

# FRANKE KITCHEN SYSTEMS

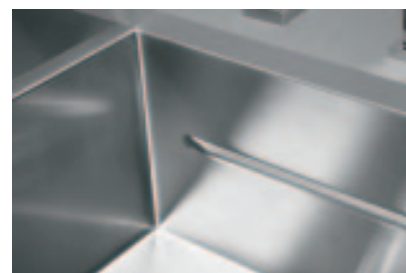
FRANKE'S LUXURY "PEAK" SINKS PUSH BOUNDARIES FOR JOINING FORM TO FUNCTION AND FABRICATION TO CONSISTENCY:

Dubbed "the single biggest innovation in residential sinks in many years"

[www.frankeksd.com](http://www.frankeksd.com)

HATFIELD, PA. October 1, 2010 – Today's launch of the new **Peak** Series from Franke Luxury Products Group (FLPG) marks the successful culmination of a bold experiment. The goal was to create fabricated sinks that would raise the bar on design while setting a new standard for marrying form to function and hand fabrication to consistency. Starting today, the discerning consumer will be able to choose without compromise and find in each of the seven versions of Franke's **Peak** Sink values they have never before been able to find in any single design family. That is because FLPG's Swiss designers and engineers have spent years working to bring to market styles that are:

- Deep drawn and hand fabricated to be both hand crafted and consistent;
- Square in geometry and harmonious with even traditional kitchens;
- Minimalist in style and maximum in performance
- Appealing in price point (starting from \$995) and attractive in high design.



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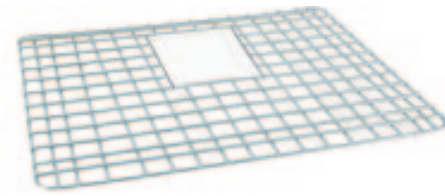


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"The genius of these new **Peak** designs," says Charles F. Lawrence, General Manager of Franke's Luxury Products Division in the US, "is to be able simultaneously to hit the mark in both handcrafting and consistency." Highlighting both the new line and its incorporation of the long list of Franke features and accessories, Lawrence calls **Peak** "the single biggest innovation in a residential sinks in many years." The push to innovate continues at Franke fueled by the company's status as a privately held corporation able to look beyond the pressures of daily stock price monitoring and the current economic challenges.

"It's what you see and what you never see that together make the difference in our **Peak** Sinks," notes FLPG's Director of Marketing, Cathy Gutkowski. "The beauty of the square geometry is evident and the near invisibility of the precision welding and the engineering are details that guarantee peak performance and speak to the superior form and finishing of our new Swiss-made styles."



Form doesn't just meet function in Franke's new **Peak** collection, it embraces and enhances it. Every detail is as practical as it is stylish. The result is that the "natural center" of the kitchen is superior in appearance when not in use and a power house of functionality when it is. The bottoms of these sinks are 100% useful. Their elegant, equilateral drain covers not only maintain the sinks' overall square geometry, but at the same time double the straining power while concealing the waste disposer or waste kit. Design harmonization extends to twist drains that marry function and design; and an ingenious design detail makes **Peak** the first fabricated sink able to support Franke's proprietary integral ledge. Functioning as either a shelf that raises the work surface or bottom grid, the ledge increases both function and ergonomic ease and demonstrates the Franke commitment to "multitasking with style," a principal feature of the Franke "Active Kitchen."

Another benefit in the "Franke thought of everything"-department is a pair of handsome black polypropylene handles for **Peak's** stainless steel Colander (**PX-70S, top right**) insuring that it remains cool to the touch when straining hot foods. **Peak's** cutting board (**PX-40S, bottom right**) is made of replenishable Iroko wood, stylishly demonstrating the Franke commitment to social



responsibility. **Peak** has the "Swiss Finish" advantage of every fine Franke deep-drawn sink that makes it consistent in beauty, with no swirls or hot spots and easy to sponge clean.



Symmetry remains the rule from the bowls and drain covers to the drain control knobs, soap dispensers and even coordinating faucets like the FFPD100 Pull-down with dual spray (pictured left). Virtually any one of Franke's Range Hoods with square geometry would make an excellent complement to a kitchen with **Peak** at its center. Among them, three distinctive styles illustrate that point: and Chef (FCH367XS); Mythos (FMY367XS); and Vision (FDF364WXS)

October also marks the appearance of the new FPLG catalogue and the dates when **Peak** styles will be introduced in showrooms of the company's national network of Authorized Resellers.

Franke, the world's largest manufacturer of kitchen sinks, is a privately held \$3 billion company specializing in the design and engineering of luxury systems for the management of air, water and waste and known for creating "Kitchens Without Compromise." Based in Switzerland and operating 85 subsidiaries in 41 countries it is marketed in the US by Franke Luxury Products Group and its national network of Authorized Resellers, committed to being here today and here tomorrow for its quality conscious customers and consumers. For more information visit [www.frankeksd.com](http://www.frankeksd.com) or call 1-800-626-5771.

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