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5 *Easy Tips for Pro*
PROJECT PLANNING

*Kieffer's Katie
dishes on
Dream Kitchens*

Make it Modular with
GAGGENAU's
VARIO Cooktop

Benevenuto,
SOFIA!



EMPLOYEE SPOTLIGHT:

Katie Marmero
Trade Partner
Sales Representative

Q: You've been in appliances for a large part of your working life. What keeps it interesting for you?

A: Every house and homeowner is different, and I love meeting people and hearing about their homes. Helping people through building and renovations, making the "Dream" kitchen a reality, and seeing new designs each time keeps it fun. No two days are the same!

Q: What are the best innovations you've seen in the industry?

A: The technology I love actually isn't new, but is finally gaining popularity. Steam ovens and induction cooking have been products I have been selling for decades but only in the last few years have they really become more common in kitchen planning. I think products like these can really change how someone cooks and improve their lifestyle and I use my new steam oven daily.

Q: What sets Kieffer's apart in this business?

A: I think the value that the Kieffers put on building relationships, customer service, and one-on-one interactions goes a long way in our industry. We are accessible and knowledgeable, with only one specialty. I think having a dedicated rep that will give equal attention to a single dishwasher purchase or a full kitchen of appliances is something not many places put enough focus on.

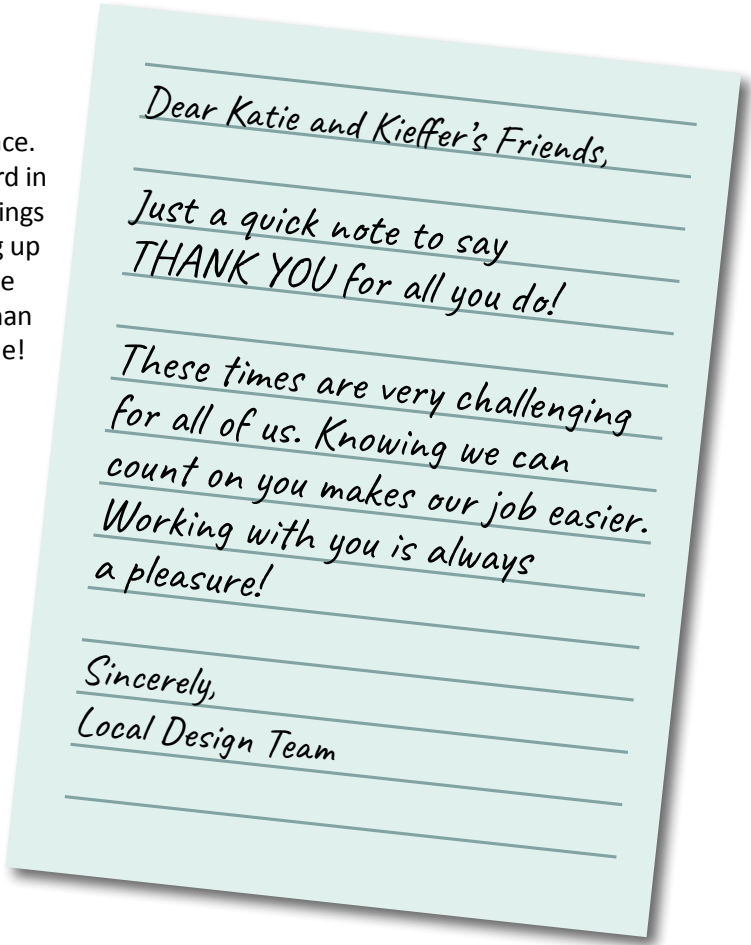
Q: What projects stand out most for you?

A: Having a large client base in Philadelphia and at the shore points, I have seen some very interesting deliveries take place. A huge custom French range lowered into a walled back yard in the city with a crane, door frames that have to wait until things are in place, and even my delivery team hoisting something up to my own 2nd floor kitchen over a balcony! Sometimes the finished product takes more effort and creative solutions than people realize, and I am always amazed when we get it done!

Q: Do your hobbies include cooking?

A: I am Italian by marriage only, but my husband says you can put my pastas head-to-head against any restaurant. I haven't bought jarred sauce in years and always have things on hand for something from scratch. I couldn't make anything but grilled cheese when I met him, so it is a huge improvement! With some recent dietary changes, I am trying to find the perfect ingredients for homemade gluten-free pasta that can live up to our standards.

I also ski, scuba dive, travel, and go to see a lot of bands, but my schedule these days is usually decided by the boss of the house – our 4-year old daughter Lily!



SOPIA



Now Appearing in Kieffer's Showroom

DUAL MAX POWER
PIZZA COOKING MODE
POWER BOOST BURNER
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RESIDUAL HEAT SENSOR
HOT AIR VENTILATION
SOFT CLOSING,
COOL TOUCH DOOR
SELF CLEAN OVEN
DIGITAL CONTROLS
MEAT PROBE (MAIN OVEN)
FAST PRE-HEAT

This elegantly designed 48" induction range has a cooking surface that features 7 powerful premium European inductors under a continuous piece of ceramic glass. It includes a dedicated bridge element, which allows one to combine both induction zones into one large zone for use with specialty cookware or an induction-capable griddle. The precise control of the induction is ensured by professional control knobs. Two self-cleaning true convection ovens with intuitive multiple baking and broiling functions and the convenience of telescoping racks encourage you to cook the way you want.

Like all Sofia Pro ranges, you can create your personalized nameplate for the oven door.

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Explore the Café Customizable Professional Collection

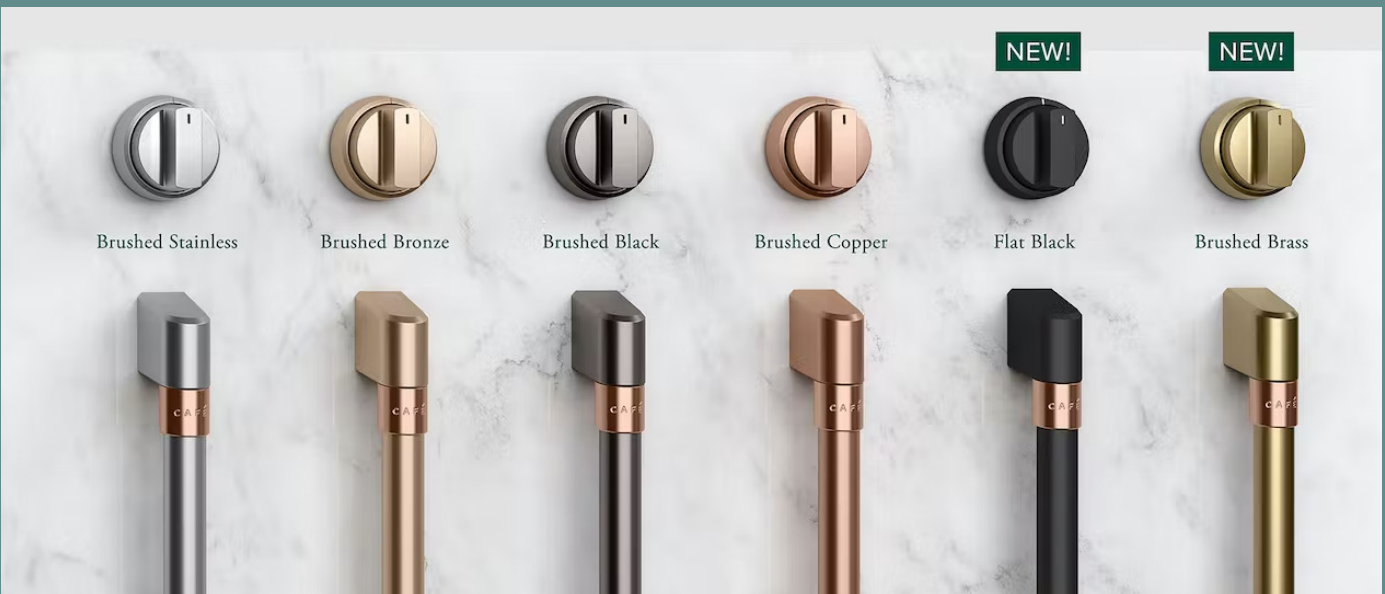
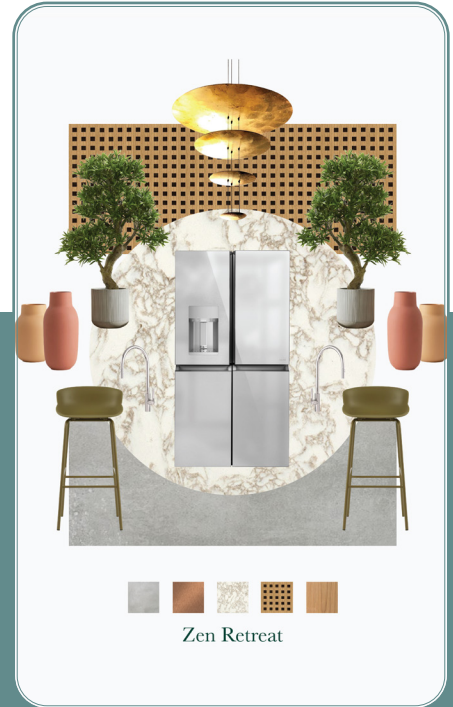


When you've put your own unique style into every detail of your kitchen, you don't want your appliances to look like everyone else's. The Café Customizable Professional Collection appliances in Matte Black, Matte White, or Stainless Steel are definitely distinct.



Add your choice of either brushed copper, brushed bronze, brushed black or brushed stainless hardware and your kitchen becomes unforgettable.

Good interior designs incorporate textures, patterns, finishes, and materials that visually connect the home. These layers create warmth, depth and balance that flows throughout your space. Café appliances help complement your kitchen's interior and echo your home's curated details to create total harmony.



For a modern kitchen mood, BRUSHED STAINLESS offers a subtle shimmer of steel. The classic BRUSHED BRONZE mixes well with almost any kitchen color palette. Sleek and moody, BRUSHED BLACK has a slight sheen to make your appliances shine. The warmth of BRUSHED COPPER gives your appliances a rosy glow. Sophisticated and inviting, FLAT BLACK is an elegant addition to the kitchen. Vibrant and striking, BRUSHED BRASS is a rich accent to your appliances.

PROJECT PRECISION:

5 Tips for Pro Planning

To make sure your project goes as smoothly as possible, pick up the notepad before you pick up the hammer

BY KACEY BRADLEY

Originally published as "Handle These Five Headaches Before the Remodel" on www.remodeling.hw.net

Once your client hands you a remodeling job, it's up to you to turn their visions into reality. Every professional knows that snags can pop up that stall your remodel or even leave it in a standstill. Although you can't foresee everything there are several preventive steps you can take in order help make remodels headache-free.

1. Plan Everything Thoroughly:

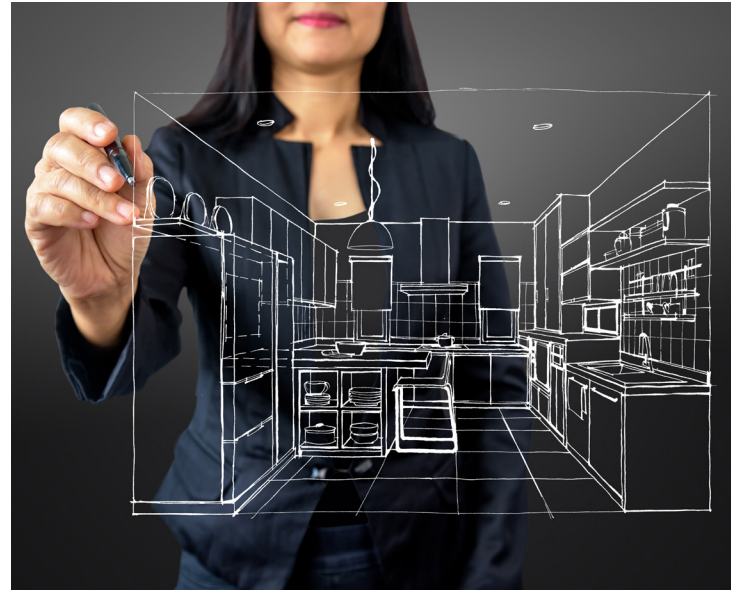
One of the first lessons you'll learn is the importance of planning. You can't just walk into a room and start swinging your sledgehammer. Before any demolition can start, outline everything you need to do in order before springing into action. A to-do list can help you turn complex goals into concrete tasks and steps. It can also help you foresee potential issues and smooth them out before you even have to face them.

2. Create a Timeline:

Once you write down every step your remodeling project will require, you can draw out a timeline that shows what has to happen first in order for the next step to take place, and so on. Not every timeline will be perfect, of course, and unforeseen circumstances can always throw you off schedule. But establishing basic benchmarks—and actually deciding what will get done each day, how long a particular facet of the remodel will take, etc.—will reassure your client that their project is in organized, and reliable hands.

3. Start From the Ground Up:

Another option for outlining your project schedule involves starting your list literally from the ground up. Think about the structure of the home and what you will need to do in order to secure each layer. Add your



project's tasks to your schedule in the same order as you'd build them. Even if you're not building an entirely new structure, follow a home construction's loose structure ensures that you're doing everything in order.

4. Schedule Material Deliveries:

With your schedule in hand, you can begin to figure out what supplies you'll need and when you'll need them. Thanks to your to-do list and the resulting calendar, you'll easily be able to figure out when to have certain products dropped off, and plan for how much each delivery will cost. Although you never know when an additional cost might arise, having a general idea of what you need, when you need it, and what it will cost will make each delivery easier to handle.

5. Get All the Legalities Smoothed Out:

Finally, before you start building, confirm that you have the appropriate permissions. In addition to your client's approval you must obtain the green light from local authorities. You'll have to consider both zoning regulations and building codes. Zoning regulations vary from place to place, but they outline what types of structures can be built and where. If you want to build a new structure or make major changes to an existing one, then you'll probably require permission from a zoning department.

Once you're cleared in the zoning department, you'll need to familiarize yourself with building codes. These regulate the buildings themselves: how safe and accessible they are and what they look like from the outside are usually the most important. Double check that everything is up to code in your designs so the finished product is 100% compliant.

With these five steps in action, you'll ensure the optimal remodeling experience for both your client and yourself.

The modular Vario cooktop range inspires the chef to create their bespoke workstation

Build a modular, surface- or flush-mounted cooktop, from induction, gas, Teppan Yaki and electric grill options, all of which can be interspersed with the downdraft to remove vapor at source. Professional, solid stainless steel control knobs and a 3 mm thin stainless steel frame ensure the array of appliances is an aesthetic success.

GAGGENAU



Gaggenau cooktops and ventilation systems do not just look the part; designed with performance, discretion and aesthetics in mind, they are

INSPIRED BY THE PROFESSIONAL KITCHEN.

The cooktops and ventilation 400 series adhere to the Gaggenau principle of exceptional materials designed with insight and assembled with skill by craftspeople.



Michelin 3-Star Chef Eric Ripert designed his own home kitchen with Gaggenau appliances.

He uses the induction range at his restaurant, Le Bernardin, and in his Manhattan apartment.

“What I like about induction,” Ripert says, “is that first it’s very economical, in terms of energy. When you use gas, you’re using a lot of heat that’s not needed, so energy-wise it doesn’t make sense. It also creates a lot of heat in the kitchen.” Induction does not give off the same kind of heat—it works magnetically, warming only metal placed on its surface. He turned to Gaggenau for all of his personal appliances, even though he doesn’t have a professional relationship with the company, because, in his opinion, it seemed the most technically advanced.

— by Janice O’Leary for the Robb Report, 3/22.



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