

Thermador® | An American Icon™



also extended to the built-in Refrigerator collection as well as the entire line of Professional Series ranges and cooktops. Thermador's refrigeration and ranges have also been voted as one of the top-ten by *House & Garden's* team of elite designers, receiving the Best of the Best Award in these two categories. *The Design Journal's* ADEX award, long recognized as a prestigious honor in the design industry, selected Thermador from thousands of entries and handed them three Platinum and two Gold awards: Platinum for the UCV Down-draft Ventilation, the HD Dishwasher™, and Refriger-

ation, and Gold for the SEMW triple oven and the Professional Series range.

THE MARKET

Once the exclusive domain of the solitary cook, the kitchen has evolved into the social epicenter of the American home. As a result, kitchen designs have become much more open and inviting, placing a greater emphasis on one's appliances as symbols of status, style, and prestige. America has also undergone a change of taste, altering what it cooks and how it entertains. The plethora of television cooking shows and the emergence of the celebrity chef as a cultural icon has made Americans much more discriminating in the types of foods they serve and the methods in which they prepare them. Exotic ingredients and spices, unusual techniques, and powerful cooking tools are no longer the exclusive purview of the executive chef in a high-end restaurant kitchen. Home chefs have become more sophisticated, emulating their professional counterparts, a change that has resulted in an increased demand for high-quality, professional-style equipment that not only looks the part but also offers the performance to back it up.

And no brand has satisfied this need better than Thermador®. As a manufacturer of high-end kitchen appliances specifically designed for the culinary enthusiast, Thermador products can be found in upscale homes from coast to coast, catering to discriminating homeowners who demand that state-of-the-art functionality be married with handsome, classic American design to create the ultimate dream kitchen.

ACHIEVEMENTS

Thermador has become a leader in the industry through its steadfast commitment to excellence, a

dedication that has led to a series of innovative breakthroughs. Throughout its history, these products have kept the company on the leading edge of culinary advancements and design.

The first of these breakthroughs occurred in the 1950s when Thermador introduced its "built-in" line of appliances. This revolutionary new style included the first built-in wall oven and a matching cooktop, both in a never-before-seen stainless-steel finish. Virtually every oven manufacturer since has copied this groundbreaking design, forever changing the face of the American kitchen and establishing Thermador's leadership in the industry.

This history of leadership and expertise has not gone unnoticed. Thermador has been the recipient of many prestigious awards. *House Beautiful* magazine named Thermador's refrigeration line as one of its ten favorite products. *Home* magazine presented Thermador with a Best Product award at the 2004 Kitchen/Bath Industry Show & Conference. And the Chicago Athenaeum Museum of Architecture and Design presented its prestigious GOOD DESIGN™ awards for Thermador's UCV Downdraft Ventilation, the highest-rise product on the market, and its SEMW combination triple oven, which has a microwave and warming drawer. This award was

HISTORY

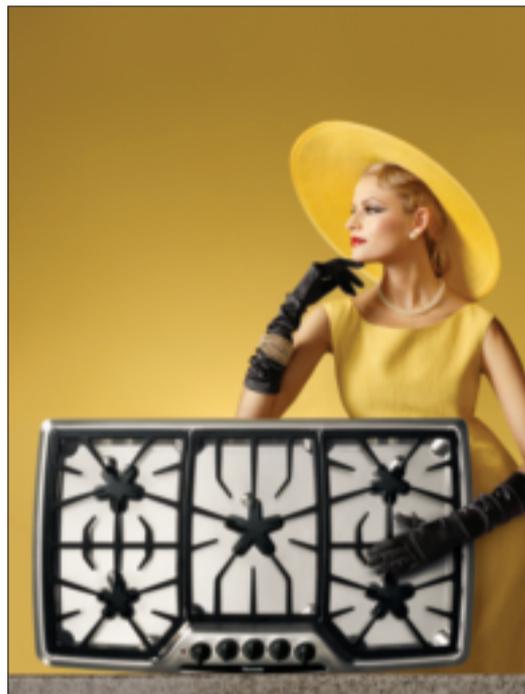
Founded in 1932 by Bill Cranston, Thermador began as a manufacturer of electric space heaters and wall heaters. In 1950, the company was acquired by Norris Industries, which married its expertise in metallurgy with Thermador's electronics knowledge to create the first stainless-steel, built-in wall oven and cooktop. This marked Thermador's entry into the kitchen appliances industry, and was the first of many revolutionary products that would lead them to become a true American icon.

In the 1950s, Thermador introduced the first electric cooktop with an integrated griddle, the first warming drawer, and the first built-in double oven and built-in griddle. These advancements were followed in the 1960s with the first stainless-steel dishwasher, the first electric cooktop with a hinged top for easier cleaning, and the first oven with a "black glass" door front, a design trend still seen today. Thermador went on to introduce the first "Speedcooking" oven in the 1970s, which combines thermal heat with microwave energy to cook food up to 35 percent faster than conventional ovens.



Thermador continued this inventive spirit in the 1980s with groundbreaking advancements such as a gas cooktop with high-power burners and the first electric cooktop with sealed gas elements. The development of the first modular cooktops came in the 1990s. These combined gas, electric, and a hoodless downdraft ventilation system in a 36-inch cooktop space. It was also in this period that the company introduced its first professional-style range for home use, which included a convection oven and a self-cleaning feature.

In 1997, Thermador was acquired by BSH Home Appliances Corporation to create a global



network of superior appliance brands that would lead to even more developments in appliance design and functionality. The patented Star® Burner was introduced in 1998, a unique, five-finger design that produced unprecedented flame spread, while the JetDirect™ convection oven, which set speed records by cooking up to 75 percent faster, was developed in 2002. Undoubtedly, this legacy of firsts has made Thermador one of the most respected names in the home appliance industry.

THE PRODUCT

A Thermador kitchen, combining an unparalleled level of luxury, sophistication, and advanced operation, is the ultimate aspiration for any cooking enthusiast. Each product is crafted to offer unmatched control over the cooking process, more imaginative features, and uncompromising quality with classic American styling. With a full line of kitchen appliances that includes ovens, ranges, ventilation, refrigeration, and dish care, Thermador offers a truly unique cooking experience, encouraging its owners to explore a new world of culinary possibilities.

RECENT DEVELOPMENTS

With the recent introduction of its Universal Cook 'N' Vent (UCV), Thermador has expanded its line of ventilation systems. At 15 inches, a full five inches higher than its previous systems and 50 to 80 percent taller than similar competitive units, it is the highest-rise downdraft ventilation system and, since its introduction, has garnered numerous industry awards.

The company also has a new nine-program HD Dishwasher that features the industry's first sensor-touch control panel and matches heavy-duty performance with an operating sound output of only 44dB, a unique factor that makes it Powerfully Quiet™.

Thermador has also raised the bar on functionality with its new collection of ovens and the introduction of its Personal Culinary Assistant™. This revolutionary approach to cooking control guides you step-by-step through the cooking process through an advanced 16-digit alphanumeric display that makes setting and using



every feature of a Thermador oven easier and more intuitive than ever.

PROMOTION

In 2003, Thermador launched its American Icon campaign. Created to make the brand stand out in a marketplace cluttered with dream kitchens, it utilized an iconography that expressed an era of luxury, prosperity, style, and confidence, a captivating mix of classic images and contemporary attitude to express the unique combination of American brand and state-of-the-art features that Thermador brings to the consumer. Combining the brand's heritage as a category leader with the glamour of mid-century fashion photography in this way, Thermador positioned itself as the epitome of American luxury and the brand of choice for the cooking enthusiast. This campaign has been featured in high-end cooking and lifestyle magazines and targets cooking enthusiasts who demand the best from their equipment.

This year, to celebrate the 50th anniversary of the invention of the built-in oven, Thermador launched an integrated, multi-tiered marketing campaign across print, direct mail, and online media. Leveraging the heritage and authenticity of Thermador's status as a great cooking brand and American icon, the campaign celebrates this historic milestone while simultaneously promoting its newest collection of ovens.

In conjunction with this effort, Thermador also launched the "Taste of America" oven recipe contest: 50 years, 50 states, and 50 recipes — calling for home chefs from around the country to

submit their recipes for a chance to be published nationally in the exclusive "Taste of America" Oven Cookbook. Concurrently, Thermador launched the "50 Years of the Built-in Oven" Sweepstakes, a competition where participants could learn about the history of the built-in oven as they enter to win a new 50th Anniversary Ford Thunderbird.

BRAND VALUES

Thermador is, simply put, the brand of choice for true culinary enthusiasts who want the finest appliances to help them achieve their creative aspirations in the kitchen. While these



appliances may be extremely handsome to look at and undeniably well-built, a Thermador is first and foremost a meticulously crafted cooking tool designed to reward those individuals who take pride in their creations and who refuse to settle for anything less. Thermador engineers and consumer scientists work tirelessly and continuously to improve and refine each product's design, and this unwavering commitment to excellence has been empowering the kitchen enthusiast for over 70 years.

THINGS YOU DIDN'T KNOW ABOUT THERMADOR

- *The Brady Brunch*, which ran on TV from 1969 to 1974, featured Thermador appliances, while Thermador's Professional® Series is featured in the presidential kitchen in NBC's dramatic series *The West Wing*.
- Julia Child chose Thermador appliances for her popular PBS cooking series. In August 2001, the Smithsonian Institute sent staff members to her home in Cambridge, Massachusetts, to discuss submitting her kitchen, along with her "beloved" Thermador oven, to the Smithsonian's National Museum of American History. She, of course, agreed.
- Thermador invented the built-in oven, a design that has been copied by virtually every oven manufacturer since.