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Media Inquiries Contact:
Jennifer Park
jennifer@fagoramerica.com
Agnes Csomos
acsomos@fagoramerica.com
201.804.3900

For Immediate Release

Fagor Appliances Announces Partnership with Berloni in USA

(Lyndhurst, NJ) Fagor America Inc., leaders in high end European appliances, is excited to announce its partnership with Berloni, the leading name in Italian kitchens. The collaboration brings together a strategic partnership between 2 high end European companies in the Kitchen and Bath industry.

With the growth of consumer admiration for high-end European kitchen design, the partnership between Fagor and Berloni brings together the brilliant design of stainless steel appliances with the clean lines of sleek, European cabinetry. The two complement each other sophisticatedly and elegantly, producing an atmosphere that screams ultra modern.

Fagor's all stainless steel appliances are influenced by European cutting-edge technology and modern design innovations to meet the demands of the most sought after contemporary kitchen. In addition, Fagor products are efficient and eco-friendly.

Berloni's product line features clean line designs that flow throughout the room. Berloni offers the best combination of affordability, quality, and product selection. Featuring a streamlined design and high powered performance, Fagor appliances are a perfect match for the modern and stylish kitchens of Berloni.

Fagor and Berloni can design a unique kitchen solution to meet your needs at a very affordable price. Both product lines are made from the highest quality materials, yet prices remain most competitive in the market. Even better, both are always attentive to safety issues first, ensuring reliable products you can trust.

Berloni has 17 dealers in the US, with plans to increase up to 100 over a 3-year span. Fagor appliances can currently be found at the following Berloni dealerships, with expansion in the works: Sleek & Simple Kitchens in Wilmington, NC; La Dimora in San Francisco, CA; Progressive Design in Royal Oak, MI; Bella Cucina in Sylvan Lake, MI; and Lee Tripi in Charlotte NC.

Fagor America Inc., headquartered in Lyndhurst, NJ is a wholly owned US subsidiary of Fagor Electrodomesticos. Based in Spain, Fagor is the worldwide leader in built-in induction cooktops, the leading appliance manufacturer in both Spain and France and fifth largest appliance manufacturer in Europe. The Fagor Brand is currently present in 100 countries, employs more than 12,000 people in 17 countries and operates 16 factories in 3 continents.

Fagor has upheld major appliance private label operations in the US since 2001. In 2005, Fagor America Appliances Division was created, anticipating that US consumers will perceive the quality of products and category expertise that Fagor has to offer. Fagor's North American appliance line consists of induction, gas & radiant cooktops, refrigerators, dishwashers, convection ovens & range hoods.

The Fagor brand name has been previously most visible in the United States since 1992 with high-quality stainless steel cookware as the core product offering. Fagor is currently positioned as a top cookware brand, sold at major retailers nationwide such as: Macy's, Bloomingdale's, Bed Bath & Beyond, Linens 'n Things, Sur La Table etc.

For more information visit: www.fagoramerica.com

Berloni America, headquartered in Royal Oak, MI is the US distributor for Berloni, and has over twenty years of experience in the furniture and kitchen cabinetry business. Founded in 1963, this privately held Italian company is positioned as the leading Italian kitchen, bath, furniture and storage solutions manufacturer. Berloni's market position is unique design and functionality combined with affordability, yet comparable to other, more expensive European cabinetry manufacturers. The products are extraordinary in quality and have many features associated with products costing much more, without the high price tag, making Berloni very desirable. Berloni's strengths are hands-on craftsmanship, industry experience, ongoing research & development, and state-of-the-art technology. Since 1998, the kitchen sector has been certified to UNI EN ISO 9002; since 2000 the kitchen furniture has been certified as complying with European safety standards (UNI EN 1153).

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