



PRESS RELEASE

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Franke to provide celebrity experience in the centenary year: new advertising campaign with Heidi Klum as global brand ambassador

Celebrating its 100th anniversary this year, Franke will be using a high profile celebrity to reinforce the transition from trade driven product supplier to aspirational consumer lifestyle brand: Heidi Klum. Franke has chosen this route as a commitment to raising the standards of home style.

Franke Kitchen Systems Group, the leading manufacturer of kitchen systems has underlined its continued commitment to raising the standards of home style with the announcement that it will be using stunning high profile celebrity Heidi Klum in its new advertising campaign. Franke has chosen Heidi Klum as its brand ambassador as she encompasses all the qualities associated with Franke. Not only is she stylish and beautiful, she has featured on the cover of every major fashion magazine in the world and continues to be a leading style icon. Heidi Klum has earned a worldwide reputation for her professionalism and reliability combined with a natural sense of humor and a down-to-earth, family-oriented attitude.

Torsten Tuerling, CEO Franke Kitchen Systems Group, explains: "As a globally recognizable face, Heidi Klum embodies the aesthetic and hardworking qualities of our products and systems and is someone who is instantly associated with good taste and effortless elegance."

Franke has chosen its centenary year to invite Heidi Klum to help it reinforce its evolution from a trade driven product supplier to an aspirational consumer lifestyle brand as the company focuses its consumer



communications to be more emotional and appealing. Torsten Tuerling adds:” As the kitchen sink itself has been transformed from a simple household article into a lifestyle addition, our campaigns have evolved from product to an aspirational lifestyle focus that engages with our customers on a more emotional level beyond functionality. We want to win minds and hearts for Franke”.

The new global advertising campaign shall open new horizons to inspire consumer, architects and kitchen designers all around the globe. Above all, it is about offering consumers the experience to be treated as, and feel like, a celebrity.

***Franke Kitchen Systems Group**, as biggest part of **Franke Artemis Group** is the world-leading provider of kitchen systems (sinks, extractor hoods, tabs, hobs, ovens and other appliances). Franke Kitchen Systems Group employs around 7,500 staff worldwide and is established in over 40 countries. Franke Kitchen Systems Group generated consolidated sales of over CHF 1.5 billion in 2010.*

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