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7 SERIES



VIKINGRANGE.COM

## ELEGANTLY DESIGNED. PROFESSIONALLY ENGINEERED.

Introducing the New Viking Professional Cooktop Collection with three cooking technologies.

Gas, Electric, and Induction



#### **Product Peek**

Here's a first look at what kinds of product offerings you will see at KBIS 2014!



The Pro Grand Steam Range from **Thermador** will be among the variety of steam oven design options the company will showcase at KBIS. Cooking with steam – a growing trend in the industry – offers better flavor and more health benefits than other means of cooking. The 48-in. range offers six Star Burners – with an ExtraLow simmer option and a 22,000 BTU Power Burner – a convection oven and a warming drawer. **Circle No. 211 or visit kbbonline.com/freeinfo** 



Stone Harbor Hardware will be featuring its Cambridge robe hook, as well as its Westwood towel bar (pictured) and towel ring. Both collections are available in satin nickel and vintage bronze finishes and come with all of the necessary mounting equipment for easy installation. Circle No. 210 or visit kbbonline.com/freeinfo



Viking will have on display its Professional French Door Oven – a 4.7-cu.-ft. convection oven that is the largest in the industry. It features a Vari-Speed Dual Flow convection system with a fan that works bi-directionally for maximum airflow and cooking results. The oven's heavy-duty metal knobs are accented with CoolLit LED lights that turn Viking's signature blue when on, and the unit is available in 12 color finishes. Circle No. 212 or visit kbbonline.com/freeinfo



The +EDITION Collection from Poggenpohl features natural walnut wood veneer and white lacquer cabinetry, which is available in flat-panel or thin frame detail door styles. New black glass, upper-wall cabinets include the thin frame details with finished interiors and LED lighting. Circle No. 213 or visit kbbonline.com/freeinfo

## **KBIS Welcomes Back Appliance Juggernaut Viking**



Viking's Professional 7 Series Range will launch in December and be featured at KBIS. The range will be available in 36and 48-in. widths in both gas and dual-fuel models, and a ViChrome thermostatically controlled chrome griddle option will be available in January 2014.

#### Appliance and Cabinet Manufacturers **Return to KBIS**

A renewed interest in reinvesting in homes because of the strenathened 2014 housing market has attracted many appliance and cabinet manufacturers back to KBIS. Electrolux, Merillat Cabinetry, Poggenpohl, MasterBrand Cabinets and Bertch Cabinet Mfg. are reemerging companies at KBIS that will be exhibiting alongside returning manufacturers like Liebherr, True Professional Series, InSinkErator and Wellborn Cabinet. Another draw for these companies to exhibit at KBIS 2014 is the colocation with IBS for the first time.

"We are constantly hearing that designers are time pressed and do not always get outside their offices for trade shows and educational opportunities," said Neil Bailey, president of Poggenpohl U.S. "By combining the KBIS and IBS events, it offers them the lure of two shows at the same time - a timesaver for those designers who are interested in seeing new trends, products and offerings across all of the home design categories."

A few big names in appliance companies exhibiting at IBS include Broan-Nutone, Bosch and Thermador,

The National Kitchen & Bath Association (NKBA) and the Kitchen and Bath Industry Show (KBIS) offer a warm welcome to Vikina, an important kitchen appliance brand that took a brief hiatus from the show between 2008 and 2012. A valued exhibitor since 1994, Viking is also glad to again be a part of KBIS and Design & Construction Week and to reintroduce the "new" Viking.

"Viking will be showcasing dozens of new products and advanced technologies at KBIS," said Tim Tyler, director of marketing at Viking. "We are eager to give the industry a firsthand look at these exciting innovations and to share our vision for the future of the Viking brand."

Acquired by The Middleby Corp. in late 2012, Viking is looking forward to KBIS 2014 as an opportunity to showcase more than 60 innovative new products and technologies it has launched or will be launching in the six months prior to KBIS.

"Middleby has been known for advancements in commercial technology around the world, and we are incorporating that into Viking residential products for a true professional-caliber culinary experience in the home," said Jane Crump, manager of communications and public relations for Viking Range. "At KBIS, we will reconnect with our core influencers - designers, builder, architects, remodelers - and showcase the full scope of the Viking brand, including our extensive and growing lineup of Viking products available globally."

Middleby Corp., a company with \$1 billion in sales and 50 brands across three business platforms, has always seen significant value in trade shows. With Middleby acquiring Viking, it is expected the residential brand will participate in residential shows like KBIS and the International Builders' Show (IBS).

According to Crump, Viking has a huge volume of products that will launch between now and next February - all of which will be showcased at KBIS 2014. Included in that product mix will be the company's new 7 Series line of ranges and rangetops, a French door double oven with dual doors on top - a takeoff on its popular French door refrigerator - new built-in refrigeration and an iPad app. More Viking products being unveiled at KBIS will be announced in subsequent K+BB issues.

"The idea of KBIS and IBS being in one location at the same time is a really positive move," added Tyler. "We think it will lend some huge benefits to exhibitors in both shows - as well as to attendees - because there will be so much more to see."

#### Now Accepting Entries for Best of KBIS



If you have a kitchen or bath product that could be considered one of 2014's best new innovations, submissions for the industry's biggest award - the Best of KBIS - are now being accepted. And what's new this time is how they will be showcased.