

Media release  
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## **Fisher & Paykel voted New Zealand's most trusted whiteware brand.**



Fisher & Paykel has emerged a clear favourite in the 2010 Reader's Digest Most Trusted Brands survey.

Out of 133 brands polled, Fisher & Paykel emerged 7<sup>th</sup> most trusted overall and the undisputed winner of the whiteware category.

Results of the independently commissioned survey of more than 500 New Zealanders were announced in July. Commenting on Fisher & Paykel's results, Reader's Digest said: "There's simply no contest. Fisher & Paykel (around since 1934) is clearly the nation's favourite."

Fisher & Paykel New Zealand Marketing Manager, Roger Bridge, says New Zealanders can be justifiably proud of all the company has achieved.

"Founded 75 years ago, Fisher & Paykel is still going strong," he says. "Despite globalisation, all product design and engineering is still done here. Our service technicians are the best-trained in the country, and we're the only whiteware company with 24/7 after sales service. And at a time when many companies are rushing to jump on the green bandwagon, Fisher & Paykel has been recycling appliances for over 15 years.

"We appreciate the trust that our customers have placed in us, and we'll continue working hard to earn it."

### **For further information, please contact:**

Roger Bridge  
New Zealand Marketing Manager  
Fisher & Paykel Appliances  
Email: [roger.bridge@fp.co.nz](mailto:roger.bridge@fp.co.nz)  
Phone: +64 9 273 0849  
Mobile: +64 21 523 167  
[www.fisherpaykel.com](http://www.fisherpaykel.com)