FALL 2025

OVER 100 YEARS
Since 1917

KIEFFER'S APPLIANCES

INTRODUCING THE GAGGENAU EXPRESSIVE SERIES OVENS

TWO FRAMES, ONE CIRCLE, A PIECE OF ART

WHAT'S INSIDE FOR Q4 2025

GAGGENAU EXPRESSIVE
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KITCHENAID
2025 Relaunch

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Gaggenau Expressive Series Ovens

The new Gaggenau Expressive Series shows the principles of bold geometry, simple shapes and elegant use for a clear purpose. It is defined as “Two frames, one circle, a piece of art.” This design ensures an exceptionally quiet operation as well as an installation that can be proud or flush.

The stainless-steel ring appears to float on the touch screen digital display, offering a new era of precision control. This embodies their traditional design philosophy without losing sight of their analogue heritage. The cutting-edge digital experience offers clear information, while the control ring conveys clicks at your fingertips.

Some of the new features are:

1. All new convention-plus heating system
2. Unseen extra-powerful bottom heating raises the accessory baking stone to a higher temperature
3. Full surface broiling element concealed behind enamel, enhancing the cooking precision
4. Pyrolytic self-cleaning with a unique heated catalyzer to eliminate odors
5. Home connect

Gaggenau continues to work with the world’s finest chefs to perfect their appliances and bring professional capability into the private home.

Kieffer's Multi-Family Installer Interview

One of the major parts of Kieffer's Appliances service and support is providing our trade partners and customers with installation. For construction management and multi-family locations, Kieffer's provides you with an Installation Project Management Team. One such team came together for an employee spotlight to provide you with information about how this type of installation crew works.

1. What is the difference between project installations vs. Kieffer's standard installations?

There is not a big difference between standard installation versus project installation. The only major difference is that you are working with multiple tradesmen and more units to get the job done.

2. What makes a project flow smoothly?

One of the major reasons a project flows smoothly is communication. It really helps to establish a "Scope of Work" between us and the GC, so that everyone knows what needs to be done before we get to the job site.

3. What type of challenges do you face with project installation?

Since we work with multiple tradesmen on a larger-scale installation, you must make sure everyone's jobs are completed at the right time because you don't want to prevent anyone from completing their work.

4. What is your favorite type of appliance to work with?

As the one who oversees the team with the delivery and installation, we don't have a specific favorite appliance. They are all my favorites as I have been doing this for over 20 years.

5. How have you turned a negative situation into a positive one at Kieffer's?

It starts when you wake up in the morning. You need to realize that even if something becomes a negative situation, you need to turn it into something positive. Only positivity is welcome at Kieffer's.

6. What is one tool you can't work without?

The two most important tools for us are a level and measuring tape. Those are the two that you need to complete any installation.

7. Can you give us any tips for future project installation?

It is helpful to send one of our project installation employees out to a job location ahead of time, before delivery and installation take place, to go over all the details before delivery. It is a huge help to make sure you figure out all the potential issues before providing the appliances.

KitchenAid 2025 Relaunch

KitchenAid's Legacy of Innovation dates to 1919 with the first stand mixer and consistently expanded its product line and set design standards. With the new 2025 relaunch, KitchenAid is building on this legacy with refined craftsmanship.

The 2025 lineup goes beyond aesthetics. They introduced performance features and innovations, such as intelligent auto-filling for hands-free filling and a 2-in-1 burner for more versatile cooking. Stay one step ahead in the kitchen with assistive cooking that provides a groundbreaking smart experience and new levels of precision that help bring out the boldness in every flavor.

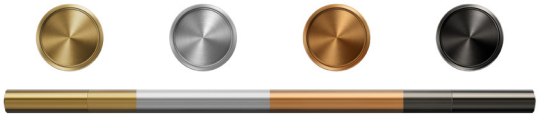
From decoration to integration, they refined some of the familiar elements that have set them apart over the years. Some of the design updates were the handle end cap, signature imprint, and more attention to detail with the multi-finish geometric knob design and integrated elements.

The linear texture across multiple touchpoints allows consumers to customize their appliances with different color personalization kits in Black Ore, Bronze, Brass and Stainless Steel.

Pick your finish

Black Ore | Stainless Steel | Juniper

Personalize your hardware



Brass | Stainless | Bronze | Black Ore

Optional handle and knob accessory kits sold separately.

Some other updates are:

1. Ranges with air fry
2. Bigger touchscreens
3. Assisted cooking cycles
4. More cycle options in the ovens
5. Wifi Connect
6. Induction cooktops with WipeClean Coating
7. Dishwashers with Door Open or ProDry Max and 360° wash jets.

KitchenAid wants you to tailor your kitchen to your needs with their flexible installation and customizable styles across multiple kitchen categories. Bring your kitchen to life with a suite of KitchenAid appliances in Juniper, Stainless Steel or Black Ore premium finishes, and then personalize them with hardware accessory kits.

Juniper Vs. Black Ore

Sub-Zero, Wolf, and Cove 80th Anniversary

Sub-Zero, Wolf, and Cove are celebrating 80 years! What a huge milestone from a company founded by Norwegian immigrants with a mind for innovation. As a refrigerator salesman for Frigidaire, Westye Bakke spent his free time tinkering with his refrigeration prototypes to develop a reliable way to store insulin for his young son with juvenile diabetes. Recognizing the potential broad appeal of his innovations, Westye founded the Sub-Zero Freezer Company in 1945, introducing the industry's first system for preserving food at ultra-low temperatures.

By the 1950s, after working with an in-house engineer, Sub-Zero began producing more streamlined looks: units with rounded corners and "built-ins" that sat flush against countertops and blended with existing cabinetry. In 1955, Sub-Zero introduced dual refrigeration—separate, sealed systems for the refrigerator and freezer.

From there, the company continued to grow, acquiring the residential arm of Wolf in 2000, a company renowned for its experience in commercial cooking. This line was designed to assist serious, passionate cooks and included more than 50 products. By 2010, the company introduced nearly 70 new products, including the Wolf Convection Steam Oven in 2012. In 2018, the company unveiled the Cove Dishwasher, completing the trifecta of kitchen appliances.

With times and tastes changing in home cooking, Sub-Zero, Wolf, and Cove have tapped into a growing trend to provide restaurant-quality cooking and entertaining, expertly preserving fine wines, and extending the same level of kitchen capabilities to the outdoor entertaining spaces.

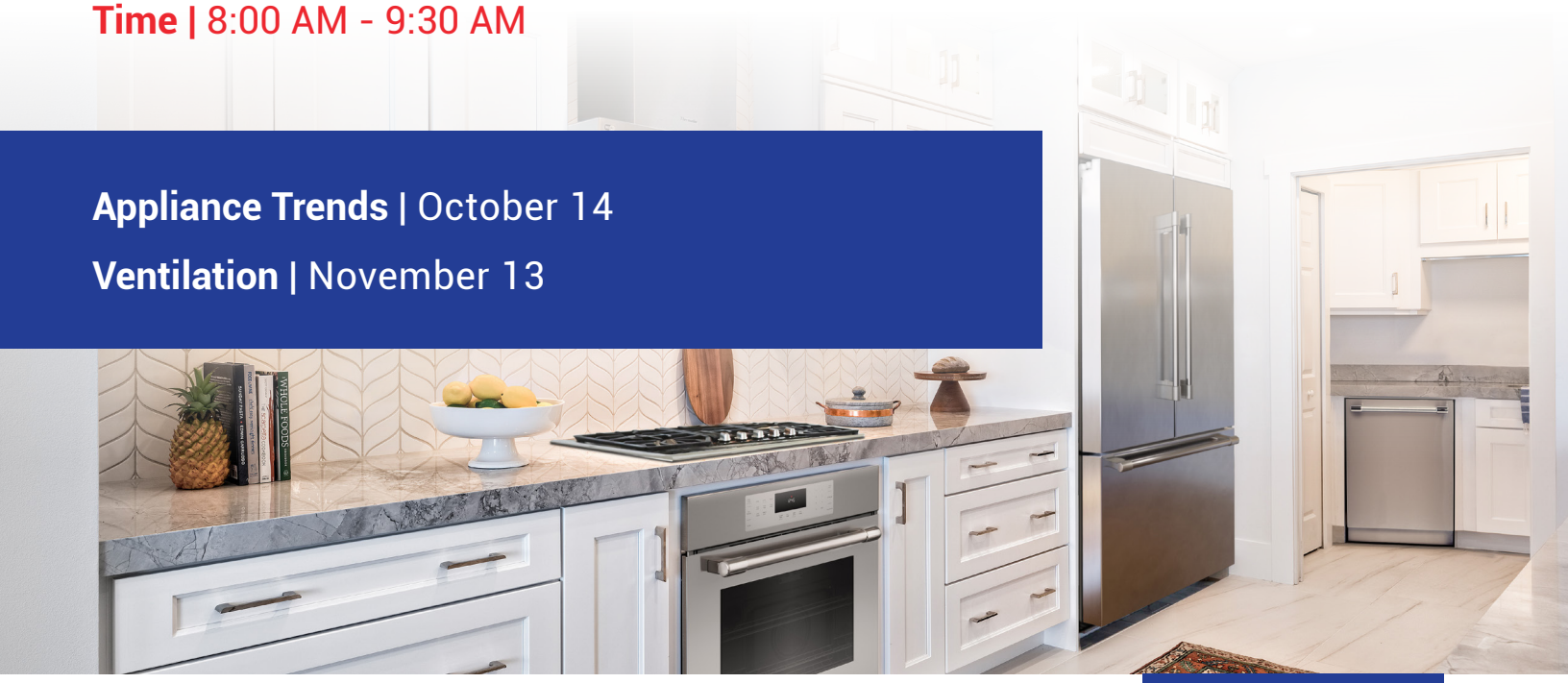
Despite their remarkable success, the company has never lost sight of their values of honesty, hard work, personal integrity, and respect for tradition.

OUR UPCOMING EVENTS

KIEFFER'S KNOWLEDGE SERIES

Kieffer's Showroom | 785 Sumneytown Pike, Lansdale, PA 19446

Time | 8:00 AM - 9:30 AM



Appliance Trends | October 14

Ventilation | November 13

BE OUR GUEST IN NYC

Join Us For A Curated Tour & Presentations By Top Luxury Appliance Brands

OCT 23

The Architects & Designers Building, located at 150 East 58th Street, is home to New York's ultimate showroom resource, featuring New York City's largest selection of luxury kitchen, bath, appliances, cabinetry, tile, flooring, carpeting, shading technology, lighting, high-end residential, contract furniture and more.

With 40 showrooms, featuring hundreds of distinctive products, the A&D Building offers discerning homeowners and trade professionals the finest collection of premium brands to suit any design project from modern, transitional or traditional—all under one roof.

A&D BUILDING
150 E 58

Private Limousine Travel

Gourmet Luncheon

OVER 100 YEARS
Since 1917
KIEFFER'S
APPLIANCES

PRSRT STD
U.S.POSTAGE
PAID
PERMIT #117
SOUTHEASTERN PA
19399

Kieffer's Advantage Trade Partner Program

- Certified Installers
- Family-Owned for Over 100 Years
- Exclusive Invitations to Industry Events
- Dedicated Trade Account Manager
- Access to Special Trade Partner Incentive Programs

Contact your dedicated sales representative or visit www.kieffers.com/trade to register today!