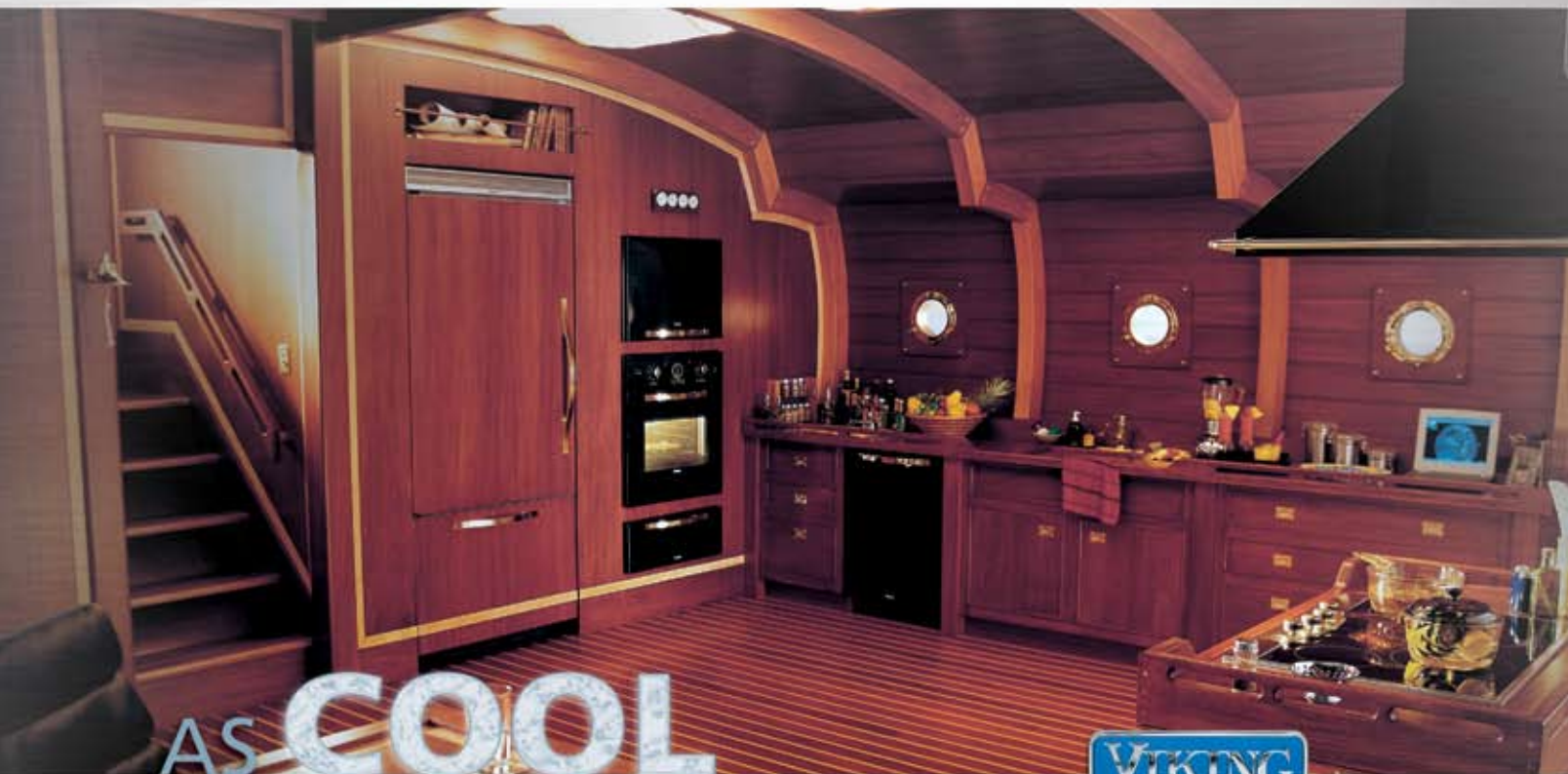


THE EDGE



AS COOL
AS THEIR CONTENTS



vikingrange.com

COMBINING HIGH STYLE WITH WORLD-CLASS ENGINEERING

Whether below deck in a seagoing yacht or in the designer kitchen of a luxury home, refrigeration is every bit as crucial to the home chef as broilers and burners. There are no recipes calling for not quite fresh cilantro. Overchilled Chardonnay does not impress dinner guests. Reliable, dependable and stylish refrigeration is critical to a well designed kitchen.

Viking offers a complete line of state-of-the-art refrigeration products to complement the high-performance kitchen with exceptional features and design. Their design is as elegant as their engineering is reliable, functional and efficient.

Viking continues to respond to the needs of designers and homeowners alike with new options. The new Professional integrated built-in refrigeration is an exciting addition to the Viking refrigeration line. These Professional units install flush with cabinetry and are available in stainless steel or color.

"For years, designers have asked for the Professional look in a flush mount product, and that is exactly what this line provides," says Kim Harris, Viking Range Corporation Senior Product Manager, Refrigeration.

"The integrated option will be available on all Viking built-in refrigeration models — bottom-mount, side-by-side, all refrigerator, and all freezer."



**FEATURED DESIGNER
KATHERINE LYNN CREATES
KITCHEN WITH A STUNNING
MOUNTAIN VIEW: Page 4**

Designers now have more options when selecting flush mount refrigeration products. For maximum flexibility in realizing their vision, designers may specify either the Professional or the Designer Series.

The Viking refrigeration line provides numerous choices, starting with the standard Professional product. In addition, there are a multitude of color options unique to the Viking line, offering a choice of the largest selection of stylish color finishes in the industry.

“An especially popular option is the custom front (full overlay) product which integrates with surrounding cabinetry,” says Harris. These units are specifically engineered and manufactured to the close tolerances that allow a custom wood front panel to be installed and integrated with the cabinetry. “The full overlay option is for the designer who wants full control of the look of a kitchen and the client who wants trouble-free integration with the cabinetry,” says Harris. Viking refrigerator/freezers may be ordered

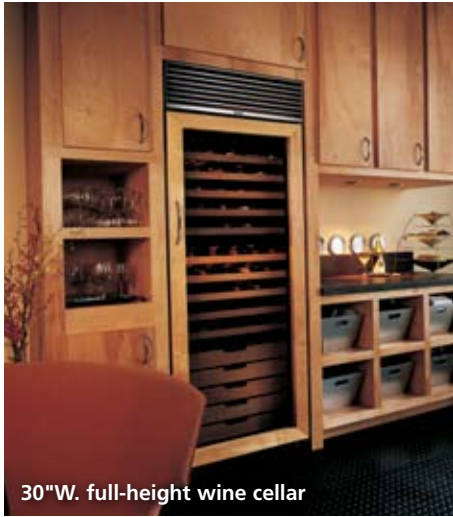
with a full overlay exterior option.

Full overlay models blend into cabinetry with locally supplied front panels; designers may specify Viking Professional or Designer Series handles, or opt for custom handles.

Fully integrated depth allows refrigerator/freezers to fit flush with countertops or cabinet door/drawer fronts. Concealed trim allows units to be integrated without visible trim, while concealed hinges hide mechanical devices. The discreet, top grille retains the look of a



30"W. all refrigerator with full overlay
30"W. all freezer with full overlay



30"W. full-height wine cellar



24"W. refrigerated drawers

professional product.

The Viking undercounter refrigerated drawers are attracting a great deal of interest. They are great refrigeration options that offer versatile cold storage in many home locations.

In addition, the built-in all freezers and all of the freestanding refrigerator/freezers are Energy Star certified.

Style combined with performance

Viking refrigerator/freezers keep fruits, vegetables, and meats in ideal climate conditions. Freestanding models deliver roomy cold storage and can fit in your existing cabinet space, while built-in all refrigerator and all freezer units offer extra-large capacity and dedicated performance. Refrigerated drawers add 5.8 cubic feet of convenient cold storage



48"W. Professional integrated refrigerator/freezer with ice and water dispenser

to your kitchen. Undercounter wine cellars keep bottles chilled within easy reach. The undercounter ice machine supplies more than enough ice for just about any occasion, and refrigerated beverage centers provide handy cold storage indoors or out.

These stunning additions to any luxury kitchen are available with an incredible array of options, in both the Professional and the Designer Series. Your clients can count on the same extraordinary functioning that Viking cooking products are known for. They provide the perfect blend of style and function.

Maximum design options for you and your clients

Specifying Viking refrigeration products doesn't just make good sense for the chef of the house. It also makes an essential design statement. It says that you and your client are committed to a consistent design theme for the entire kitchen, a signature Viking look. A full custom overlay may cover the front of the refrigeration and/or freezer products, but your client will know that behind the overlay, there's a superbly engineered Viking product quietly doing its job. It doesn't hurt that it looks great, too.

Katherine Lynn

Uses a Viking gas cooktop with a rear downdraft to preserve an unobstructed view in this stunning Albuquerque kitchen



PHOTO BY DIGITAL DREAMS

A spectacular contemporary house in Albuquerque, New Mexico sits on a bluff with a totally unobstructed view of the Sandia Mountains. Every element in its design, from the ceiling down, was carefully selected to preserve the lines of sight. In the gourmet Viking kitchen, one product was particularly important in achieving this goal: a 36" W. rear downdraft.

The east side of the house is all glass, installed to make the outside move inside, explains interior designer Katherine Lynn, owner of Juniper Ridge Designs, LLC. "I didn't want to have a hood hanging down over the 36" W. gas cooktop because it would have obstructed the view from the kitchen," she says. "The Viking rear downdraft option was really important."

"I try to use Viking appliances in everything I design," says Lynn, who's been involved in the kitchen and bath industry for more than three decades.

In addition to their exceptional performance and craftsmanship, Lynn says Viking appliances offer an outstanding range of design options.

The 388-square-foot kitchen in the Albuquerque house features Wood-Mode Brookhaven cabinetry in maple and stainless steel from Santa Fe-based Kitchens by Jeanné. Some of the upper level cabinets have ribbed glass fronts and interior lighting. The striking countertops feature savannah granite. "They're very exotic," says Lynn. "The granite looks like a topographic map

of Africa, and it has lots of yellows, oranges, and grays."

The Graphite Gray Viking Designer Series was perfect for this color scheme, she adds. "It melted into the whole scene."

Born in Dundee, Illinois, Lynn comes from a multi-generational woodworking family. Her grandfather was superintendent for Rinehimer Brothers, an Elgin, Illinois millwork and manufacturing company, and her father apprenticed with him. Her uncle worked for St. Charles Cabinetry.

Her father eventually opened his own cabinet shop, which he moved to New Mexico in 1968. Lynn, an only child, began working for her father in 1978. "Working at his cabinet shop was my apprentice program; before I could use the machines, I had to go out and pound nails on-site," she says. "It was hard work and not many women were doing that kind of work 30 years ago."

When her father retired in 1991, Lynn opened Juniper Ridge Designs. A member of the American Society of Interior Designers (ASID) and National Kitchen & Bath



INTERIOR PHOTOS BY: MARKWILLIAMPHOTOGRAPHY.COM



Association (NKBA), she works from a home office in Placitas, a short commute from Albuquerque. Lynn also maintains a presence at Eric Spurlock, LLC in Albuquerque. She keeps samples and brochures in his closet and uses the award-winning designer's conference room to meet with clients.

Lynn works closely with Jason Rogers, a Viking representative for SunWest Appliance Distributing in Tempe, Arizona. "He's fabulous!" she says. "During an open house, Jason came and brought one of the portable induction cookers recently introduced by Viking and made chocolate-covered strawberries for visitors."

She also praises Kristi Ludenia, a SunWest design representative. "Kristi and Jason are very helpful and they take really good care of us," says Lynn. Additionally, she appre-

ciates the opportunities SunWest offers designers and their clients to "take Viking for a test drive" during one of its regularly scheduled cooking demonstrations, noting that she recently attended one on outdoor cooking techniques.

This fall, Lynn is traveling to Greenwood, Mississippi to visit the Viking corporate headquarters, where she'll tour the manufacturing plant and design center, as well as be inspired by the luxurious lifestyle opportunities provided by the Viking Hospitality Group.

Lynn and her husband are currently building a new home in Placitas and she says it will have a total Viking package. Lynn recently accepted a position as a Habersham home representative, and is excited about working with another woman-owned company, as well as the fact that

Featured Designer Product List

Designer Gas Cooktop DGCU165-5B-SB
Designer Built-In Versavent Rear Downdraft with Remote Mounted Controls DIPR160R-SS
Designer Electric Warming Drawer DEWD101-GG
Designer Electric Double Oven DEDO530-GG
Designer Side-by-Side Refrigerator/Freezer with Ice and Water Dispenser DDSB423D-GG
Designer Dishwasher DFUD042-GG/DTD24-GG
Designer Beverage Center DUAR141F-L-SS
Designer Beverage Center DUAR151F-L-SS

hers will be the first Habersham home in New Mexico.

In addition to her design work, Lynn trains horses and participates in dressage competitions. She also loves to cook and entertain and is looking forward to using her skills in an all-Viking kitchen when her new home is completed.

MAKE THE INTERNET YOUR BUSINESS PARTNER

It seems everyone uses the Internet these days, but not all of us use it wisely or to the full extent of its ability to enhance the way we do business. The Internet can be one of our best business partners but only if we know how to make the best use of it. Here are some pointers. See how many of them you're already using, and think about how to get started with the ones you aren't.

Access to information

Make Google your friend, if it isn't already. Make it an integral part of how you do business. Google and other search engines have transformed the way the world gets information. Are you making the best use of these new tools?

- **Use Google image search to jumpstart your creativity:** Google image search has access to millions of images scattered across the Internet and is a great source of imagery, inspiration and ideas. Similarly, the photo-sharing site Flickr has millions of tagged and indexed photos, and a specific search — such as “knobs and pulls” — will call up a surprising range of photos.
- **Google yourself:** You need to know what your clients and prospects will find when they search for you or your company. This could be useful input for how you position yourself in your target market.
- **Google your competition:** Stay on top of things and know what your competitors' Web sites look like, what is being said about them (in the media, for example), and how many online entries are out there for them (which helps determine their ranking in the search return listings).

- **Make use of Google Alerts:** Is there an area of special interest in which you want to keep up with developments? Sign up for a Google Alert, and you'll get an e-mail about the latest developments whenever there's news. Among other things, it's a great way to keep up with your competitors.

Marketing and promotion

The Internet has revolutionized the way professionals and small businesses like yours market themselves. The Internet is the Yellow Pages of the 21st Century. Are you making the most of it?

- **Are you putting your best foot forward with your Web site?** Web sites are especially important branding and promotional tools for the designer, because the look of a Web site reflects on a designer's visual capabilities. It's too important to be left to amateurs. Clients and potential clients expect to find an enticing site, one that is easy to navigate, where they can easily learn about your capabilities and view a portfolio of your work.
- **Make it interactive:** Today's consumers expect the professional Web sites they visit to be interactive — to give them something to do, whether it's viewing a video, listening to or downloading a podcast, or clicking for more information. And don't forget the most interactive option of all — collecting viewers' e-mail addresses by giving them a reason to make them available to you.
- **Communicate regularly with your clients and prospects:** Give your clients



Kevin Fitzsimons was the 2006 Viking Featured Designer. The Web site design promotes his clean, contemporary approach to design. Note how he highlights his selection as 2006 Viking Featured Designer. That could be you next year. (See sidebar box on the right.)

and prospects information they will value, and which will reflect well on you, in an e-mail newsletter. Keep it simple — and send it out regularly.

- **Be willing to experiment:** You will need to be innovative in order to keep up with the pace of change. At a time that YouTube has become vital in presidential races, can designers afford to ignore it? Develop your own video presence and create your own YouTube video. It will position you as an innovator.
- **VikingFeaturedDesigner.com:** Your one-stop resource on the Internet. (See sidebar box on the right.)

VikingFeaturedDesigner.com YOUR ONE-STOP RESOURCE ON THE INTERNET

Viking Featured Designers, such as 2006 Viking Featured Designer Kevin Fitzsimons, represent the “best of the best” in kitchen design. The quarterly and annual Featured Designers are fast becoming known as a roll call of today’s outstanding designers.

You can put yourself in the running to join these stars of the profession by registering as a Viking Designer of Distinction and submitting samples of your best work. At the very least, you gain valuable exposure by having your work featured in the Designer Gallery — and who knows, maybe you’ll be the designer winning a great vacation package and recognition as the 2007 Viking Featured Designer. In addition, you’ll be able to showcase your award on your Web site, the same way Kevin did.

Make sure that you bookmark VikingFeaturedDesigner.com and make it your kitchen design portal. Not only will you find back issues of *THE EDGE* newsletter and profiles of previous Featured Designers, but it’s also your gateway to design inspiration and Viking product ideas, brochures — and coming soon, updates for the Viking Planning and Design Guide.



MAKING YOUR LIFE EASIER



Do you have a hard time keeping track of the latest specs when planning a Viking kitchen? Not sure if you have the latest version?

Viking Range Corporation is making your life easier with a complete, online computerized system. It's the new Viking Planning and Design Guide, and it will be available in the fourth quarter of 2007. The new guide is the result of a partnership with leading information design experts InfoGraphics.

Downloading the latest product information from VikingFeaturedDesigner.com, designers and dealers will be able to access all the latest Viking product information in an accessible, attractive format. You may then print and store it in a binder as project documentation that can easily be kept current.

You will be able to request your own attractive binder with built-in tabs for all the product sections. You can download the sections from the Web site from any computer, and an on-screen Table of Contents will contain the dates of the latest

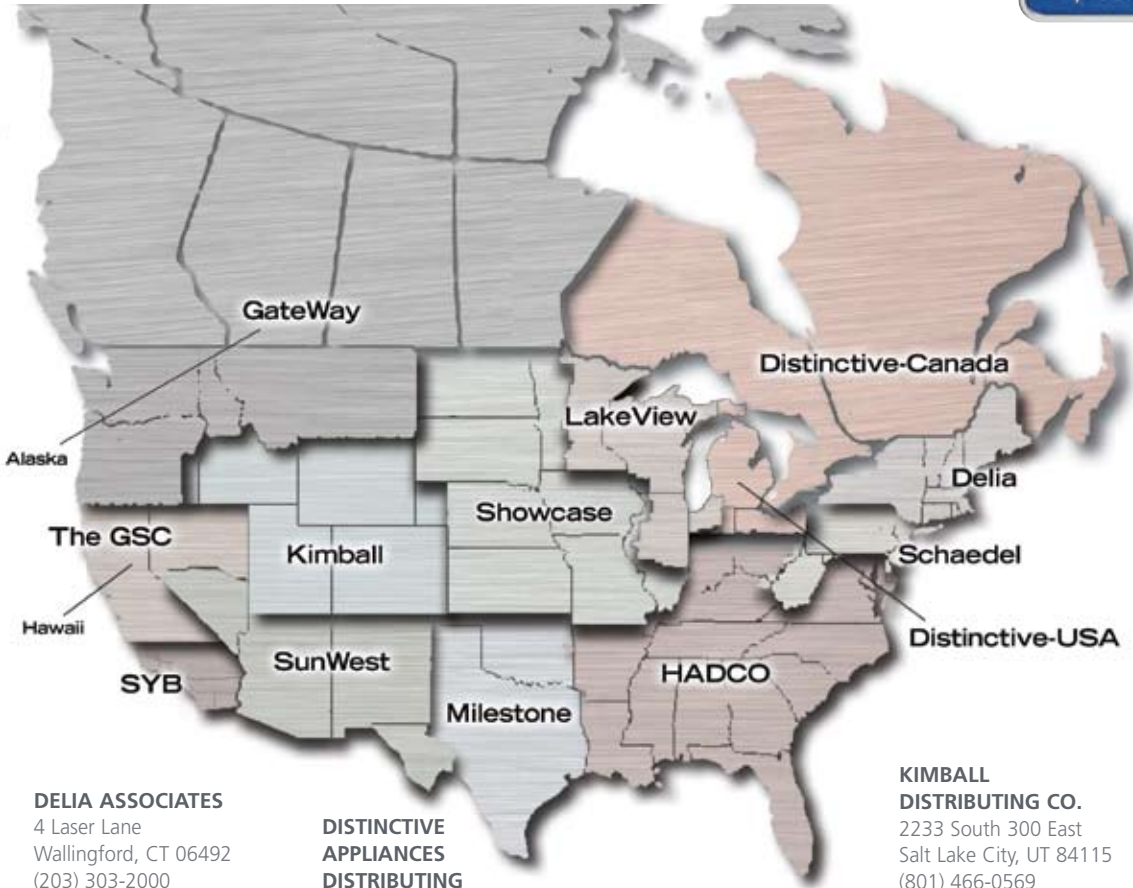
updates for each section. You can compare those with yours, download as needed, and be confident that you always have the latest information.

Also coming soon

Keep an eye out for two other innovations that will also make your life easier:

- **Electronic product catalogs:** Viking began creating product catalogs for kitchen design software applications with the electronic catalog for 20-20 Design users. The rollout will continue in the fourth quarter with catalogs for Planit, AutoKitchen and Chief Architect users. AutoCAD .dwg and .dxf files will also be hosted on the Viking Web site by early 2008.
- **Travel less, learn more:** There's so much to learn, so little time. That's why Viking Range Corporation will offer free continuing education courses for designers online. These courses will offer CEU credits certified by AIA, ASID, IIDA and NKBA, among others.

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