

Interior Design Show 2008



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**FOR IMMEDIATE RELEASE**

## **Fagor appliances showcased at the Interior Design 2008 Show**

Lyndhurst, NJ - Bransal Distribution, Inc., Fagor's exclusive Canadian distributor for Ontario, Canada will be exhibiting at the upcoming Interior Design 2008 show, February 21-24, 2008, at the Direct Energy Centre, Exhibition Place, Toronto, Canada Booth # 606.

Bransal will highlight Fagor's built-in induction, 24" refrigerator and cooking design centers products. Fagor's built-in induction cooktop provides the most efficient, fastest and safest cooking experience. An induction cooktop consist of a series of burners called induction coils that generate magnetic fields that induct a warming reaction in steel and iron-based pots. The cookware itself heats the food, not the cooktop. Professionals value the fast and even heating properties, as well as high level of energy efficiency this technology offers. It uses 90% of the energy produced, saving energy and money. The cooktop recognizes the base of the cookware, directly heating only the diameter of the pot, so very little energy is wasted. The quick heating feature saves 50% of the cooking time compared to more traditional methods translating into less energy used and a cooler kitchen.

The induction cooktop safety features are numerous. There are no open flames, gas emissions or heating elements, the surface remains cool to the touch and it features an extraordinary 7-point safety system. The surface is easy to clean since spills and overflows do not stick to the flat and smooth cooktop surface. It also features self adjust burners that detect the size of the cookware and automatically adjust energy to suit it and contains 12 cooking settings and 3 quick launch settings. Fagor is a worldwide leader in built-in cooktops and the pioneer in induction technology.

The Fagor 24" refrigerator is considered the healthiest refrigerator in the market. It is a perfect match for condos and apartments in urban areas or anywhere kitchen space may be limited. It features a unique built-in BIO Filter that retains mold and bacteria from the circulating air, eliminates odors and preserves food longer. Its antibacterial drum prevents micro-bacteria from growing in the refrigerator.

The refrigerator also features some major benefits that differentiate it from other products on the market. The independent Multi Fresh and Double Fresh drawers allow for two unique environments within the refrigerator, ideal for keeping vegetables crisp while meats and seafood can simultaneously be stored at their ideal level of moisture. Fagor's exclusive No-Frost System is different from any other competitive product available in the marketplace, it distributes itself throughout the entire refrigerator, not just the freezer. The unit is also highly energy efficient because of its ability to evenly circulate air throughout. This capability drastically reduces the condensation level within the unit and eliminates the need to periodically 'de-frost' in order to free it from heavy ice build up.

Some other advanced functions include fast cooling of the refrigerator and super-freezing capabilities with a vacation setting. The vacation setting is used when you want the freezer to work normally while the refrigerator remains at 57F, preventing odor and bacteria.

Fagors Cooking Design Centers are made of high-end stainless steel and compliment condos and apartments where space is an issue. It features a streamlined, sleek design and outstanding functionality that allows for maximization of storage potential while creating a harmonious clutter-free environment within your kitchen. This unique concept offers the convenience of integrating appliances such as a dishwasher that is placed 18" above the floor, eliminating the need for bending for loading and unloading of dishes or a cooktop and oven.

We invite you to visit us at the Interior Design Show, Booth # 606, at the Direct Energy Centre and explore our exciting products. For information, please contact Kimberly Williams at 905.901.3573 or [kimberly@bransal.com](mailto:kimberly@bransal.com). For additional information please visit: [www.bransal.com](http://www.bransal.com) or [www.fagoramerica.com](http://www.fagoramerica.com).

#### **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](http://www.fagoramerica.com)

#### **About Bransal Distribution, Inc**

Bransal Distribution, Inc. is a Canadian distributor of an elite collection of European interior products that enhance and define contemporary living spaces. Showcasing leading edge home essentials from the worlds' top manufacturers, Bransal presents Euro-styled products, perfectly tailored to meet North American consumer's needs.

An exclusive Canadian distributor for Fagor America, Bransal is committed to distributing environmentally responsible products. Fagor's eco-friendly appliances align and compliment Bransal's eco-friendly company initiative

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