

Press Release

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Fisher & Paykel Appliances is delighted to announce its membership of SBID, the Society of British and International Design.

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SBID is the leading interior design organisation that brings inspirational British interior designers together. Membership of SBID is granted to designers through a strict selection process that finds the best individuals and teams within the interior design industry in the United Kingdom.

Rakesh Tiwari, Fisher & Paykel's UK General Manager says, "We live in a designed world. Everybody deserves good design. We have been committed to design for nearly 80 years. Although the processes and products may have changed, what has remained constant is a sense of curiosity and a pioneering spirit. The ongoing collaboration between design engineers and customers has changed the course of appliance design for us as a company and for those who use our products day in and day out. Our future will be built on fostering this spirit of collaboration and curiosity."

Fisher & Paykel is an international leader in innovation that was established in New Zealand in 1934. The company sees strong alignment between its design philosophy and that of SBID, particularly around sustainable design and looks forward to sharing ideas and information with other members and their clients.

Fisher & Paykel's Head of design *Mark Elmore* says, "In each product we ask how the needs of today can be met without compromising the needs of future generations. This means developing products that use less, less energy, less water and less raw materials. Lifecycle is always a consideration. Responsibility lies across all stages, from initial concept, to first delivery through to final disassembly."

Fisher & Paykel have gained international respect and reputation for appliances such as the DishDrawer™ – the world's first dishwasher in a drawer. This product has led the way for the Fisher & Paykel brand to be firmly established in 50 countries worldwide; while the CoolDrawer™ multi-temperature refrigeration system has changed the way kitchens are designed. Fisher & Paykel's SmartDrive™ technology combines a direct drive motor with smart electronics to power the Fisher &

Paykel family of washing machines, while their ActiveSmart™ technology allows refrigerators to sense and adjust to any temperature changes, prolonging the life of the food they contain.

Not just a developer of clever technology and innovative product, Fisher & Paykel products are well known for their elegant, timeless design that enhances any home.

For further information on Fisher & Paykel Appliances....visit <http://www.fisherpaykel.com/uk/>

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