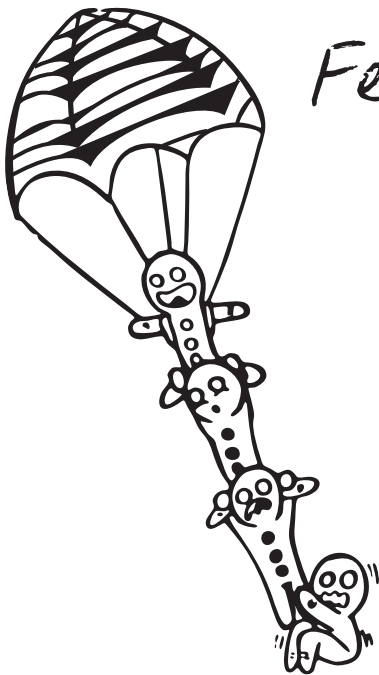


THE FRANKE MARIS PLUS HOOD:

Features and Benefits

Steve Rutter





Reasons to Buy The Franke Maris Plus Hood

There are many reasons that the Franke Maris Plus hood stands above most other hoods available on the market today and this guide, alongside the Expert Series video, is designed to point out the attention to detail which has gone into the manufacture.



1. Flexible extraction modes

Firstly, one of the unique characteristics of the Maris Plus hood is how it can be vented, the hood has been designed to be very flexible in this regard.

Re-circulating Mode

When set in re-circulating mode there is no need for a chimney to be positioned above the hood. This gives the hood a much more streamlined aesthetic, appearing on the kitchen wall more like a high end TV than an extractor hood. But when the hood is needed to be used as a vented hood there are 2 options:

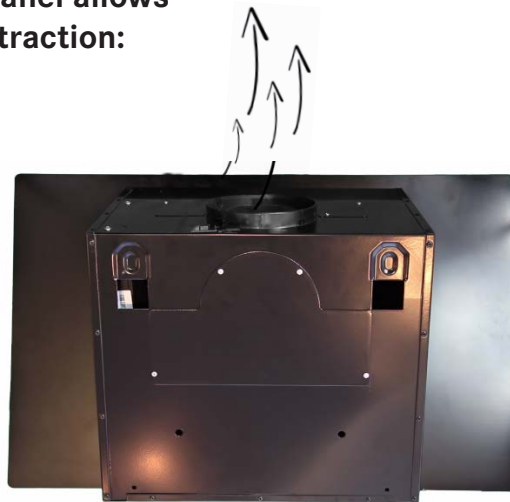


Vented Mode

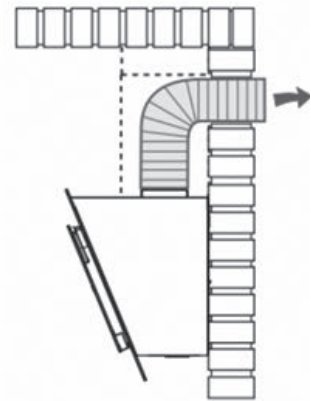
- 1 The more traditional way of extracting the air through the top
- 2 The more current way of extracting out through a ceiling or outside wall (a chimney cowling is available for this method of ducted installation)

The difference of this hood to others on the market is the ability to extract the air directly out of the back. On the rear of the hood there is an interchangeable panel which is set to either rear or top extraction. If the hood is positioned on an exterior wall it is possible to vent from behind the hood, directly through the wall.

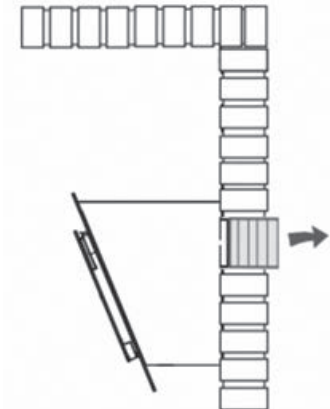
Adjustable rear panel allows for top or rear extraction:



Top extraction.



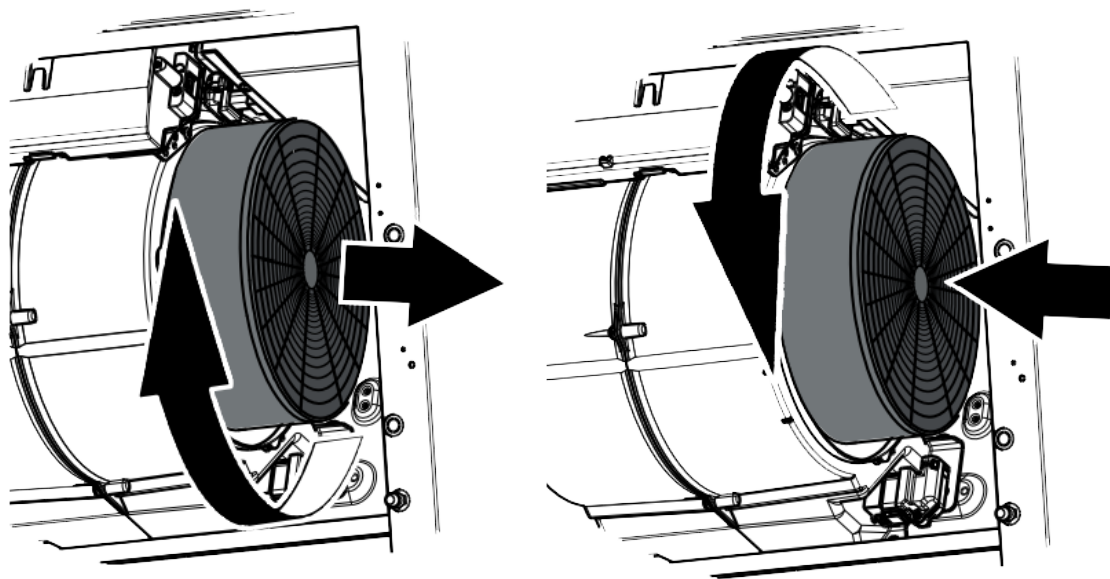
Rear extraction.



2. Powerful and efficient motor

The Maris Plus Hood features a high efficiency 'Brushless' motor. This equates to approximately 85% less energy consumption than a standard hood.

The Maris Plus motor is one of the highest performing motors on the market today and it provides this power at a low noise level considering the level of extraction that it achieves.



3. Finishing with an eye for detail

It is often the smaller details which make a big difference and the Maris Plus Hood is no exception. All glass panels have been produced to have rounded corners to avoid any sharp edges and to provide a consistent design style. The glass is also rounded from the front face to the back face.

Rounded corners:



During the manufacturing process of the glass for hoods there are a number of levels of flaws which may be seen as passable by quality control, depending on the specification of the product:

- Hairline scratching anywhere on the glass
- Hairline scratching on the glass away from the logo
- No visible scratching at all on the glass

Different manufacturers have different levels of quality control but all Franke Hoods conform to 'no visible scratching anywhere on the glass.' The slightest hairline scratch and the glass would fail any quality testing.

4. Optimised LED lighting

Halogen lamps are now a thing of the past due to the move towards improving the efficiency of electrical product to minimize the impact on the environment.

LED Spotlights:

The Maris Plus Hood features LED spotlights. The advantages of this are:

- **Very low energy consumption**
Helps the environment and reducing energy bills.
- **Great heat dissipation**
LED lights are not hot to the touch unlike halogen lamps.
- **Longer lifespan** - LED lights last a lot longer than traditional halogen bulbs.
- **Excellent light diffusion**
After testing various lighting effects the LED bulbs in the Maris Plus hood are set to 4000K, providing an appearance between bright white and daylight. This ensures the objects which are lit by the lamps appear in the most natural colour.

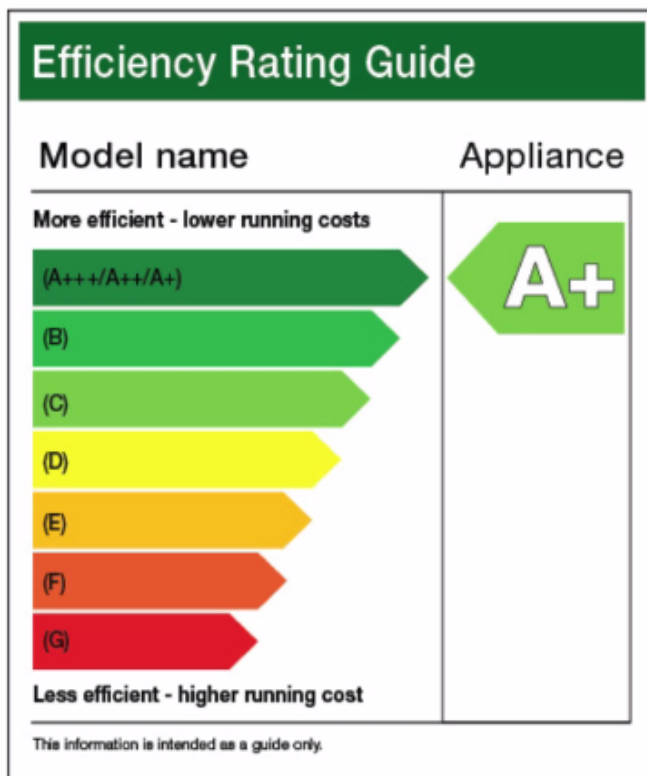


5. Excellent A-energy rating

It is now a mandatory regulation to provide the Energy Label rating for Cooker Hoods as it is with TVs and white goods.

The combination of the Brushless Motor and the use of LED lighting allows an energy saving of 85% from the previous Maris Hood model. These features combine to give the Maris Plus Hood an A+ Energy rating, offering excellent performance and unparalleled energy efficiency.

A+ Energy Rating



6. Intuitive and stylish controls

These days almost everyone has access to a tablet, touch screen computer or TV. One feature which has helped these devices become so influential is the intuitive control or user interface which is used on the Maris Plus Hood.

When in standby mode the controls are invisible to the user, only a dim standby light is visible.



On touching the standby button the control panel lights up to 50% illumination displaying the available functions such as power and lighting. When the hood is returned to standby mode the control panel disappears again.

Summary

You will be able to highlight to your customers the following reasons they should buy a Franke Maris hood:

1. Flexible Extraction modes, including Rear extraction
2. Powerful, yet efficient motor
3. Superior finishing
4. LED lighting optimised for use in the kitchen
5. Excellent A+ Energy Rating
6. Ghost controls user interface

Finally, the most important reason you should buy a Maris Plus hood and one very good reason to sell is the industry leading terms of 50% margin which is offered on all Franke hoods!