




FISHER & PAYKEL

An aerial photograph of a rugged coastline. The top half of the image shows the deep blue ocean with white-capped waves breaking. The bottom half shows a dark, rocky shoreline transitioning into a steep, grassy cliff. The text is centered in the middle of the image, between the ocean and the cliff.

NEW ZEALAND WAS ONE OF THE LAST
PLACES ON EARTH TO BE DISCOVERED

THOSE WHO JOURNEYED HERE WERE
NAVIGATORS, RISK-TAKERS AND
ADVENTURERS WHO DEFIED ASSUMPTIONS
ABOUT WHAT WAS POSSIBLE



OUR IDENTITY WAS SHAPED BY RAW
FORCES OF NATURE — ELEMENTAL AND
POWERFUL AS THE PACIFIC OCEAN ITSELF

CAUGHT BETWEEN EARTH AND SKY,
MOUNTAINS AND SEA, WE CONSTANTLY
LOOK TO THE HORIZON



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DESIGNED IN NEW ZEALAND

Designed in New Zealand describes our philosophy. We are shaped by our environment — particularly our geographic isolation — which has fostered a pioneering spirit and a culture of curiosity. It is a way of thinking that is uniquely Fisher & Paykel. _____
This is our identity. This worldview is what drives us to constantly challenge conventional thinking about the life lived around appliances. Our global outlook inspires us to collaborate and learn from others, gathering insights and experiences to inform how we present ourselves on the world stage.

FISHER & PAYKEL - ESTABLISHED IN NEW ZEALAND - 1934



HERITAGE AND LEGACY

Since our founding in 1934, we have grown into a global, design-led company of more than 3,000 people. Our products are sold in 30 countries around the world. For us, legacy is about looking into the future, while ensuring what we develop today is aligned to the fundamental principles of sustainable design. Our culture is one of open innovation, which allows people to work collaboratively to find insights and ideas that connect with our customers and respect our planet.



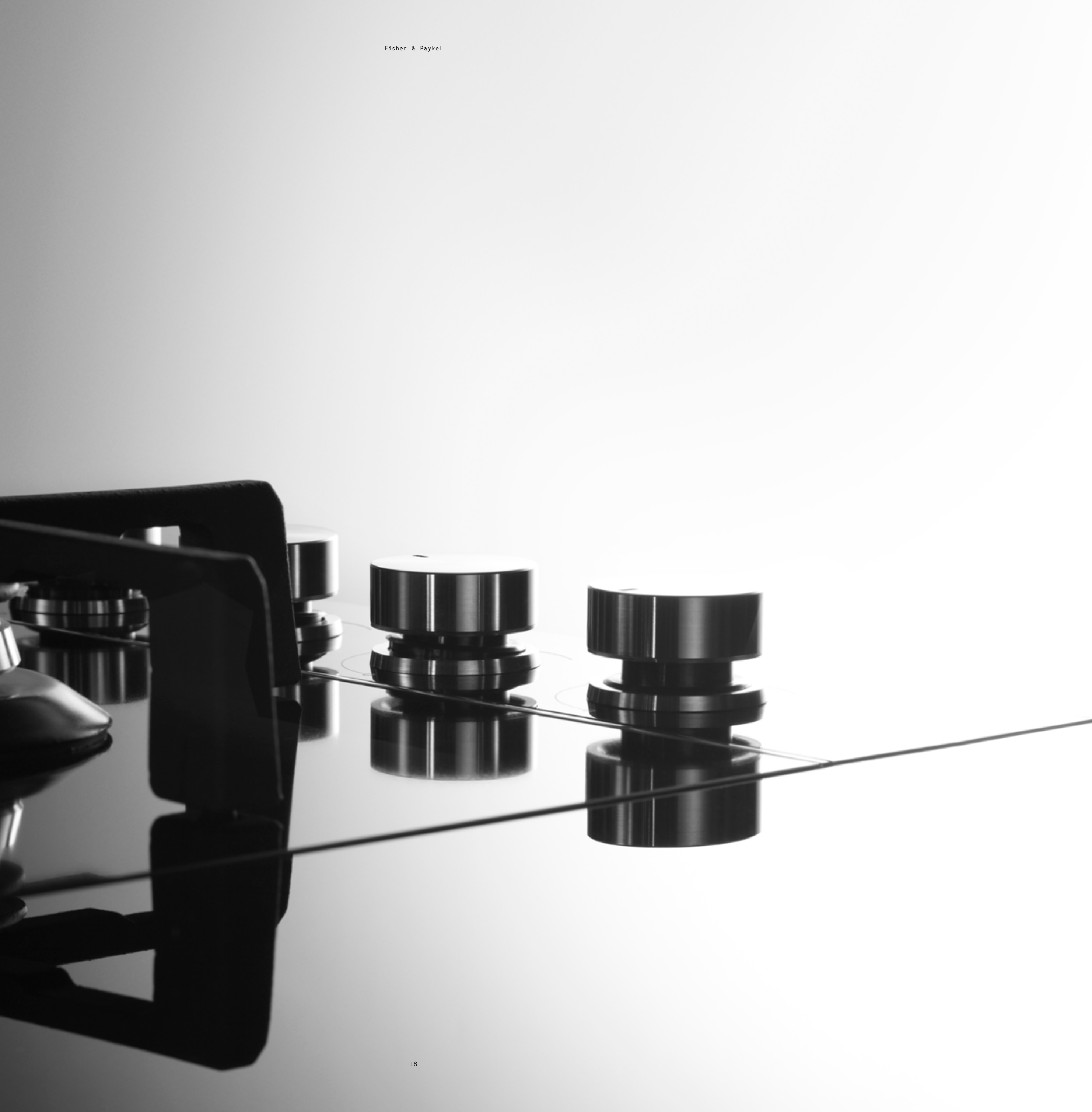


THE MOST HUMAN-CENTERED APPLIANCE BRAND IN THE WORLD

Human-centered design is at the heart of who we are and what we create. Our routines of cooking, washing or cleaning are inherently social interactions. By understanding the life lived around appliances, we have redefined these appliances. Human-centered design is about turning chores into beautiful experiences, ingredients into cuisine, and the routines of daily life into rituals that deliver pleasure.

DESIGN PILLARS

Our brand is a human one. Our curiosity for how people live is expressed in every detail, from our use of quality materials to the design considerations that give the freedom to create living spaces that fit every lifestyle. To achieve this, we focus on five key design pillars. These principles inform the design of every Fisher & Paykel appliance.



DESIGN PILLARS

PERFECT RESULTS

Discover perfect results with appliances that are designed to deliver exceptional performance and precision.

DESIGNED TO FIT

Create a considered space with appliances that are crafted to match with each other and your home environment.

BEAUTIFUL TO USE

Appliances that deliver rich experiences with every use, turning daily routines into rituals.

BUILT TO LAST

Designed and engineered using quality materials and finishes intended to stand the test of time.

RESPECT FOR THE PLANET

Live more sustainably, with appliances designed to reduce energy and water use, without compromising performance.



PERFORMANCE

PERFECT RESULTS

TRUE PERFORMANCE

Our appliances draw on a deep understanding of performance principles, customer insights and more than 80 years of experience to offer new levels of performance.

PRECISION

Performance is nothing without control. Master both heat and temperature with appliances that provide absolute precision.

DESIGNED FOR YOU

From tailored fabric-care cycles to specific food temperature zones, our insightful performance solutions are a perfect fit for your life.

DESIGN

DESIGNED TO FIT

DESIGNED TO MATCH

Appliances that seamlessly fit the aesthetic of your home, with design features that carry across distinct styles or perfectly integrate into the kitchen for a tastefully understated look.

ENDLESSLY CONFIGURABLE

We believe in the principle of distributed appliances — modular and flexible in their installation, giving you complete freedom to design a kitchen that perfectly matches the way you work and live.

SIZED TO SUIT

Designed to fit into existing spaces or flexible enough to suit bespoke kitchen design. From compact to large, we have a size and configuration to accentuate the home.



USABILITY

BEAUTIFUL TO USE

OBSESSED WITH THE DETAIL

Machined metal dials, carefully considered lighting, smooth storage actuation, all designed and crafted for great aesthetics, usability and functionality.

ROUTINES INTO RITUALS

From smooth sliding drawers, to soft closes and precision feedback in every button and dial, our appliances are designed to evoke emotion with each interaction.

QUALITY

BUILT TO LAST

DESIGNED FOR REAL LIFE

We know they will get opened and closed, heated and cooled, cleaned, dirtied and cleaned again. Instead of ignoring it, we plan for it.

REAL MATERIALS

We design, test and specify the right materials and processes for doing the job right first time. For a long time.

RELIABILITY

Our appliances are subjected to a rigorous testing program, pushing our products to their extremes, aiming to anticipate everything that you can throw at them, and more.

SUSTAINABILITY

RESPECT FOR THE PLANET

MANY LITTLE THINGS

Each appliance has its own unique impact within the spectrum of sustainable practices. We have a strong focus on reducing energy, water and detergent use for the life of the product, with the belief that many small innovations pay big dividends over time.

THE BIGGER PICTURE

Sustainability is about more than just optimizing the energy consumption and longevity of the appliance itself. The precious goods you trust us with — fabric and dishware — have their own lifecycle story that needs respecting in equal measures.

REPAIR, NOT REPLACE


Serviceability influences design decisions during the development of each project. We strive to enable the substitution or repair of components, reducing the need for total product replacement. We know we are not perfect, but we are constantly learning and improving with every new opportunity.



THE WORLD WE LIVE IN



As a design-led company, we admire the craft and creative work of architects, designers and cabinetmakers around the world. We appreciate their attention to detail as we see this reflected in our own process. We are problem solvers, like they are. We're dedicated to working closely with top creatives globally to help them realize their vision. From luxurious and clever small spaces to elegant and expansive kitchens, our appliances showcase the same design cues that these respected architects and designers highlight in their extraordinary designs.



HAHEI HOUSE

COROMANDEL, NEW ZEALAND
STUDIO2 ARCHITECTS

Designed by Paul Clarke, of Auckland-based Studio2 Architects, this two-level beach house on the Coromandel Peninsula aesthetically reflects its coastal environment. The American Oak interiors flow seamlessly through to the kitchen space where most appliances are integrated inside soft-close cabinetry.





Integrated French Door Refrigerator
Gas Cooktop



Built-In Ovens

DESIGNED FOR LIFE

The kitchen is a natural focus for social activities in the house, with the expansive island setting the stage for everything from a morning coffee to evening drinks. _____ An adjacent bay-window seat and 12-seater table further extend the space and the ways it can be used. The counter itself was cantilevered specifically so people can pull up a stool and sit anywhere around it. "Even when they do," says Clarke, "the layout was created in such a way that multiple people can move easily around the island and no-one gets 'trapped' while working." _____ The double wall ovens and Integrated French Door Refrigerator are at opposite ends of the space. The five-burner cooktop is in the middle, opposite the stainless steel sink and the DishDrawer™ Dishwasher, housed in the island. _____ "A logical layout is always key to entertaining," says the architect. "This is a family that likes to cook together and socialize together, so this kitchen is designed to do that efficiently. People can come in to help without getting in each other's way. It's a thoroughly social experience and a space that everyone can be part of," explains Clarke.



TOPE ST APARTMENT

MELBOURNE, AUSTRALIA
CAROLE WHITING INTERIORS & DESIGN

The crisp tonal palette of this kitchen is a signature of interior designer Carole Whiting, who coordinated the design with the monochromatic scheme of the wider renovation project — her own warehouse conversion, located in South Melbourne.



Built-in Rangehood
Gas on Glass Cooktop
Built-in Ovens
Integrated Fridge Freezer



Built-in Ovens
Gas on Glass Cooktop



A TIGHT EDIT

“There were not a lot of interesting features,” says Carole. “It was a project from the 90s and looked more ‘townhouse’ than warehouse, so my aim was to convert it back to a more industrial feel. The kitchen was designed to blend into the open-plan living and dining space without appearing too domestic.” The island is a light-weight, freestanding table that reduces visual bulk, and the cabinetry is placed around the walls to open up the space to the light. Whiting used black-stained and limed Larch timber to define working space (black) and storage (white). With this stripped-back scheme in mind, the designer concealed the Dishwasher in a cabinet, and added customized black handles and knobs on the cooking appliances to further reduce the color palette and remove stainless steel from the kitchen landscape. Two side-by-side ovens allow her to entertain easily, while a single-door Integrated Fridge Freezer reduces lines in the joinery.

**BROOKLYN
TOWNHOUSE**

**BROOKLYN, NEW YORK
ELIZABETH ROBERTS ARCHITECTURE & DESIGN**



This home, a Greek Revival townhouse in the historic Brooklyn neighborhood of Cobble Hill, was a labor of love, taking three years to design, fully gut-renovate and decorate. Designed for a cookbook author and lifestyle blogger, natural light for photography and cooking was a key consideration, as was making a seamless connection between inside and out.



Professional Freestanding Range
Integrated DishDrawer™ Dishwasher



Professional
Freestanding Range



Integrated French Door
Refrigerator

THE KITCHEN AS A STAGE

The townhouse had been converted into separate apartments, meaning that much of the original detailing had been removed at some point in the past. However, the owner salvaged as much as she could, including the original mantelpieces and the ornamental medallion in the ceiling of the living room. _____ The owners customized the space by adding speakers set into the ceilings and demolishing walls in the ground-floor living area to create a completely open space for entertaining. This extended to opening up the kitchen walls with bi-fold glass doors that lead into the terrace beyond, generating a flow between the inside and outdoors that is unusual in a New York City home. The terrace also features a high-performance DCS Grill with a rotisserie. _____ The owner uses her own kitchen as a stage for developing and shooting stories, so it needed to have light entering from the side. This led to the installation of a square island, rather than a rectangular one, which gives more options for photography. _____ A simple material palette of Calacatta Panozzo marble countertops above grey cabinetry, and open shelving that runs the width of the space. _____ Aside from the hefty dual-fuel range that takes a starring role in the center of the kitchen, all of the remaining appliances, including a French Door Refrigerator, CoolDrawer™ Multi-temperature Drawer and a double DishDrawer™ Dishwasher, are integrated into the cabinetry. The bulk of the storage is contained below eye-level in the cabinets and island, allowing the space to remain light and airy.



Integrated CoolDrawer™
Multi-temperature Drawer

DESIGN FOR A CHANGING WORLD

Our world is changing at a pace never seen before. The way we live, the way we interact, and the things that are important to us as people and as consumers are in constant flux. Our challenge is to understand how the world around us will continue to shift and evolve, and design appliances that not only reflect but complement and enable that. We call it Design for a Changing World. _____ This shift in preference and decision making is not happening in isolation — it is the result of macro changes in the way we live. These macro trends in turn play out in our everyday life — in the choices we make and in what we value. As people, we are more connected now than we have ever been. The traditional borders that set cultural boundaries in the past have been lifted, and our lives and habits are changing as a result.



GENERATIONAL CHANGE

A fundamental generational shift has taken place which has changed the face of consumer preference. Millennials are now the largest consumer group globally and with them comes a different set of consumer values. A willingness to spend disposable income, a deep care for food and its provenance, a love of design and a desire for the finer things. Millennials are not content with the status-quo, they are comfortable with change — it is the world they have grown up in. They don't want the same brands their parents had. They are looking for something fresh, new and authentic.



CHANGING LIFESTYLES

People are rethinking how they want to live. Technology and changing expectations are allowing people to live and work outside of main centers, to experiment with a different pace of life, to define comforts and success on their own terms. Changing lifestyles come through to the kitchen as well, with less expectation of following traditional designs and turning that introspection onto how best to reflect their own taste and how they eat and cook.



URBANIZATION

Lifestyles and urbanization are distinct but intertwined. The trend towards inner-city and apartment living as populations become more urbanized and cities grow upwards and outwards in response shapes the choices a consumer can make around home design. We are seeing — and setting — strong trends towards beautifully fitted kitchens that can fit any space. Appliances that are designed to fit and create beautifully considered spaces.



CARE FOR THE ENVIRONMENT

Respect for our environment is a theme that is woven through each of these changes. We know that our interaction with the environment is causing change. More and more we are seeing consumers opt for brands that are serious about sustainability. It's one of our core values, plays out in every one of our design decisions, and will continue to drive our choices as a responsible business into the future.



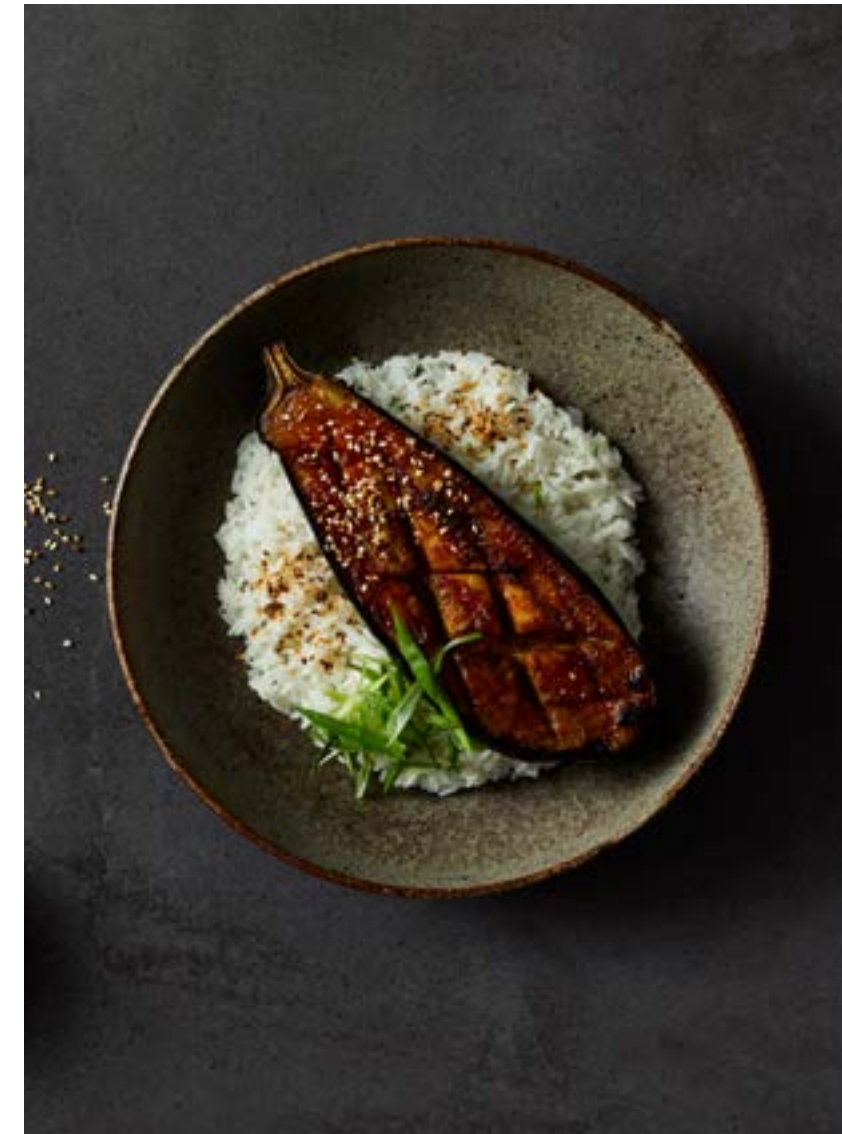
RESPECT FOR FOOD

Respect for food is an incredibly powerful trend. The way people eat is increasingly being shaped by their values. Sustainable farming, organic products, and a preference for locally sourced food have now become mainstream. With this level of care in the food we buy, how we care for that food after purchase, how we preserve it and cook it are key.



HEALTHY LIFESTYLES

Our food choices are increasingly focused on healthy lifestyles. Foods free of preservatives and other alterations means the right methods of food storage are critical. When we cook, we are increasingly interested in preserving nutrition as much as creating something delicious, putting more emphasis on methods like steaming.



CHANGING COOKING SYLES

Our cooking styles are now truly global. The culinary world now borrows and lends its cuisines, cooking techniques, and treatment of ingredients unrestrained by culture.



CHANGING FABRIC STYLES

New materials are changing the way we approach fabric care. Blends, finer fabrics, new clothing categories require a new way of looking at how we extend the life of clothing. Understanding fabric care deeply, and designing products which reflect the real clothing types that people are wearing and washing now, is integral to our laundry approach.



Fisher & Paykel

Carlson House
Christopher Woods Architects

THE SOCIAL KITCHEN

The Social Kitchen idea underpins our design philosophy in developing flexible appliances that can be distributed throughout your kitchen and tailored to your individual lifestyle and needs. It is both a concept and a lived experience that connects people with food and design and start rethinking the kitchen. _____ One of the key aspects of the Social Kitchen philosophy is a deep understanding of patterns of use. How the kitchen and, by extension, our appliances help to make life easier. The kitchen is no longer just a place where food is made. It is where we meet to talk about our day, where homework is done, where we engage and interact as families and friends. Considered kitchens respect and reflect these patterns of use in their layout and in appliances that provide flexibility. That flexibility allows us to shift between the different requirements we have of our kitchens. The modern kitchen needs to be able to respond to these needs through modular distribution and exceptional functionality. _____ By understanding the way kitchens are used we know what our customers are looking for in their perfect kitchen. They are looking for choices, for the freedom to create unencumbered by the restrictions of their appliance.

KITCHEN PERFECTION

The kitchen is about people, it's the heart of your home. When you observe and listen to how people truly use this space — their habits, the way they live, cook and eat — you get a richer understanding of what is important. The perfect kitchen is one that brings together a complete suite of complementary appliances and applies their unique set of features for the best results. It is about the freedom to express yourself through results, through styles, through layout, to make your kitchen tailored to your individual preferences. Kitchen Perfection is built on three concepts that drive what we uniquely offer with our product set: Ultimate Kitchen Solutions, The Beauty of Choice, and Design Freedom.



KITCHEN PERFECTION

ULTIMATE KITCHEN SOLUTIONS

The way we preserve and cook food is changing. Exposure to different cultures, flavors and cooking styles demand different types of performance and flexibility when building a cohesive kitchen solution to match your life. Our range of appliances are designed to fulfill your functional needs — so that your kitchen adapts to you, rather than you adapting to your kitchen.

THE BEAUTY OF CHOICE

The kitchen is an increasingly social space, yet the design aesthetic can be a very personal choice. How appliances look is just as important as how they perform. With a comprehensive selection of styles and configurations, we offer you the right choices to turn your unique vision into a beautiful reality.

DESIGN FREEDOM

The role of the kitchen has changed. It needs to support the ease of mid-week convenience when life is busy, but allow freedom for you take the time to share and entertain as a weekend gourmet. This is the principle of distributed appliances — allowing you to design a kitchen that not only looks good, but reflects the patterns of use in how you work, live and play.

KITCHEN PERFECTION

ULTIMATE KITCHEN SOLUTIONS

Kitchen Perfection is about more than individual products. It's a suite of products that work seamlessly together. That are distributed in the right way that they make the experience of the kitchen a beautiful one. And that have combined uses and functions that amount to much more than the sum of their parts. The perfect kitchen suite gives storage, heat delivery and washing options. Firstly, produce

that can be stored at just the right temperature and humidity to keep them fresher longer. Secondly, a choice of heat delivery that respects the ingredients used during cooking and gives the perfect results. Thirdly, paired DishDrawer™ Dishwashers that allow you to have one running while the other is being loaded. And finally, all distributed in a way that is intuitive in terms of the way you use your kitchen.



COOKING IN DETAIL

Cooking is more than making food. It is a creative ritual, where the perfect cooking methods pay respect to fresh ingredients and elevate them into cuisine. Perfect results in the kitchen seldom come from one type of heat. Just as the best cuisine is a combination of complementary ingredients, the best kitchens bring together the right appliances to give a chef complete control. _____ Across our cooking range we have focused on helping you achieve the perfect result rather than simply utilizing a set of built in functions. True flexibility comes from building sets of products that deliver different cooking styles. A steam oven working as a companion to your convection oven gives you that freedom to choose between tender, fall apart slow cooked roast lamb or that same lamb cooked medium rare — with the perfect deep brown crust on the outside while blushing pink inside. Similarly with cooktops, by pairing induction with gas, you achieve the best of multiple cooking styles — the ability to char a pepper over a flame while also having the control to delicately melt chocolate and the power to quickly boil a large pot of water.

Kitchen Companion Products



Professional
Built-in Ovens



Kitchen Companion Products

Induction and gas
cooktop pair



REFRIGERATION IN DETAIL

We can understand Ultimate Kitchen Solutions in more detail by looking at Column Refrigeration as an example. Column Refrigeration gives you true personalization, allowing you to control how you store and care for food. Ideal storage conditions are dependent on the ingredient, what keeps one ingredient fresh and full of its natural vitamins and minerals, can break down another in twice the time. Expertly balancing performance with design, they also provide the ability to mix and match sizes in your kitchen for design freedom. _____ Each Column has two independent Variable Temperature Zones. The separate compartments allow you to choose pre-set food-modes or independently adjust the temperature for optimal storage. This is possible due to ActiveSmart™ Foodcare, a technology that anticipates future use by understanding the way you interact with the appliance. Continuous feedback means that ActiveSmart™ can sense any changes to the storage conditions, and quickly react by adjusting the airflow to maintain a stable and even temperature, to help keep your food fresher for longer. _____ By combining a Column Freezer with a Column Refrigerator you have four independent temperature zones. We can then add a Wine Column and have six independent zones. It is a refrigeration solution that allows you to keep bananas at 12°C, milk at 3°C, wine and beer at the perfect serving temperature.

DISHWASHING IN DETAIL

Paired DishDrawer™ Dishwashers offer unparalleled convenience. They are perfect for small or part loads, great for clearing up the breakfast dishes and waiting till the evening meal is done or to have one running while the other is being loaded. DishDrawer™ Dishwashers are as easy to open and close as kitchen drawers and can be conveniently positioned at counter height for ease of loading and unloading with minimal bending. The design also allows you to configure multiple appliances in convenient locations for all the capacity you need without compromising usability. Since debuting over 20 years ago, our revolutionary dishwasher in a drawer has been put through over a million test cycles, opened and closed thousands of times and tested on the toughest stains to provide you with sparkling clean results. Running at a very low decibel rating, these DishDrawer™ Dishwashers do their job without making a fuss meaning that you can distribute multiple appliances where you most need them, either side of the sink, in a scullery, bar or coffee area giving flexibility as well as style.

Integrated Column Refrigeration:
Freezer and Refrigerator



DishDrawer™ Dishwashers



Integrated Column Refrigeration:
Freezer, Wine and Refrigerator

KITCHEN PERFECTION

THE BEAUTY OF CHOICE

The ultimate kitchen solution does more than promise perfect results. It has to look beautiful too. It has to give options that allow the customer to configure and design their kitchen in their own unique style. This is the true beauty of choice. While our style is always contemporary, the options we provide within that aesthetic are con-

siderable. Fisher & Paykel has five different styles of appliances to choose from: Integrated, Minimal, Contemporary, Professional and Classic. Each has been developed to visibly express the distinctiveness of that style. Even the tiniest of details like the chamfer on a dial have been obsessively designed to reinforce each unique style.





MINIMAL

Our class-leading style is Minimal. This is where our design team have the freedom to really express what a leading design-led contemporary brand should be. Focused on clean lines, tight gaps, and beautiful materiality, but with meticulous attention to the details to ensure that the appliances are deeply intuitive and beautiful to use.



CONTEMPORARY

Contemporary is our flagship style, where our brand has traditionally been a leader. This style is defined by enduring design principles, signature flourishes that are carried across each appliance. We continue to build on a rich heritage, refreshing and refining this popular style option with new products, new features and new functionality.



PROFESSIONAL

The Professional style is distinctive and bold. Appliances defined by their uncompromising power and robust aesthetic. Fit for a commercial kitchen, scaled to provide exceptional results in a residential setting.



CLASSIC

The Classic style melds elements of traditional design aesthetics to the contemporary style. Classic is perfect for bringing a modern twist to older character homes which is best showcased by the Classic Freestanding Range.



INTEGRATED

The ultimate in design choice and freedom, Integrated products take on the materiality of the kitchen, allowing the kitchen design to truly shine. Integrated style appliances become tastefully understated, give complete design freedom, and allow for their superior functionality and performance to speak for themselves.

Minimal Built-in Ovens
Contemporary Rangehood
Contemporary Gas on Glass Cooktop
Tope Street Apartment
Carole Whiting Interior Design



Contemporary Rangehood,
Induction Cooktop and Built-in Oven
Pahran House
Rob Kennon Architects



Minimal
Built-in Oven



Classic Freestanding Range
Connect Six
Whiting Architects

Professional
Freestanding Range



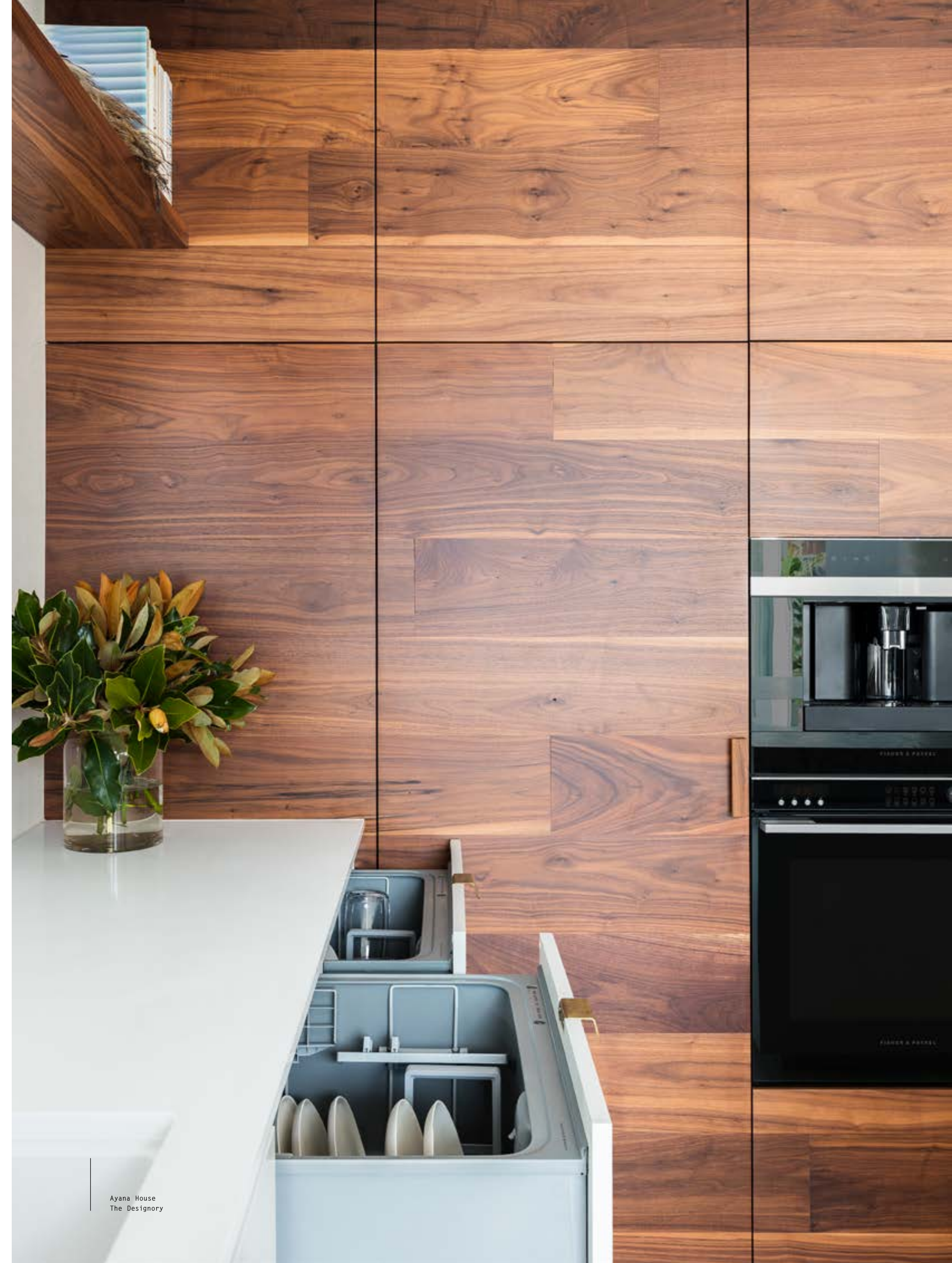
Integrated French Door Refrigerator
Herne Bay House
Studio John Irving Architects

KITCHEN PERFECTION

DESIGN FREEDOM

The ultimate goal is to provide complete design freedom, whether that be through a signature Fisher & Paykel style, or the ultimate in personalization through our Integrated products. Combine that with modular distributed options that allow you to design the kitchen first

without concern for how an appliance choice could limit your vision. Design Freedom is putting the choice into the hands of designers and architects — allowing them to realize the dreams of their clients without restrictions. The potential of kitchen design is opened up with Fisher & Paykel.





Hahei House
Studio2 Architects



Ayana House
The Designory



Simon James' Home
Knight Associates



LOVE YOUR LAUNDRY

Laundries have evolved from purely functional spaces at the back of the home to occupying a central place in our lives. Aided by technology and design, we've seen a trend in re-imagining what used to be an endless cycle of soaking, washing, drying, ironing and folding as an opportunity. Designed to match no matter how you configure them, each Fisher & Paykel laundry appliance forms part of a holistic laundry system.



LOVE YOUR LAUNDRY

COMPLETE FABRIC CARE

Every fabric has its own needs for the best care. Fisher & Paykel laundry appliances provide wash and dry cycles that cater to every fabric and garment type.

PERFECT PAIRS

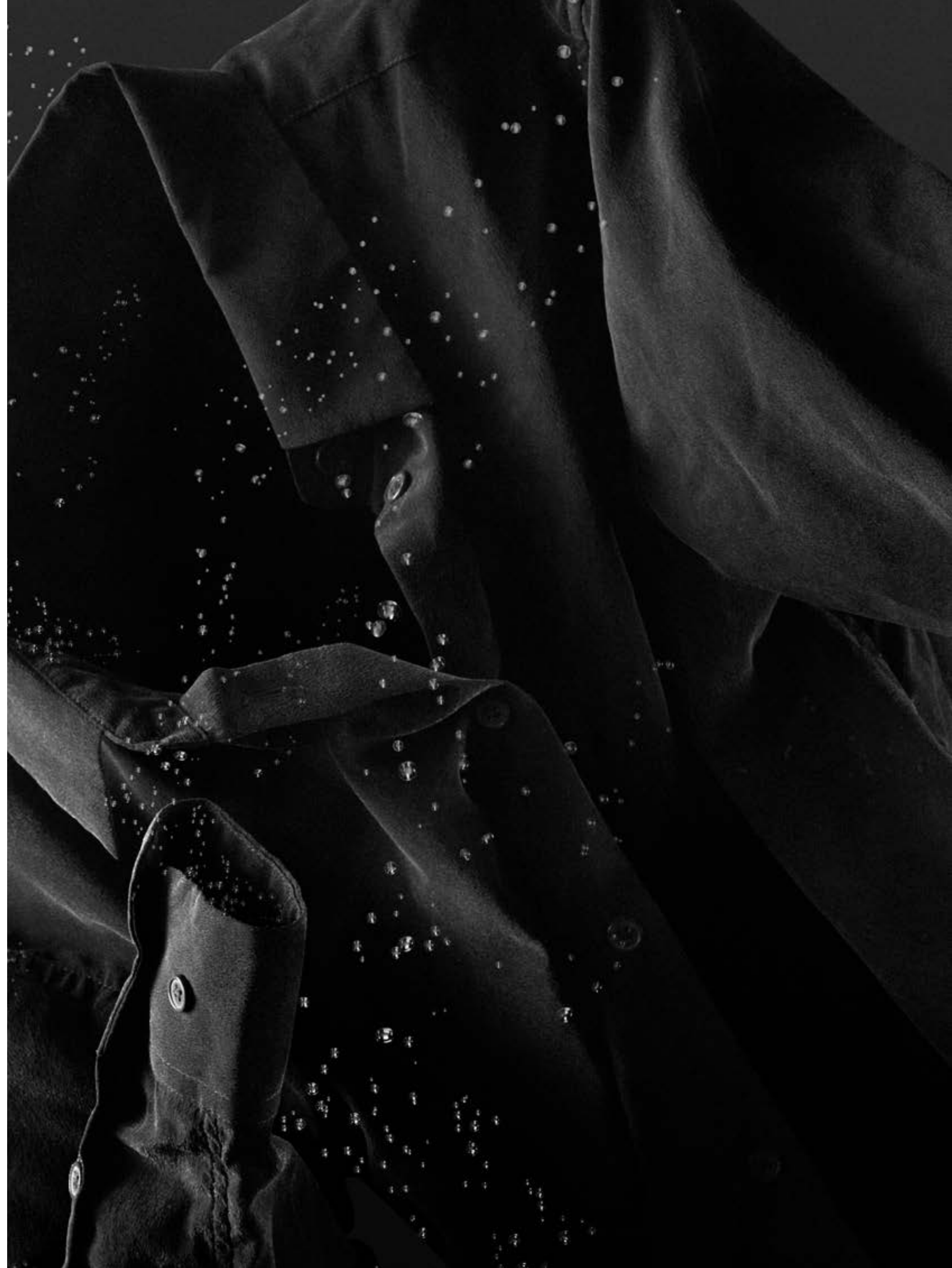
Fisher & Paykel washers and dryers are specifically designed to complement each other visually as well as functionally.

LOVE YOUR LAUNDRY

COMPLETE FABRIC CARE

Every fabric is different, from the unique properties of different fibers to the different weaves to the purpose of the fabric or garment. Linen, for example, has long fibers and is woven loosely, making it cooler and more durable, whereas silks have incredibly fine threads and a very tight weave. Synthetic fabrics — nylon, polyester, or spandex — are designed to stretch, wick moisture or hug the body. Whether natural or synthetic, the garments you wear all respond differently when they are worn and when they are laundered. The unique washing and drying needs of every garment are defined by fiber and fabric

construction. Our deep knowledge and expertise within the science of fabric care informs how we develop laundry products. It's a delicate balance of water, temperature, detergent, time and mechanical action that deliver the cleanliness and care you demand. Our SmartDrive™ wash system uses feedback from a direct drive motor to intelligently adjust the wash action for better clothes care, while our heat pump dryers use lower temperatures for gentle fabric care. Each wash cycle is tailored for different fabrics — from delicates to durables and everything in-between — to take the guesswork out of laundry.



LOVE YOUR LAUNDRY

PERFECT PAIRS

Laundry involves more than simply washing your clothes: it's also about care and domestic organisation. Increasingly, we are seeing the laundry space become a carefully considered part of the home with attention given to design, to ease of use, and to function. Laundry is a part of daily life so why not give it the same consideration as your bathroom or kitchen? _____ We speak a lot about turning routines into rituals, making a great experience out of mundane chores and each individual Fisher & Paykel appliance is designed to play its

role within the holistic laundry process. Our washers and dryers are designed to match so they can proudly be on show. You can choose to arrange your appliances in a space-efficient stack or side-by-side, or to distribute the set between different areas in the laundry. Our washers and dryers feature complementary cycles for exceptional fabric care, deliver water and energy savings, and drying performance, to help your garments look better for longer. _____ Our goal is to deliver the complete design and performance package to create a beautiful laundry.



12kg Front Loader Washing Machine
and 9kg Heat Pump Condensing Dryer

SEAMLESS BRAND EXPERIENCE

An experience with Fisher & Paykel does not begin or end in the home. The experience with our brand is seamless and premium from end-to-end. Choosing a premium brand is about more than buying a product. You buy an experience — one that is enduring, that builds on itself, and one that reflects luxury and quality in every interaction. We focus on that experience not just end-to-end, but cyclically. When you buy Fisher & Paykel products, the experience should be rewarding. You leave the showroom excited about how they will transform your home. With each use they remind you of their craftsmanship and beauty of use.



Sydney Experience Center



Sydney Experience Center



Tea Ceremony

EXPERIENCE CENTERS

To get a real appreciation Fisher & Paykel it must be experienced first hand. In recent years we have committed to bringing the Fisher & Paykel experience to customers in some of our biggest markets with the introduction of Experience Centers. _____ Our Experience Centers immerse guests in meticulously appointed kitchen and laundry spaces — a showcase of luxury design enabled and enhanced by Fisher & Paykel appliances. New York, Costa Mesa, Sydney, Shanghai, and Toronto are each home to a Fisher & Paykel Experience Center — with a flagship center soon to be opened in our home city of Auckland, New Zealand.

IN-STORE EXPERIENCE

The ability to touch, see, and deeply experience a full Fisher & Paykel suite of appliances together in one cohesive space is critical at the retail level. Through in-store partnerships and a significant investment in creating our latest retail offering, customers can see our flagship products in-situ and interact with them in a kitchen environment right on the shop floor. _____ Our new retail approach demonstrates what is possible with Fisher & Paykel both through product displays and through an immersive digital platform that allows further exploration of features and options.



KBIS 2019
stand interior

EXPERIENTIAL EVENTS

We have chosen key design shows to showcase our products and present our brand on the world stage. The level of craft and precision in our products is reflected in the beauty of the displays which utilize luxurious natural materials to create an environment which is warm and welcoming while being markedly unique and reflective of New Zealand. We often use these events to tell our Designed in New Zealand story with a Social Kitchen experience that pairs tastes of New Zealand with theatrical interpretations of appliances to create an unforgettable interactive experience.

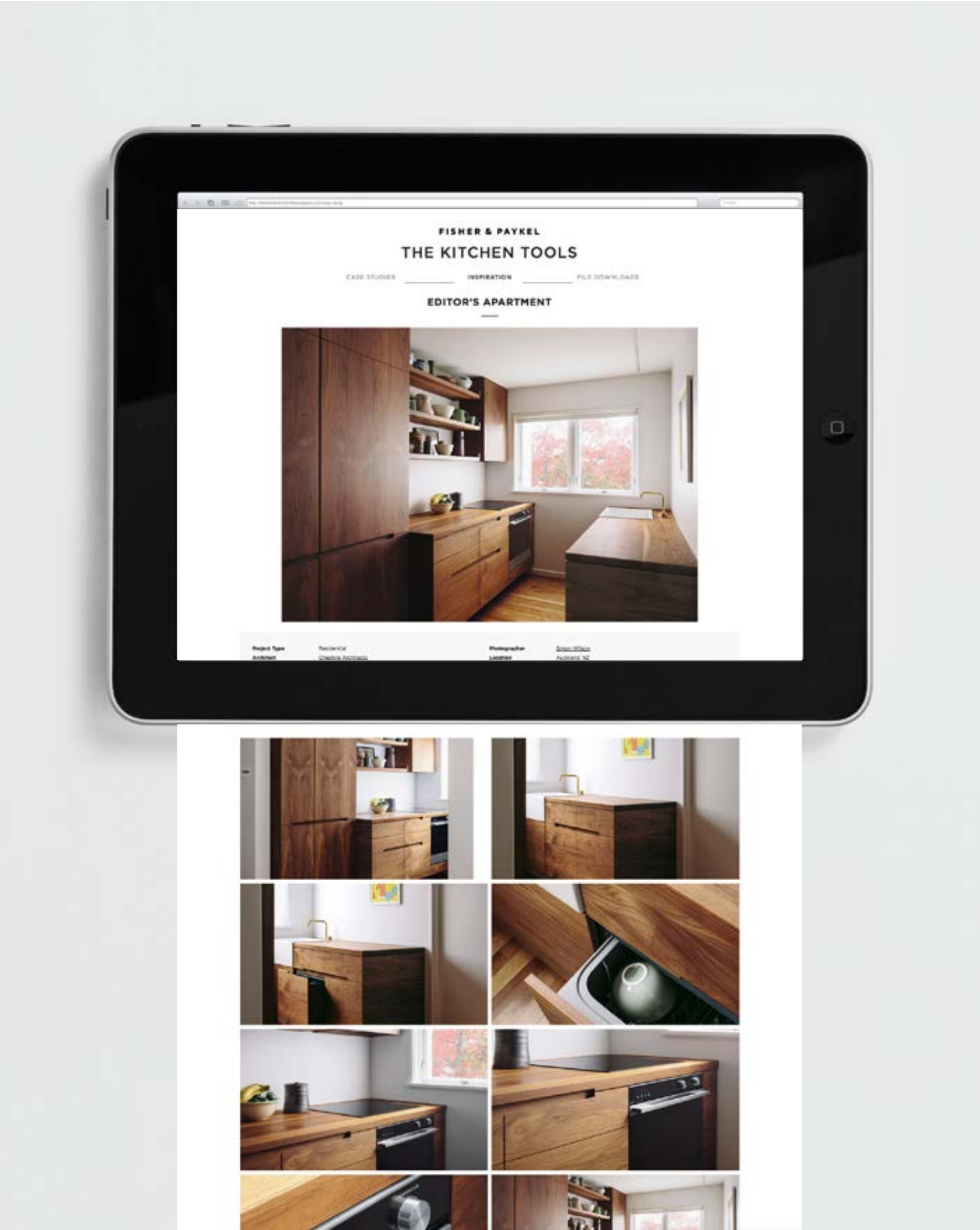
DEMONSTRATIONS, PRODUCT AND DESIGN TRAINING

To be the most human-centered appliance brand, we need to understand our customers. Future Design Workshops and Meet the Maker events connect our designers with architects and developers in intimate workshops based on collaboration and co-creation. This ensures that our products, details and experiences reflect the changing architectural context that our products will fit into and ensure that our designs keep abreast of the world's tastemakers. ——— We focus on training sales people across the globe so they understand what differentiates Fisher & Paykel and what sets our appliances apart. Product and cooking demonstrations at our Experience Centers and in retail stores allow us to connect food and cooking with our customers, so they can experience the intuitive ease and beauty of the products up close.



Future Design Workshop





24/7 Customer Care

**RESOURCES FOR DESIGNERS,
SPECIFIERS AND BUILDERS**

Beautiful brand experiences are essential, but we are equally focused on delivering an exceptional experience with the more pragmatic aspects of the design process. From CAD files in multiple formats to data sheets and planning files which outline alternative installations aiding more complex, design-led detailing and installs, we support the needs of the design industry to supply key information quickly and clearly.

PREMIUM OWNERSHIP EXPERIENCE

We are human-centered for a reason — we know it's the experience our customers have with our brand that truly matters in the long run. After-sales service, delivery and installation and 24/7 support are absolutely critical for a premium brand. We are making large investments across all markets to bring this to life.

DELIVERY AND INSTALLATION

Working with install professionals who know our products and give as much care and attention to the fit and finish as we did to the design is essential for a premium experience with our appliances. Across the globe, we have both in-house and third-party delivery and install options to help support customers with getting their appliances into their homes and installed with the minimum of effort. We have warehouses located in all key markets, close to major centers to enable us to deliver.

**24/7 USER SUPPORT AND
CLASS-LEADING WARRANTIES**

Class-leading warranties across many of our products show our confidence in the quality and reliability of our engineering and design, and our ongoing commitment to support customers if they do run into problems. With global 24/7 Customer Care, we have a dedicated team trained to support customers with questions and concerns, and if a product does need a technician or additional support, a service team can be sent out. Our commitment is shown in our ongoing servicing of products old and new. For our commercial customers, we have a designated Global Sales Support team to provide tailored assistance to busy professionals.

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The product features and specifications in this document apply to the specific products and models described at the date of issue. Under our policy of continuous product improvement, these features and specifications may change at any time.

Our products have been designed for use in normal domestic (residential) environments. Our products are not designed for commercial use.

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