

THE EDGE

THE VIKING RANGE OF COLOR



vikingrange.com

YOUR CLIENTS DREAM IN COLOR. MAKE THEIR DREAMS COME TRUE BY SELECTING FROM A PALETTE OF 24 VIKING FINISHES.

Of all the challenges in kitchen design, color selection is one of the greatest. Architects and designers must juggle the available color palettes, their clients' personal tastes, as well as product availability. Color plays a major role in setting the mood and feel of the kitchen, and the entire home.

Color is a very personal choice, and no two people have exactly the same taste. Color tastes change. The designer's task is to sort through all of these factors and blend them into a harmonious whole.

Designers are always looking for

options — the more the better. Viking Range Corporation meets the demands of designers and their clients by offering the widest range of finishes in the appliance industry. Homeowners can make a personal statement in their kitchen by adding color to their appliances!

More options

This year the Viking color palette has nearly doubled. To further solidify its leadership role in design options, Viking Range Corporation has expanded its exclusive major appliance finishes from

continued >



**FEATURED DESIGNER
RANDI SKIFFINGTON
BLENDS TRADITIONAL
AND CONTEMPORARY
WITH VIKING: Page 4**



14 to 24 color choices. The new finishes shown above, went into production January 1st of this year.

“The addition of these finishes will give consumers, architects and designers more options to coordinate with personal tastes,” says Jim Gregory, Viking Range Corporation Director, Design Relations.

Extensive, in-depth process

“The development of the new finishes was an extensive process, based on comprehensive research into high-end

home buyers’ needs and tastes, as well as an in-depth study of emerging color trends. We also gathered valuable input from the designers and dealers who visit Viking in Greenwood throughout the year,” says Brent Bailey, Viking Range Corporation Design Director. “We thought it was time to refresh our color palette, in keeping with the latest color trends, while also adding a wider range of finish options.”

The result is a palette ranging from delicate shades to vibrant colors, ensuring that there is an option for every need.

With this color palette enhancement, Viking has invested in new advanced equipment to better monitor all aspects of the paint, including gloss, color and thickness. This is critical to make sure that colors are reproduced consistently day-to-day and year-to-year. The Viking Design Department and the Viking Quality Department worked closely to establish strict standards and identify select paint suppliers who could meet the stringent quality requirements.

A rainbow of trend-setting options

Bailey worked with consultant Andrea Tobias, CKD, to develop the new finishes. She brought her extensive experience as a luxury kitchen designer to the team. Tobias has further knowledge of color trends based on her experience as a member of the Color Marketing Group.

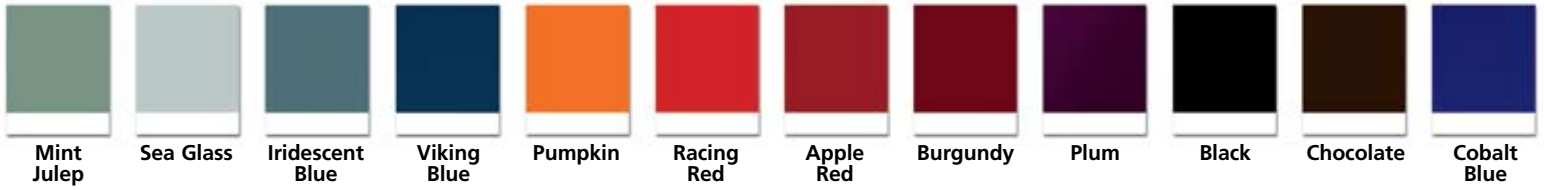
Tobias considered what paint and finish companies were doing, and what the Color Marketing Group was recommending. She also looked at outside influences — especially fashion. “Color typically starts in fashion,” she explains. “Then it rolls down into consumer goods, and then to the broader market.”

Tobias notes several themes in the new selection of finishes.

- **Metallics:** This trend comes from fashion and beauty, where a metallic shimmer is



Pumpkin and Cotton White display shown at the International Builders’ Show.



Racing Red

coming back for new makeup and eye shadows. Metallics are appearing more in fabrics and jewelry. The Viking palette examples in metallic include Iridescent Blue and Metallic Silver.

- **Brights:** According to Tobias, the era of softer color is culminating with a new shift to brighter colors. Among the new Viking examples are Pumpkin, Racing Red and Apple Red.
- **Natural:** Environmental awareness contributes to a continuing interest in natural colors. At the darker end of the spectrum, some of the new Viking colors are Plum, Chocolate and Taupe. Among the lighter tones are Sea Glass

and Cotton White.

"I think we hit a home run with Cotton White — it can go so many different ways," says Tobias, who emphasizes the flexibility of all 24 finishes. "You can do tone-on-tone, or you can use contrasting colors. The flexibility is there, and the choice is yours."

What it means to you and your clients

Making those choices available is what the new palette is all about, according to Sue Bailey, Viking Range Corporation Manager, Product Development. "Knowing the uniqueness of our customers and what they're looking for, we designed the new palette to give our customers more choices. Plus, it gives designers more freedom in what they do."

A whole new range of choices will also be available as St. Charles Cabinetry (stcharlescabinets.com), a division of Viking Range Corporation, rolls out its product line with a coordinating color palette in the same finishes, opening up new possibilities for mixing and matching, as well as designing monochromatic color schemes.

One of the new options Bailey especially

likes is Metallic Silver. It resembles the look of Stainless Steel, and is a powder coated surface that resists fingerprints, requiring less maintenance.

"What we know about consumers is that they want their kitchen to be just as individual as they are," says Bailey. "Color is a defining expression of individuality."

Bailey says, "We're pushing the envelope — it's a bit like Detroit and their not-for-sale concept cars, which push the envelope, show the shape of the future, and demonstrate leadership. The new palette does the same for the Viking brand. Except these are concepts you can buy."



Pumpkin

Randi Skiffington



Multiple Viking options strike the perfect note throughout this home that is a blend of the rustic and contemporary.



Designer Randi Skiffington, who has been serving clients in New Hampshire's Lake Region for over a decade, says she believes in Viking products because they offer so many options in terms of function and design.

Randi often works on projects with her ex-husband, Joe Skiffington, who specializes in building luxury homes in picturesque settings near Lake Winnepesaukee. Most of the homes he builds range from \$2 million to \$8.5 million and are primarily vacation homes. Working together, the two provide what Randi Skiffington describes as a turnkey service. "We take care of all our clients' needs so that everything is set up when they arrive," she says. "Even the beds are made. All they have to do is bring their food and their children."

Viking products play an important role in the design of these large, rustic homes with a contemporary flair, according to Randi. "Most owners are 'huge entertainers' and do their own cooking," says Randi. In the Lake Region, she adds, homeowners often have eight to ten visitors on a weekend, depending on the season.

Built and based around entertaining friends, one of Joe's most recent model homes has multiple living spaces, including six different private suites. It includes several Viking products in the large, open concept kitchen. In addition, Viking products appear

in the screened porch, wet bar, lower level bar and carriage house.

The kitchen, next to the dining room which features a stunning 130" table that seats 12, has two Viking 30"W. all refrigerators. When you're entertaining a dozen people for a weekend, the amount of beer, soda and water you need to have on hand may be too much for one refrigerator, according to Randi — so one refrigerator is for beverages, the other for food. In addition, the kitchen has a separate 30"W. Viking all freezer.

Joe mentions another use for the second refrigerator that has been very popular in his high-end homes — as a place to store food that is prepared and awaiting guests. "A second refrigerator has been standard in my very high-end homes for several years now," says Joe. "Once people have experienced it, they wonder how they ever got along with just one refrigerator."

There are also two 24"W. Viking dishwashers in the kitchen. "Two dishwashers are a necessity when you're serving dinners to 12 people," Randi explains. Joe adds that in his next model, he will probably install a third dishwasher — one in the island, and two near the main sink.

The kitchen's primary food preparation area includes a granite island across from a 60"W. Viking gas rangetop with 6 burners and a 12"W. griddle and 12"W. grill. Above



© 2007 IAN RAYMOND, RAYMOND PHOTOGRAPHIC IMAGING



the rangetop is a 60" W. wall hood and 1,500 CFM ventilator. Additional Viking cooking products include a 30" W. Viking electric double oven and a built-in microwave oven.

"The microwave is located between the primary refrigerator and the 60" W. Viking rangetop. We use it for defrosting, reheating and melting butter," says Joe, who says he also loves the sensor cook features.

Another great feature of the home is a screened porch. According to Randi, "It's another family room, and it's where people live in the summer months." The screen porch includes its own outdoor kitchen, containing a 53" W. Viking outdoor grill and a 60" W. Viking outdoor hood with a 1,500 CFM ventilator.

Both Randi and Joe Skiffington say that Viking products play an integral role in their designs because other lines do not offer the same wide range of options in terms of size and color palette. "There is so much you can

do in terms of kitchen design and setup, but only with Viking can you get everything you want," says Randi.

Both Randi and Joe Skiffington have Viking products in their own homes. She has two Viking ovens and a 48" W. rangetop with a griddle and 6 burners. Joe, who is currently living in the model home, says he takes full advantage of the Viking products there — which also include a wine cellar, and several beverage centers and ice machines — when he entertains.

A graduate of Franklin Pierce College, Randi Skiffington acquired her design skills after college. Since she completed her first project in 1994, she has built a successful business based on word-of-mouth referrals and an impressive portfolio of completed design work. For more information about Randi's and Joe's companies, go to www.interiorsbyrandi.com and www.skiffingtonhomes.com.

KITCHEN APPLIANCES

- 30" W. All Freezer
- 30" W. All Refrigerator (2)
- 60" W. Rangetop with 6 Burners and 12" W. Griddle and 12" W. Grill
- 60" W. Wall Hood
- 1500 CFM Exterior Power Ventilator Kit
- 30" W. Electric Double Oven
- 24" W. Undercounter Dishwasher (2)
- 15" W. Undercounter Ice Machine Microwave Oven and Built-In Trim Kit

WET BAR APPLIANCES

- 15" W. Undercounter Wine Cellar
- 15" W. Undercounter Refrigerated Beverage Center

SCREEN PORCH APPLIANCES

- 53" W. Ultra-Premium Gas Grill with TruSear Infrared Burner
- 60" W. Outdoor Wall Hood
- 1500 CFM Exterior Power Ventilator Kit

LOWER LEVEL BAR APPLIANCES

- 15" W. Undercounter Ice Machine
- 24" W. Undercounter Refrigerated Beverage Center

CARRIAGE HOUSE APPLIANCES

- 24" W. Undercounter Refrigerated Beverage Center/Ice Maker Microwave Oven

MAKE IT A REAL

OUTDOOR KITCHEN WITH VIKING OUTDOOR CABINETRY

With the advent of spring, homeowners in most parts of the country start thinking about outdoor entertaining. Consumers love the outdoor flavors, the whole outdoor grilling experience, and the fresh air environment. They also are starting to think of outdoor areas like gardens and patios as an extension of their house, and as living spaces to be enjoyed. Not surprisingly, an outdoor grill is no longer enough. Luxury homeowners are increasingly buying full outdoor kitchens, with all the amenities of their indoor cousins.

Viking offers the most complete outdoor kitchen product line in the industry. Viking gives consumers every advantage of a professional-style kitchen in an outdoor setting — including the storage space in stainless steel outdoor cabinetry to keep everything at hand. Viking outdoor cabinetry gives consumers the ability to prepare and serve an entire meal outdoors without endless trips back into the home for supplies.

A full Viking outdoor kitchen, complete with Viking cabinetry, is an integral part of a complete Viking lifestyle, and the perfect complement to a Viking indoor kitchen. It shows guests that the homeowner cares enough about cooking, entertaining and creating a beautiful environment to entertain with the very best.

Storage with stainless steel style

The heavy-duty stainless steel cabinetry accommodates all Viking outdoor appliances



while providing essential counter and storage space. They give consumers the flexibility to design their very own outdoor kitchen. Appliance base cabinets are available for all outdoor products, and storage cabinets are available as well. Here are just a few examples:

- **Grill Bases:** Available in six sizes, these commercial-type grill bases complement any Viking outdoor grill perfectly, while adding essential storage and counter space.
- **Side Burner/Griller Base:** In addition to providing a home to a Viking side burner, this heavy-duty base also includes valuable storage below.
- **Smoker Oven and Gas Oven Towers:** These heavy-duty oven towers perfectly complement their Viking outdoor cooking products. They accommodate all Viking ovens while also offering essential

refrigeration and storage space.

- **Base Storage Cabinets:** Viking heavy-duty stainless steel base cabinets blend seamlessly into any Viking outdoor kitchen and feature a variety of options to meet every storage space need.

In addition, there is a full range of built-in storage drawers, stainless steel access doors, stainless steel grill carts, and C4 Cooker outdoor carts.

Tying the whole outdoor kitchen together

It's easy with Viking outdoor cabinetry. Viking stainless steel outdoor cabinets not only look great and are easy to maintain, but they also offer the opportunity to customize outdoor kitchens to consumers' exact needs without compromising design integrity.

DOWNLOAD THE NEW PLANNING AND DESIGN GUIDE — AND REGISTER FOR A CHANCE TO WIN

Now, more than ever, the Viking Web site is your online design resource. Here you'll find opportunities to make you more efficient and help you win recognition for your work.

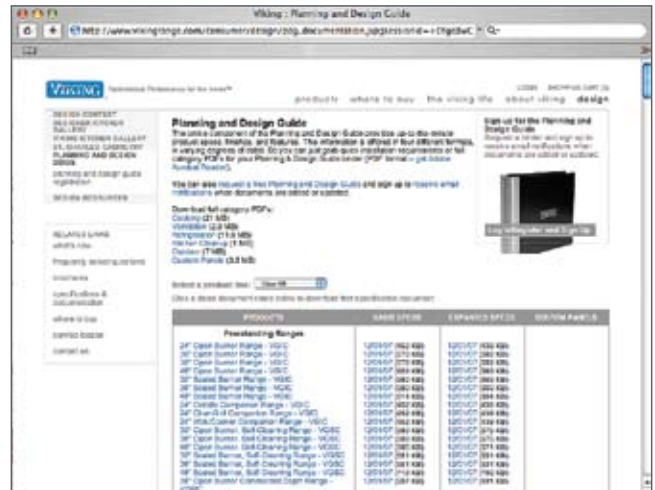
Planning and Design Guide

The new Viking Planning and Design Guide is an extensive product information system that you can download at VikingPlanningandDesignGuide.com. It allows you to keep all the latest Viking product specs and installation information in one convenient tabbed binder that's free for the asking. You may also register for free e-mail notification of updates, so that your Planning and Design Guide is always current. Get started at the address above — or you can click on the link at VikingFeaturedDesigner.com.

Get the recognition you deserve

You know you do great work. It's time to let the world know. If you haven't already registered as a Viking Designer of Distinction, there's no better time than now. Registering makes you eligible to win a valuable Viking culinary product in each monthly drawing, showcase your work in the Viking Designer Kitchen Gallery — and to possibly become a quarterly Viking Featured Designer with your work published online and in *The EDGE* newsletter. You might even win a great vacation package and additional

recognition as the Featured Designer of the year. Go to VikingFeaturedDesigner.com — or click on "Design Contest" on the left of the screen when downloading your Planning and Design Guide.



BREAKING OUT OF THE TRIANGLE

Traditionally, kitchen design relied on a triangle layout that included the sink, cooking surface and refrigerator. This works when only one person uses the kitchen, and when the kitchen is a separate room. However, now there usually is more than one cook, and the kitchen is a more integral part of the house. The result is the replacement of the traditional triangle kitchen layout with a series of different zones.

- **Preparation Center:** The main preparation center is usually an island working surface that also replaces the kitchen table. It might include a cooktop, sink, butcher block and independent refrigerator

and drawers. There may also be a secondary prep center because there may be two people working on meals.

- **Baking and Cooking:** These zones will be near the ovens, refrigerator and clean-up area. Because there is usually more than one cook and cooking style, it's important the design allows for two people to work without disrupting each other. Generally, the design is a primary kitchen triangle with a secondary cooking center.
- **Beverage Center:** This may be a secondary island found on the edge of the kitchen, including a separate sink, wine rack, wine cellars, coffee maker, ice machine

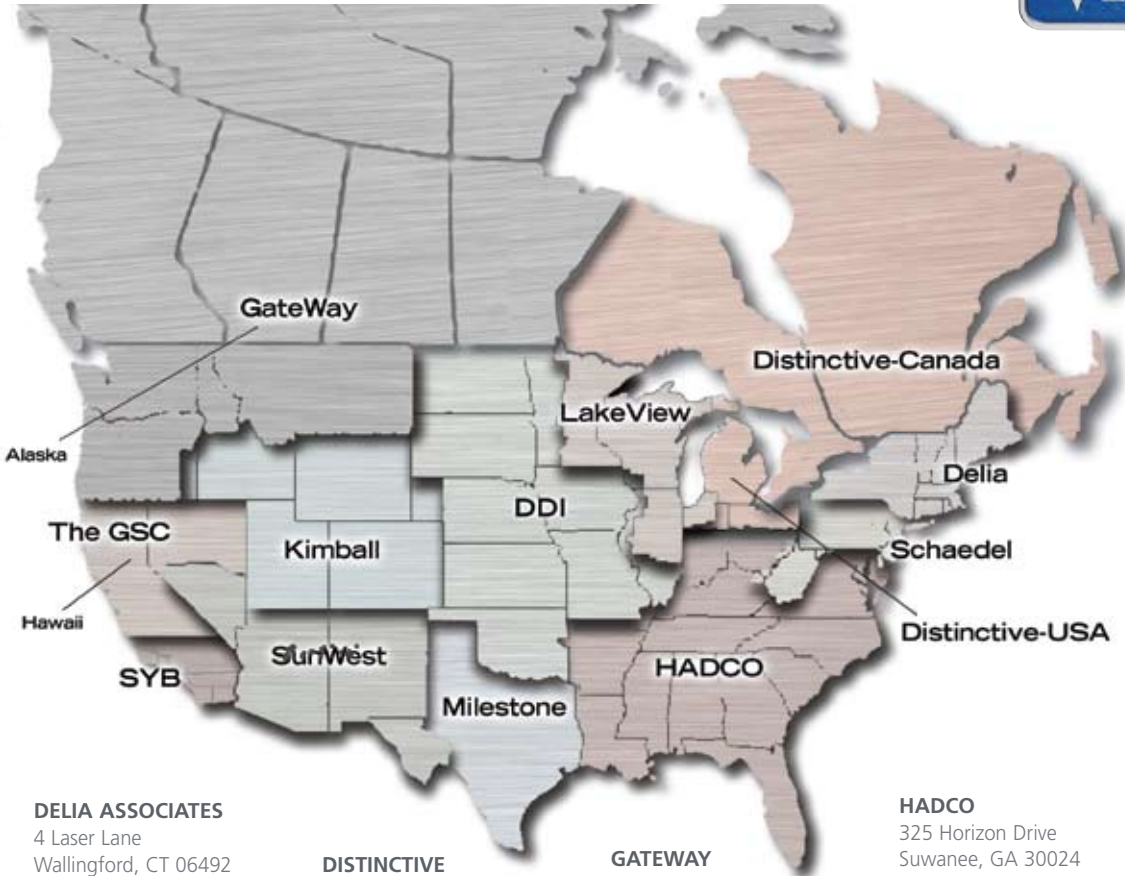
and dishwasher. Most beverage zones are close to the dining or living area.

- **Clean-up Zone:** This is placed near storage for efficiency and will usually have two dishwashers and a large sink. Two dishwashers add to the efficiency clients desire in kitchens, especially in large families.

Form follows function follows family

The zones may be mixed and matched in different ways, depending on the needs and habits of an individual family. Some may be more important, or less important, but nothing beats knowing your clients.

YOUR UNITED STATES AND CANADA VIKING DISTRIBUTORS



DELIA ASSOCIATES

4 Laser Lane
Wallingford, CT 06492
(203) 303-2000
Toll free: (800) 356-3803
Fax: (203) 294-9220
Toll free fax: (800) 987-7283
www.deliainc.com

DISTINCTIVE APPLIANCES, INC.

8210 Devonshire Road
Town of Mount Royal
Montréal, Québec
H4P 2R7, Canada
(514) 736-2004
Fax: (514) 736-2666
www.distinctive-online.com

DISTINCTIVE APPLIANCES DISTRIBUTING

51155 Grand River Avenue
Wixom, MI 48393
(248) 380-2007
Fax: (248) 380-2005
www.distinctiveappliances.net

DOOLITTLE DISTRIBUTING, INC. (DDI)

9736 Legler Rd.
Lenexa, KS 66219
(913) 469-9926
Fax: (913) 469-1552
www.ddius.com

GATEWAY APPLIANCE DISTRIBUTING

19204 68th Avenue South
Kent, WA 98032-1188
(253) 872-7838
Toll free: (800) 231-7838
Fax: (253) 872-2149
www.gatewaydist.com

THE GSC

30826 Santana Street
Hayward, CA 94544
(510) 429-8200
Fax: (510) 429-7465
www.thegsc.com

HADCO

325 Horizon Drive
Suwanee, GA 30024
(770) 932-7282
Toll free: (800) 241-9152
Fax: (770) 932-7294
www.hadco.net

KIMBALL DISTRIBUTING CO.

2233 South 300 East
Salt Lake City, UT 84115
(801) 466-0569
Toll free: (888) 546-7984
Fax: (801) 466-8636
www.kimballinc.com

LAKEVIEW APPLIANCE DISTRIBUTING

1065 Thorndale Avenue
Bensenville, IL 60106
(630) 238-1280
Toll free: (877) 546-1280
Fax: (630) 238-1926
Toll free fax: (877) 546-1926
www.lakeviewdist.com

MILESTONE DISTRIBUTORS, INC.

4531 McKinney Avenue
Dallas, TX 75205
(214) 526-3942
Toll free: (877) 644-0414
Fax: (214) 526-3187
www.milestonedist.com

CARL SCHAEDEL & CO., INC.

4 Sperry Road
Fairfield, NJ 07004
(973) 244-1311
Toll free: (800) 783-6008
Fax: (973) 244-0822
www.carlschaedel.com

SUES, YOUNG & BROWN, INC. (SYB)

5151 Commerce Drive
P.O. Box 7890
Baldwin Park, CA 91706
(626) 338-3800
Toll free: (800) 488-9868
Fax: (626) 338-1967
www.sybinc.com

SUNWEST APPLIANCE DISTRIBUTING

8370 South Kyrene Drive
Tempe, AZ 85284
(480) 784-6611
Fax: (480) 784-6633
www.sunwestdist.net

THE EDGE

Viking Range Corporation
vikingrange.com