

FRANKE USES ITS UNIQUE EXPERTISE TO CREATE “THE ACTIVE KITCHEN”, A 21ST CENTURY MULTITASKER’S DREAM

HATFIELD, PA. May 7, 2007 – Fully 75% of everything that happens in the kitchen centers on the sink. So when Franke, the world’s largest source of kitchen sinks, says it’s found a way to make the kitchen more stylishly multifunctional than ever, you have every reason to believe it. The Franke luxury brand of integrated kitchen systems for the management of air, water and waste calls its discovery “The Active Kitchen.” The exciting new 21st Century multitasker’s dream-come-true is being unveiled this week at the 2007 Kitchen and Bath Industry Show (KBIS) in Las Vegas.

Franke’s new “Active Kitchen” is actually any one of dozens of fully personalized, inter-related sinks, faucets, vent hoods, water filtration, waste disposers, rail systems and accessories to “connect the dots” as never before and correlate the full range of food preparation and clean up tasks. “We’ve moved beyond simply offering separate suites to create *systems*. You could say that the Franke kitchen is an ecosystem in which all the functions complement and support



each other,” says Charles Lawrence, Franke’s Vice President of Marketing and Product Development. The new Active Kitchen is designed to make the kitchen the setting for real life and relaxed living. Four variations on the theme will be unveiled at KBIS. All will demonstrate the new Franke **Rail Systems** with their

wide array of handle-mounting components. Each Active Kitchen will also incorporate one of the brand's new Swiss-engineered, Italian-styled **Vent Hoods**.

In the form of **The Culinary Work Center**, the sink and accessories at the heart of this version of Franke's Active Kitchen, qualify as anything from a "third hand" to an in-house *sous-chef*. It's that practical. The integrated small bowl sink accommodates accessories that include a lock-in utility bowl, colander and measuring bowl each in fine stainless steel. The new Franke Rail System multiplies capabilities even further with bowls designed to be mounted by their handles and to fit perfectly with the sink's small bowl. The net effect is to bring together all the food preparation functions without exhausting counter space – or the cooks who use it. The Culinary Work Center will be shown at KBIS with the



Kubus Vent Hood and the **FF-1500 Professional Series Faucet and Side Column**. Franke's New **Light Commercial** waste disposer features a **counter mounted** air switch for ease of operation. Its water filtration system dispenses both hot and cold water.

Enthusiasts of compact versatility can create their Active Kitchen using Franke's **Beach Prep Sink**. The sculptural stainless steel undermount is perfectly fitted with accessories that can travel from sink to serving area. A stainless measuring bowl and colander fit snugly into its lock-in bowl. It has two drains (one for disposer); a drain grid that fits over the main sink; and a cutting board that can do the same, or be



placed to the side. It will be shown at KBIS with the **FF-1800** single lever 20-inch **Professional** Faucet with pull-down spout and the sleek **Vision** Vent Hood, but it can be customized with a variety of styles to fit the homeowner's personal style.

European style and ergonomic ease are keynotes of a third version of the Franke Active Kitchen. This one is built around the **Mythos** sink. One of the



very attractive features of this sink is that it comes with an all inclusive array of accessories: modular cutting board, colander and drain tray. Its ability to maximize work surfaces is one of the advantages that make it Franke's flagship

product in Europe and a popular choice for US homeowners with space concerns. It is combined with the **FF-3000 faucet** with its unique computer mouse-shaped ergonomic pull-out sprayhead. This is the latest breakthrough from Franke, the company that introduced the pull out faucet into the US market.

The **Mythos Vent Hood** is shown in this version of the Active Kitchen. It also showcases two of the many versions of Franke's signature **rail systems**. While shown at KBIS in a 39-inch, 2-slot versions (over sink), and the 24-inch 1-slot version (under vent hood) these two lengths are available in both 1- and 2-slot configurations to give consumers maximum flexibility in placing these indispensable "third hands" wherever they work best in a specific kitchen design. The Franke water management amenity featured in this version of The Active Kitchen is a deck-mounted Pot Filler.



Franke's distinctive new **Oceania** Sink anchors a fourth suggested



variation of its new Active Kitchen. The generously proportioned, rectangular single-bowl sink is available in both undermount and topmount styles. The unique design feature of the topmount is its ability to duplicate the look of an undermount. That makes it the ideal choice for those who want to have the tightly fitted look and cleaning

ease of an undermount sink without having to install a solid surface counter top. Both versions will be shown at KBIS paired with Franke's Italian-designed **Oceania Vent Hood**. (The similarity of name is only coincidental since any one of a number of Franke's 15 new Vent Hood styles could also coordinate with this look.) The **FF-1700 Professional Faucet** adds a chef's kitchen look to this version of the Franke Active Kitchen with its full height, **35 ½-inch spray function** and independent **13 3/8-inch faucet spout**.

Franke's luxury products for the active kitchen are available through a nationwide network of distributors serving designers and fine retailers of both appliances and plumbing systems. For further information visit www.frankeconsumerproducts.com or telephone 800-626-5771.

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, its family of brands includes Franke, Kindred and Franke USA.



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