

Alter-Eco Series Kitchen

news release



FOR IMMEDIATE RELEASE

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FAGOR HITS THE HOLLYWOOD HILLS WITH
PLANET GREEN'S ALTER-ECO KITCHEN
A show about living green with style!



Fagor's ultra efficient appliances are sharing the spotlight with superstar Adrian Grenier as he and his Eco-Entourage lead the way to a hipper, greener lifestyle on the hit television series, Alter-Eco. The show airs Mondays on Discovery's Planet Green Network at 9pm EST/8C.

The contemporary kitchen is outfitted with an ultra-efficient Fagor Induction cooktop, range hood and two side-opening convection ovens. The cabinetry is made from re-constituted veneers, with a black oak, non-toxic finish by Bazzo.

This design fits seamlessly in to the 1920 Spanish Revival home that sits in the hills above Los Angeles, CA. The home was gutted to its original framing and completely brought into the 21st Century with the latest in green appliances and building materials.

How is Fagor contributing to the Green Movement? From a social perspective, our

environmental strategy offers advantages to both employees and consumers. It provides workers with environmentally-appropriate labor conditions, which, among other benefits, minimizes or eliminates the handling of hazardous materials. For the end-users of our products and services, it allows for efficient use of our appliances, which reduce energy and water consumption.

Consequently, Fagor requires all of their suppliers to also have environmental management systems established that meet our standards for business partnerships. In addition to this, Fagor has manufacturing systems established to minimize environmental impact on soil, water, energy and air during the production process. There is also proper waste management and recycling procedures in place after the manufacturing process is completed.

Fagor has been recognized with numerous European product certifications and environmental stewardship awards, Fagor is also notably a participant in the **Energy Star** program in the USA, a joint program of the Environmental Protection Agency and the Department Of Energy. Products that bear the energy star label allow consumers to recognize such products that have been manufactured to save money and protect the environment through energy efficient products and practices.

“As a member of the **US Green Building Council**, Fagor strives to focus on environmental issues.” said Sara De La Hera, VP of Sales & Marketing. “Our research and development aims to provide consumers with smart designs geared towards saving money through lowered energy costs; this in turn benefits the environment.”

Every little bit counts as we join in the fight to preserve our planet. Using Fagor appliances not only makes a difference in your lifestyle, it'll make a difference in your world.



What's so eco-friendly about induction?

Induction cooktops operate on magnetic principles that transfer heat directly to the pan, with a surface that is not only flameless but also cool to the touch.

Induction cooktops can detect the diameter of the cookware sitting on it and then automatically adjust energy output to the size of the pan.

What's more is that with other heat sources, the excess heat or lost energy escapes into the kitchen environment. This is reduced or eliminated with the use of an induction cooktop and can result in a substantial reduction in overall home operating costs!

Induction is by far the most efficient cooking technology available. It's nearly twice as efficient as gas or other electrical technologies. Induction is 85% energy-efficient while conventional electric heating is, at best, 50% efficient, and gas is even less efficient at less than 40%.

Power and efficiency, combined with the fact that energy consumption is proportional to the size of the cookware, result in substantial energy savings, much less than the energy consumed by standard cooking technologies.



The eco-lifestyle and makeover series, **AlterEco** from Discovery Channel's Planet Green, is hosted by Adrian Grenier, star of HBO's hit series, **Entourage** and a team of green activists, experts, and friends.

For information regarding FAGOR, please visit www.fagoramerica.com or contact their Marketing Communications Manager, Jennifer Park at jennifer@fagoramerica.com.

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About Fagor America Inc.

Fagor America Inc, headquartered in Lyndhurst, NJ, USA is a wholly owned subsidiary of Fagor Electrodomesticos, Spain. The Fagor brand is marketed in 100 countries. Fagor Electrodomesticos employs more than 12,000 people in 17 countries and operates 16 factories in three continents. Fagor is the worldwide leader in built-in induction cook tops, the leading appliance manufacturer in both Spain and France and the fifth largest appliance manufacturer in Europe.

Present in the US since 1992 with high-quality stainless steel cookware as the core product offering, today Fagor's North American appliance line consists of induction, gas & radiant cooktops, refrigerators, dishwashers, convection ovens & range hoods. Fagor products bring together efficient, eco-friendly European styling tailored to American consumer's needs. They are distinguished for having beautifully designed products constructed from the finest materials, and are user friendly and consistently reliable. For more information visit: www.fagoramerica.com

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