

**Draft release
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Unprecedented international acclaim for Izone CoolDrawer

Fisher & Paykel Appliances' Izone CoolDrawer refrigerator is achieving unprecedented acclaim for its innovative design - with five significant award wins in less than two months.

The awards from both New Zealand and around the world illustrate the immense popularity of the Izone CoolDrawer in the eight months since its launch, says Fisher & Paykel Marketing Manager Roger Bridge.

"Since its launch in April this year, the Izone CoolDrawer has consistently proven a winner with both domestic and international customers, as well as designers and architects seeking a unique refrigeration solution designed for the future," says Mr Bridge.

The Izone CoolDrawer is the world's first multi-temperature fridge drawer based on the design principles of Fisher & Paykel's hugely successful DishDrawer.

The product's latest award comes from American magazine Kitchen & Bath Business (K+BB), which has named the Izone CoolDrawer as the 2008 Product of the Year Award in its annual product innovation awards. K+BB magazine is widely respected in the United States as the industry voice of the massive kitchen and bathroom sector.

The magazine's awards recognise outstanding achievement in product innovation and are judged on originality and aesthetics as well as functionality and consumer appeal.

This latest US accolade cements a run of awards success for the Izone CoolDrawer which includes three Australian product of the year titles – two from prestigious home magazines including HOME Beautiful and House & Garden, and the third from Smarthouse magazine as the Best Refrigeration System for 2009.

The revolutionary CoolDrawer was also recognised recently at this year's BeST Design Awards – New Zealand's top national design awards given out by the Designers Institute of New Zealand.

“The CoolDrawer is consistently proving itself as an unrivalled world class product. External recognition gained through these awards, especially within the competitive US market, reinforces the CoolDrawer's ever growing popularity,” says Fisher & Paykel Appliances' Marketing Manager Roger Bridge.

“This is a huge achievement to be recognised by this collection of highly regarded international magazines and re-iterates to the industry our continual product innovation and high end brand presence.”

Mr Bridge says the run of award wins are testimony to the design and innovation that goes into every Fisher & Paykel product.

“These awards showcase the unique combination of brilliant thinking and hard work that Fisher & Paykel Appliances epitomises. We're proud to keep our design resources strongly grounded in New Zealand and continuing to produce these world leading innovative products,” he says.

Fisher & Paykel forged new design frontiers in kitchen appliances when it launched the innovative Izone range of products in April this year which includes the CoolDrawer, CookService and VentSurface.

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