



For Immediate Release  
July 2007  
Media Inquiries Contact:

Jennifer Park / Agnes Csomos  
[jennifer@fagorameric.com](mailto:jennifer@fagorameric.com) / [acsomos@fagorameric.com](mailto:acsomos@fagorameric.com)  
201.804.3900

## **Fagor and Porcelanosa Announce Strategic Partnership in USA**

**Lyndhurst, NJ-** Fagor America Inc. is pleased to announce our recent partnership with Porcelanosa USA. The collaboration brings together two of the world's leading appliance and home interior manufacturers, both of Spanish origin. As Porcelanosa USA begins to introduce a new line of kitchen cabinetry in their showrooms, Fagor's appliances will be integrated and sold to promote a total kitchen solution environment.

Influenced by European cutting-edge design, Fagor's all stainless steel appliances contribute to the crisp industrial feel that characterizes a true contemporary look, yet also give a fresh perspective to durability, reliability and eco-friendliness.

Porcelanosa's cabinetry line features fashionable tones and minimalist layouts with clean simple lines. Integrated with Fagor's high end appliances, these contemporary styled kitchens are sleek and streamlined creations that take modern kitchen design a few steps further. Refreshingly simple, yet breathtakingly striking!

"Through this exciting strategic partnership, we will combine product offerings from two of the most highly recognizable consumer brands manufactured in Spain, while further extending our reach in the US marketplace," said Fagor's Vice President of Sales & Marketing, Sara de la Hera.

The following Porcelanosa showrooms in the US will be the first to showcase Fagor Appliances: Ramsey, NJ / Westbury, NY / Riverside, CT/ Rockville, MD/ Anaheim, CA. For addresses and general information please visit: [http://www.porcelanosa-usa.com/store\\_locator.asp](http://www.porcelanosa-usa.com/store_locator.asp)

**About Porcelanosa**

Porcelanosa USA is a division of Spain-based Porcelanosa Grupo, an international tile manufacturer and retailer. Porcelanosa USA sells has an extensive line of tile, bath and kitchen furnishings, fixtures and accessories. The tile, bath and kitchen products of Porcelanosa radiate beauty and elegance, transforming houses and apartments into personalized homes.

Over 400 showrooms and sales offices in more than 60 countries put them in touch with customers worldwide. Porcelanosa USA showrooms provide a unique experience to consumers thanks to design excellence, in stock selection, and superior service of committed individuals. Porcelanosa USA also thrives on the patronage of dealers, builders and developers, distributors, contractors, designers and architects.

### **About Fagor**

Fagor America Inc, headquartered in Lyndhurst, NJ, USA is a wholly owned subsidiary of Fagor Electrodomesticos, Spain. Fagor is currently present in 100 countries, employs more than 12,000 people in 17 countries and operates 16 factories in 3 continents.

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.

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. For more information visit: [www.fagoramerica.com](http://www.fagoramerica.com)

For media inquires please contact: Carmen Costa at 201.804.3900 or [ccosta@fagoramerica.com](mailto:ccosta@fagoramerica.com)