

BSH Home Appliances Pte. Ltd. · 11 Bishan Street 21, Level 4 · Singapore 573943

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## **BSH establishes first multi-brand experience center in Asia**

### **New Bosch and Gaggenau experience centers positioned to serve Asia-Pacific and beyond**

Singapore, 23 February 2010: BSH Home Appliances Pte Ltd today unveiled their first multi-brand experience center for Bosch & Gaggenau in Singapore located at the new S\$92 million Bosch Green Building. As leading domestic home appliance innovators in the Singapore and the Asian market, the two brand centers will offer up the latest state-of-the-art kitchen innovations and be fore-runners in equipment design showcasing technologically advanced kitchen and home equipment and appliances to architects, interior designers and proud home owners alike.

Professionals in the kitchen interior design field will find the experience centers to be the choice one-stop-showcase where creative kitchen solutions can be sought for all their design needs. Home owners with a taste for superb quality and innovation too, will find the centers to be an excellent source of set-up options and ideas. Upon entering, you will be invited into a sensorial universe covering all five senses, yet guests will be able to experience two very different and distinct brand experiences within the Bosch and Gaggenau worlds.

The Bosch experience center is host to a beautifully designed interactive live kitchen and other stunning vignettes which allow visitors to experience the quality, efficiency and innovation of the full line of Bosch home appliances. Targeted at the mid to high-end consumers, Bosch offers a full and complete range of reliable, high quality, long lasting appliances that complement a range of interior design styles with their simple, clean lines. The range stretches from kitchen equipment to household appliances that are ahead of home trends and yet offer superior certified energy and water efficiency. The sleek aesthetics and colour options of the cooktops, built-in ovens and full range of kitchen essentials tie in easily with most design schemes, promising the perfect and complete selection for every home and budget.

At the heart of the Bosch experience center is a green wall with an interactive LCD display. The interactive programme allows visitors to participate in energy efficiency quizzes and provides useful information on Bosch's green objectives and initiatives. To bring elements of nature into the space, live herbs are grown right within the Bosch live kitchen and are directly used in cooking demonstrations and classes.

"The Bosch Group has been committed to environmental protection since 1973. This principle of our corporate philosophy is as important to Bosch as the quality of its products and the cost-efficiency of its operations. We place our innovations in the interests of the safety of people, the economical use of resources, and environmental sustainability," said Dr h. c. Dirk Hoffmann, Regional CEO and MD of BSH Home Appliances Pte Ltd.

Step into the Gaggenau experience center and be prepared to be bowled over by its sheer elegance. The brand sits solo in this super luxury category and is designed for the customer with impeccable tastes and stringent performance requirements. Gaggenau is a reputed trend setter in both design and technology and consistently offers exceptional sizing, features and quality with its long history of design and quality excellence. Witness its rich history through the brand experience center's heritage wall, built with vintage wood recycled from old huts from the Black Forest. The company's beginning, milestones and achievements can be found displayed there.

Within the Gaggenau multifunctional brand experience center is a prestigious collection of Gaggenau appliances which are masterpieces of classic design and cutting edge technology. Working with prestige brands that compliment Gaggenau's brand image, the experience center boasts plush Walter Knoll sofas, elegant Occhio lightings and Bang & Olufsen sound systems within the live-kitchen, show-walls and the adjoining 14-seater private dining area. Customers and visitors to this experience center will cook with kitchenware from WMF and dine in style using glassware from Schott Zwiesel and an exquisite selection of tableware to suit each cuisine. Every visiting guest can expect to be completely pampered by the unique Gaggenau experience.

"Gaggenau is our super luxury brand in a class of its own and we are proud of that. It is for the particularly discerning customer who will have nothing but the very best for his home.

Bosch on the other hand is a people's brand that is a champion of the green movement and designed for beauty and performance excellence. At this multi-brand experience center, we want our guests to be able to relate to our brands through an emotional experience and we incorporated the five senses into all our product areas. When people can see, smell, feel, touch and taste the results of our collections, they are emotionally experiencing the products that we hope they will enjoy using for a long time to come," added Dr h. c. Dirk Hoffmann.

These experience centers will act as the headquarters showcase for Bosch and Gaggenau and host brand distributors, developers, architects, designers and key customers from Asia and beyond.

Paired perfectly with selected internationally renowned chefs, who will be creating gastronomic delights and sharing them with Bosch and Gaggenau fans, these centers are set to be a haven for foodies and cooking enthusiasts. Brand loyalists can also look forward to kitchen equipment familiarisation sessions, top chef culinary classes, and special customer get-togethers. Brand partners housed within these centers are encouraged to organise events for their customers to enjoy the five-sensory experience.

The experience centers are housed on the fourth floor of the BSH Home Appliances Pte Ltd Headquarters which is strategically situated at 11 Bishan Street 21, Singapore 573943. The centers are connected conveniently to all parts of the island by the local mass rapid transit train network through the Marymount station on the Circle Line. These experience centers are available for public viewing with appointment. To make an appointment, please contact Tiffany Kok at (+65) 6751-5022.

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Issued on behalf of: BSH Home Appliances Pte Ltd  
By: Foreword Communications Pte Ltd

Contact at BSH: Ms Karen Gonzago  
Telephone: (+65) 6751-5015  
Email: karen.gonzago@bshg.com

Contact at Foreword: Ms Juliana Teo or Mr Sanjay Gopal  
Telephone: (+65) 6338-5918  
Email: juliana@foreword.com.sg or sanjay@foreword.com.sg

**Robert Bosch Hausgeräte GmbH** is a company with a rich tradition spanning 70 years in kitchen and household appliances. The Bosch Group is now a European market leader and an innovator with a tradition and a passion. The company produced its first electric refrigerator in 1933. To this day, refrigerators – along with washing machines, dishwashers, ranges and small household appliances – are a core area of Bosch's development expertise. The continuous expansion of its range of products throughout the decades is characterised by numerous innovations, including many world firsts. Every new product development or improvement is aligned with Robert Bosch's aspiration to give as many people as possible more freedom by providing relief from their everyday work. Consumer confidence in the core values of quality, technical expertise, quality of life and responsibility for society and the environment have made the Bosch brand what it is: the brand leader of household appliances in Europe.

Additional information can be accessed at [www.bosch-home.com](http://www.bosch-home.com)

### **About Gaggenau:**

Gaggenau is a manufacturer of high-quality home appliances “made in Germany” and acknowledged as an innovation leader in design and technology. The company, with a history of more than 300 years, has revolutionised the domestic kitchen over and over again with its internationally acclaimed products. Gaggenau's success is founded on technological innovation and a clear design language combined with high functionality. Gaggenau has been a subsidiary of BSH Bosch and Siemens Hausgeräte GmbH in Munich since 1995 and is currently represented in over 50 countries worldwide with some 40 showrooms in major cities including London, Milan, Paris, Dubai, New York and Shanghai. In 2008, Gaggenau achieved a turnover of close to 200 million euros.

The difference is Gaggenau.

Additional information can be accessed at [www.gaggenau.com](http://www.gaggenau.com)