



Franke at EuroCucina 2018 in Milan

The high art of cooking – intelligent product innovations for every ambiance

Every two years, the Who is Who of the kitchen industry meets at the legendary EuroCucina in Milan, the world's biggest kitchen fair. As a leading kitchen systems provider, Franke will once again be on hand this year: Its high-quality kitchen solutions are particularly inspiring, thanks to their unique combination of contemporary design and high functionality, convenience of use and smart technology. Visitors can also have a look at the future of kitchen fittings in the Think Next Corner. Star chef Bruno Barbieri will be topping off the cooking experience at the Franke trade booth.

With the Maris, Smart, Mythos, Crystal and Frames by Franke product line, the company has five independent product families in its portfolio to meet the widest array of customer requirements. Their individual components are perfectly tailored to one another in terms of functionality, design and convenience of use. Franke is comprehensively advancing this systems concept through the innovations it is presenting at EuroCucina 2018 and is doing so at a sophisticated level in terms of both technology and design. Further intelligent product innovations are being added to this, which cut an excellent figure in any kitchen and living ambiance, regardless of the product family used.

Product highlights at the fair

The Smart product family is now being supplemented by the extremely decorative and coziness-exuding Smart Deco range hood. It is available in seven up-to-the-minute colors, ranging for example from light blue to a more extravagant green, rosé or mustard yellow, each of which can be combined with other colorful kitchen units, taps and sinks to create a stylish sense of urban living.



Also highly aesthetic, albeit far less playful and colorful, is the new free-headroom Impress hood with its three-dimensionally structured surface. In terms of shape and material, it reflects contemporary design trends in architecture, interior decoration and fashion, and is itself a highly functional kitchen appliance and quality living accessory in one. Its lean structure means that it is also suitable for smaller-sized kitchens.

The Maris product family received a whole new addition to its family for the Milan kitchen fair: The functionally versatile collection has been expanded to include new ovens and gas stove tops with glass surfaces that are tailored to one another with respect to the colors used. The striking rotary knobs on the ovens and gas stove tops harmonize with the cast-iron pot supports and handles on the ovens. This special Maris Free line is the result of a collaboration with the Israeli-born New York architect and designer Dror Benshetrit. Here, the designer intervenes in the seamlessly integrated kitchen landscape and opts for visual points of contrast and layers of texture which are inspired by nature.

The new addition to the exclusive Mythos family is an elegant induction stove top with a stove top hood that conforms to the highest energy efficiency class A+++.

The product design is also remarkable: The cover grille of the compact stove top hood, for instance, is a flush-mounted inlay made of eye-catching, robust cast iron. Optimum extraction of cooking fumes is ensured by the positioning in the rear area of the induction stove top - an impressive combination of design and technology.

Independently of the individual product families, the Franke Box Center (which can also be retrofitted) makes kitchen work easier. With this smart working arena, key kitchen utensils such as knives, chopping board and colander become part of the sink, meaning that they are always within reach "at the heart of the kitchen".



A glimpse into the future – the Think Next Corner

A glimpse into the future is offered by the Think Next Corner at the Franke fair stand: Here, the Swiss kitchen systems provider impressively showcases what the digitalized kitchen workplace of tomorrow might look like. The highlight here is the "Cloud", Franke's designer range hood. Its name is its motto: Reminiscent of a cloud in shape and appearance, it appears to float above the stove top. Its technical equipment is also impressive and can be controlled using an app: Despite its strong suction power, the elegant and easy-to-clean hood is whisper-quiet. The dual brushless motor achieves efficiency class A. In the Plus version, it has an air quality sensor and a light temperature control.

Also exciting is the innovative "Kitchen Worktop Concept", which integrates a number of different trends from a variety of perspectives. The focus here is on the convertibility of a kitchen workplace, which Franke has broken down into the modes of Day, Cook, Party, Clean and Night. In Day mode, the cooking zones are locked, for instance, and a zone for keeping hot beverages hot is active, if required, as is a projector with a projection area for information from the Internet downloaded via smartphone. Corner and surface lighting create a pleasant atmosphere. In Cook mode, on the other hand, recipe recommendations can be displayed or zones set up for keeping plates warm. Food identification is also available as well as an integrated kitchen scale. Party mode shows music videos and creates individual lighting moods, and the entire surface is converted into an area for serving drinks and snacks. In Clean mode, an optimized illumination facilitates correct cleaning, and in Night mode all functions are either switched off or on stand-by.

Franke cooks with Bruno Barbieri

Bruno Barbieri will be offering the Franke audience an unforgettable cooking event. The star chef from Italy will be making an impressive presentation on Thursday, April 19, at 4:00 pm to demonstrate the magic that can be prepared with kitchen appliances from Franke. The newly opened Franke flagship store in Milan at Via Pontaccio 18, can be visited for even more discoveries. The store is open all week. It is also possible to experience the Franke Soft Kitchen project that was initiated in cooperation with Elle Decor Italia.

Captions:



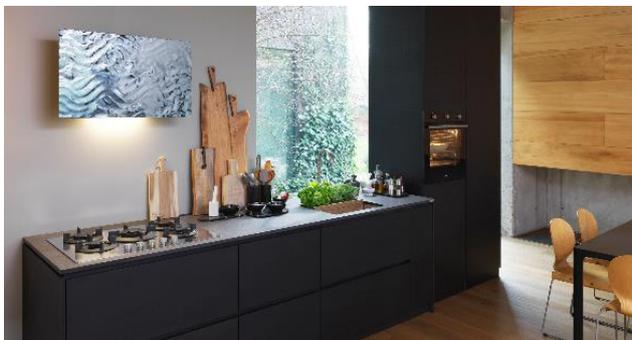
Franke_Cloud_1.jpg

With Cloud, Franke presented the prototype of a new designer range hood at the Think Next Corner. It can be controlled using an app, among other methods, and is one of the quietest hoods in the market, despite having a strong performance.



Franke_Smart_Deco_1.jpg

The new Smart Deco range hood is the extraordinary new addition to Franke's Smart product family. It underlines the young and fresh character of the collection like no other kitchen component before it.



Franke_Impress_Hood_3.jpg

Aesthetics and function enter into an extraordinary combination with the range hood. It is available in six different colors, which are inspired by current trends in furniture and interior decoration.



Franke_Maris_Free_4.jpg

With haptically exceptional, hand-worked surfaces such as corrugated taps, Maris Free creates a familiar sense of warmth and security in the home.



Franke_Myθος_2gether_1.jpg

A special feature of the Mythos 2gether induction stove top is the cover grille of the flush-integrated stove top hood. It is made of cast iron and is therefore completely resistant to scratches and shocks.



Franke Box Center_0852.jpg

The accessories of the Franke Box Center include a free-standing knife block for three knives, a plastic chopping board, a wooden drainboard and a stainless steel sifter.

Photos: Franke

About the Franke Group

Franke belongs to the Artemis Group and is a world leading provider of solutions and equipment for residential kitchens and bathrooms, public/private washrooms, the professional foodservice sector, and coffee preparation. The Franke Group operates worldwide and employs around 9,000 people in 40 countries, generating sales of over CHF 2.0 billion.

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