



Media Contact:

Laura Stephens

DVL Seigenthaler

laura.stephens@dvlseigenthaler.com

FOR IMMEDIATE RELEASE

**Franke Launches New “Chef Center” - Integrated Sink System
Redefines Fun and Function in the Kitchen**

Thoughtfully-engineered compartments and accessories create a multi-purpose kitchen environment that enhances entertaining, simplifies cleanup, minimizes noise; available in January 2017.

NEW YORK, NY (May 14, 2016) – Franke, the largest stainless steel kitchen sink manufacturer in the world and a leading name in kitchen faucets, is launching its Chef Center at the International Contemporary Furniture Fair (ICFF) from May 14-17, introducing to the American market an entirely new sink system concept that transforms the traditional sink into a hub for operating and entertaining in the heart of the home. It will be available to consumers in August 2016.

The Chef Center system features two versatile, removable, anti-microbial compartments that can serve as a composter, wine bucket, storage bin, or any other purpose imaginable. Adding to its all-in-one appeal, the Chef Center also comes with an array of custom accessories, including a cutting board, colander, grid, mobile drainer board, push button remote controlled operated strainer basket and Franke’s exclusive Roller Mat.

“Our ingenious new Chef Center brings open-concept and multifunctional living to one of the most elemental aspects of the kitchen, reinventing how home owners use and think about their sinks,” said Gary Langbo, President of Franke Kitchen Systems. “We are thrilled that to introduce in Spring 2016 a versatile sink system that not only enhances entertaining and minimizes stress, but offers a level of technological innovation that has distinguished Franke and its products for generations.”

Thoughtfully designed and engineered in Switzerland, the Chef Center’s wide basin accommodates large pots and pans easily, and the sink reveal allows the custom accessories to lay flat on the sink ledge and slide easily from side to side. Handcrafted from premium-quality 18-gauge stainless steel, the Chef Center also features superior sound absorption to significantly reduce disposal and dishwashing noise.

Other noteworthy Chef Center features and details include:

- **Maximized work space:** The Chef Center undermount sink comes in two sizes that accommodate 30 inch and 36 inch cabinets; both models feature Franke’s signature integrated ledge that, in conjunction with accessories, expands countertop work space without compromising sink functionality.
- **Multifunctional storage space:** Two integrated storage compartments anchor the Chef Center’s capacity to serve as a multi-functional preparation and entertaining center. Use the anti-microbial compartments for chilling wine, storing cleaning supplies or even composting food scraps in a specially-designed removable bin, which is connected to the main drain pipe for easy, clean and green disposal of particles left behind.



Media Contact:

Laura Stephens

DVL Seigenthaler

laura.stephens@dvlseigenthaler.com

- **Enhanced functionality:** Extend countertop space and create an all-in-one experience by pairing the Chef Center with a line of all inclusive custom accessories. Choose from a cutting board, colander, grid, mobile drainer board, and Franke's exclusive Roller Mat, which is sturdy enough for drying and draining and flexible enough to slip right into the dishwasher.

"The kitchen sink tends to be one of the most overlooked and underappreciated components of the kitchen, and yet it is absolutely essential," said Langbo. "The Chef Center embodies Franke's belief in the power of a beautifully-designed sink system to transform the sink into the heart of the kitchen, and the kitchen into the heart of the home."

For more information, visit www.franke.us/ks or call 800-626-5771.

About Franke

Franke has established its position as the largest stainless steel kitchen sink manufacturer in the world and a leading name in kitchen faucets, hot- and cold-water filtration, undermount sinks and waste disposers. The Franke Group is a world-leading provider of solutions and equipment for domestic kitchens, washrooms, professional food service, coffee preparation and beverage delivery. The group has 72 subsidiaries with more than 9,000 employees in 37 countries and generates consolidated sales of CHF 2.1 billion. For more information, visit www.franke.us/ks or call 800- 626-5771.

###