

MEDIA RELEASE
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The logo for Fisher & Paykel appliances, featuring the brand name in a stylized, italicized font with 'appliances' in a smaller, lowercase font below it, all set against a black rectangular background.

Fisher & Paykel voted New Zealand's most trusted whiteware brand for 11th consecutive year

New Zealanders have once again voted Fisher & Paykel as the country's most trusted whiteware brand in the 2011 Reader's Digest Most Trusted Brands Survey.

The highly regarded, independent survey of more than 500 New Zealanders has judged Fisher & Paykel the undisputed winner of the whiteware category every year since 2000 and, across the Tasman, Australians have also selected the brand as the leader in its category for the second consecutive year.

Fisher & Paykel New Zealand Marketing Manager, Roger Bridge says all New Zealanders can be justifiably proud of the brand and what it represents.

"While Fisher & Paykel has expanded its reach to be manufactured and sold internationally, all of our products are inherently Kiwi. They are designed and engineered here in New Zealand, reflecting the lifestyle and values we aspire to."

"We have a 77 year heritage of curiosity and a desire to craft appliances that help turn routine tasks into simple pleasures, and this shines through in the functionality, reliability and aesthetic of every appliance we make."

Mr Bridge says Fisher & Paykel is privileged to hold such a position of trust in the hearts and minds of New Zealanders in what is a highly competitive environment. "This is a clear demonstration of our loyalty to home-grown brands, provided they continue to deliver to the highest standards."

Customer insight and rigorous appliance testing leads the development of Fisher & Paykel products, while continued advancement of leading proprietary technology keeps Fisher & Paykel a step ahead of the rest.

"Since 1934, we've challenged conventional appliance design and delivered world-first technologies such as the SmartDrive™ washing machine, the DishDrawer™ and CoolDrawer™, and most recently the new linear refrigerator compressor.

"These developments have not only changed the future of whiteware engineering, but enabled our appliances to set the benchmark in terms of performance, reliability and efficiency."

Fisher & Paykel's appliances have garnered world-wide recognition, but Mr Bridge says it is the consistency in performance and world class customer service that works to build consumer trust long term.

“When it comes to customer support, we’re the only whiteware company in NZ with a 24/7 customer care helpline. Our global call centre is based here in New Zealand, assisting people from all over the world and is able to activate a network of Fisher & Paykel appliance experts in each local market.”

The company’s support of its customers extends to its communities, with its Kiwi spirit prevailing in partnerships with the Silver Ferns and culinary events around New Zealand. In the aftermath of the Canterbury earthquakes, Fisher & Paykel continues to provide free washing and drying facilities to those worst affected by power and water outages.

And while today’s expectations of any company’s environmental stewardship is high, Fisher & Paykel has been leading the way in this area, having recycled approximately 325,000 appliances and saved around 20,000 tonnes from landfill through free recycling initiatives over the past 17 years.

The company’s recognition in the Reader’s Digest Most Trusted series follows another recent accolade in the Corporate Reputation Index survey where, of the country’s 25 largest companies, Fisher & Paykel was ranked in third place.

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