

Thermador® | An American Icon™



competition. Thermador's refrigerators and ranges have also been voted as one of the top-10 by *House & Garden's* team of elite designers, receiving the Best of the Best Award in these two categories. Thermador's Pro Harmony® Range and its Freedom® Framed and Pre-Assembled Collection Column Refrigerators won Platinum Awards in the 2009–10 ADEX competition, a program created and sponsored by *Design Journal*, the international trade publication for interior designers, architects, and facility managers. In addition, *Home* magazine chose the Thermador Freedom Collection as one of the best and brightest new kitchen products at the time of their release, for their ingenious columnar design, style, and adaptability

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 way 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.

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 10 favorite products. Appliance Design's 19th Annual Excellence in Design Competition awarded Thermador's Pro Harmony™ range a Silver EID (Excellence in Design) award and the Freedom® Collection Refrigeration a Gold EID award during its annual Excellence In Design

in custom kitchen applications.

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

Thermador continues to demonstrate its leadership with product introductions. The Induction Cooktop uses magnets mounted under the cooktop surface to turn the cooking vessel into the heat source, perhaps the most revolutionary advancement in cooking technology in the last 30

years. Induction offers the best of both conventional gas and electric technology in a single appliance. Heating is instantaneous and more even than any competing technology. And since the pot heats, rather than the cooktop, food doesn't stick to the surface during cooking, so cleaning is easier as well. Thermador takes this groundbreaking technology even further, offering an industry-best 3.6 kW element for superior heating power, and the largest induction zone on the market to accommodate oversized skillets and griddles.

The company revolutionized refrigeration with the new Freedom Collection. This unique product



features a column-based design that takes refrigeration versatility to a new level. Each modular unit is specifically designed for a particular refrigeration function. There are fresh food columns, freezer columns, wine preservation columns to safely store your valuable wines at the perfect temperature and humidity, and combination columns that include a fresh food unit up top and a bottom-mount freezer. These columns are available in multiple widths ranging from 18 to 36 inches, giving consumers and designers unrivaled flexibility in creating custom refrigeration systems for today's kitchen.

Thermador's two distinct oven collections also draw attention from consumers. Among many features, the Professional oven models have the largest rotisserie available on the market. The Masterpiece™ Series ovens boast the largest cavity and the fastest preheat and self-cleaning cycles in the industry.

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.

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 unde-



nably 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 almost 80 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 was 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 "beloved Thermador oven" along with her kitchen to the Smithsonian's National Museum of American History. She of course agreed.