

Media Release (EU)
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iF Product Design Award 2010



**product
design
award**

2010



The jury choosing this year's winners

For over 50 years the iF design award has served as a recognized trademark for outstanding design all over the world.

This year the jury gave its professional opinion on the design quality of entries in 16 product categories and noted that – especially in economically uncertain times – design is a decisive factor in terms of market success and value creation, with many of the submitted products setting new benchmarks in their respective fields.

According to the jury chairman Fritz Frenkler (of f/p design in Germany): "Good design isn't born of good marketing, it's created by designers."

A total of 2,486 products from 1,016 entrants in 38 countries were judged and 778 designs were awarded as the best designs.

The iF product design award are marked on design quality, workmanship, choice of materials, degree of innovation, environmental friendliness, functionality, ergonomics, visualization of use, safety, brand value, branding and universal design.

Fisher & Paykel Appliances is pleased to announce that in the category Kitchen/Household the Product Design Award 2010 has been awarded to CoolDrawer™, the world's first multi-temperature cooling drawer.



CoolDrawer™ in pantry mode



CoolDrawer™ in wine mode

CoolDrawer™ presents an entirely new way of thinking about kitchen and living design and functionality. It has been developed to meet the increasing desire by both architects and consumers to personalise the home space.

CoolDrawer™ stands for ergonomics. The user-friendly design incorporates a variable internal compartment configuration for any food storage requirement as they arise. Installed and operated at waist-height, CoolDrawer™ pulls out on full extension runners for maximum access right to the back of the drawer.

The unique flexible design of CoolDrawer™ optimises your kitchen space with additional refrigeration where you need it. It allows you to create your own personalised and unique layout that suits the needs of your lifestyle. From the island bench in the kitchen to the entertainment area – wherever you need to cool food or drinks, CoolDrawer™ is the solution.

CoolDrawer™'s five temperature settings allow your food to be fresher and better maintain its natural vitamins. At the touch of a button CoolDrawer™ turns into a fridge, freezer, pantry, chiller or wine storage. CoolDrawer™ complements your existing refrigeration and gives you the freedom to place it wherever you want. It is an integrated product but an "EZKleen" stainless steel design is available.

As homes are changing, kitchens too are becoming increasingly more open and are merging into living areas. These changing environments require new flexible kitchen appliances, which combine sophistication, performance and leading technology.



Tomorrow's Kitchen

For more information on CoolDrawer™ visit www.tomorrowskitchen.eu

About iF

For more than fifty years iF Industrie Forum Design e.v. has been based at the Hannover Exhibition Centre. Launched in 1953 as the 'Special show for well-designed industrial goods' this registered association was expanded in 2002 to include a new operating arm iF International Forum Design GmbH. This special capacity allows iF to make a significant contribution to the success of design services in an economic context as well as enhance public awareness of the importance of design.

The iF awards ceremony will take place at the Hannover Exhibition Centre in Germany on Tuesday 2 March. This day will also mark the start of the iF exhibition of prize winners which will run at the Hannover Exhibition Centre as well as online until August 2010.

For more information on the iF product design award 2010 visit the iF website at www.ifdesign.de

About Fisher & Paykel Appliances

Fisher & Paykel Appliances designs, manufactures and markets a range of innovative household appliances developed with a commitment to technology, design, user friendliness and environmental awareness. The company was founded in New Zealand in 1934 and has factories in New Zealand, North America, Thailand and Italy.

For more information on the products of Fisher & Paykel visit www.fisherpaykel.eu.

For press information please email europa@fp.co.nz

For high res images please visit <http://imagebank.fisherpaykel.com>