

Design Northwest Show

news release



Press Contacts:
Jennifer Park
Marketing Communications Manager
201.804.3900
jennifer@fagoramerica.com

Agnes Csomos
Product Manager
201.804.3900
acsomos@fagoramerica.com

FOR IMMEDIATE RELEASE

Fagor appliances showcased at the Design Northwest 2008 Show

Lyndhurst, NJ - Midland Appliance, Fagor's Canadian dealer for Vancouver, will be exhibiting at the upcoming Design Northwest 2008 show, February 13-14, 2008, at the Vancouver Convention & Exhibition Centre, Vancouver, Canada Booth # 121.

Midland Appliance will highlight the Fagor 24" refrigerator, built-in induction, radiant cooktop, dishwasher, 24" oven and cooking design centers products. 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 for 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.

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

cooktops 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 extra-ordinary 7-point safety system. In addition, 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; 12 cooking settings and 3 quick launch settings. Fagor is a worldwide leader in built-in cooktops and the pioneer in induction technology.

The flush-mounted design of the Fagor Radiant Cooktops will add a sleek accent to kitchen countertops. The flat touch control panel and the beveled ceramic glass provide a smooth cooktop surface for easy clean-up. The sleek touch controls allow you to select from nine different settings. The controls include a safety lock feature and a residual heat indicator light. Fagor Radiant Cooktops utilize an electronic sensor to constantly monitor and adjust the heat output for the most precise temperature control. Fagor high-powered radiant cooktops offer burners of different sizes to accommodate all pots and pans, giving you the flexibility you need to cook.

AIS Fagor Dishwashers are so quiet that you will not notice when they are running. An insulated interior, a solid inner tub with no seams, and an alternate washing model are just a few features that make them incredibly quiet. The stainless steel tank, which is one piece, is solid and durable. This helps to reduce the noise level during operation. The seamless tub is highly rust resistant. The AIS Fagor dishwashers adapt to your needs so you can use them more efficiently. Depending on the kind and amount of dishes you have, you may choose to use only the upper rack, the lower rack, or both at the same time. The ECO sensor measures the level of soil in the wash water and fills the tub with fresh water only when it is necessary. AIS dishwashers reduce water consumption up to 25%, the energy used to heat the water, and the cycle time! This makes your dishes perfectly clean for less money in less time! In order to optimize water and energy consumption, AIS Fagor dishwashers are equipped with sprinklers that work alternatively; a more efficient wash, with less noise.

The genuine 24" European convection oven features a third-heating element that surrounds the two-speed fan at the back of the oven, circulating pre-heated air around the cavity. This allows a more even distribution of heat, thus faster cooking and no intermingling of flavors when cooking a full meal. For dishes requiring a pre-heated oven, the Preheat Booster ensures the ideal cooking temperature is reached sooner, helping you to reduce the overall cooking time;

and it reaches 400°F in four and half minutes. The racks glide with unparalleled ease. The telescopic rack extends over the open door for total access to your meal so you do not need to reach into a hot oven. You can easily pre-program the oven to have your meal ready at a certain time and select from multiple cooking programs. Using the ergonomic dials, you can select the desired temperature and program setting. These controls are retractable, for a sleek & discreet look when not in use.

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 Design NorthWest 2008 show, Booth # 121, at the Vancouver Convention & Exhibition Centre and explore our exciting products. For information, please contact Sylvia McDonald at 604.608.0600 or smcdonald@midlandappliance.com. For additional information please visit: www.midlandappliance.com or 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

About Midland Appliance

Midland Appliance is a Canadian distributor committed to serving customers needs in Vancouver area for over 20years. Experienced teams provide guidance to customers in all their appliance needs for building, remodeling or replacing. Midland Appliance strives to offer the latest **most innovative, environmentally friendly products** that offer stylish design, efficiency and performance.

An exclusive Canadian distributor for Fagor America, Midland Appliance 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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