramic cook top. There are three sets of burner heads and hidden pan supports which rise out of the glass and retract when finished, with the burner heads igniting at the simple twist of the dial.

The unique Aero Burner technology mixes gas with air for a more efficient flame that wraps around the pan for faster heating and control, and the sheer black reflective glass surface allows for increased bench space and easy cleaning.

The CookSurface is accompanied by the stylish **Izona VentSurface**. Its sensor extraction system senses for vapours and turns on automatically when cooking is started. Its intuitive approach allows it to utilise its six speeds as required and turn itself off once cooking has finished. It also utilises perimeter extraction technology to improve extraction efficiency.

Izona CoolDrawer, CookSurface and VentSurface from Fisher & Paykel will be available from selected retailers from May 2008. Cutting edge extensions to the revolutionary range will be released in a regular and exciting cadence over the next three years.

## **Ends**

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