



LUXURY
KITCHEN
PACKAGES

FISHER & PAYKEL

Dh HABITAT
DOMESTIC



DESIGNED IN NEW ZEALAND

Designed in New Zealand describes our philosophy. We are shaped by our environment — particularly our geographic isolation — which has fostered a pioneering spirit and a culture of curiosity. It is a way of thinking that is uniquely Fisher & Paykel. This is our identity.

This worldview is what drives us to constantly challenge conventional thinking about the life lived around appliances. Our global outlook inspires us to collaborate and learn from others, gathering insights and experiences to inform how we present ourselves on the world stage.

FISHER & PAYKEL

Established in New Zealand

1934





HERITAGE AND LEGACY

Since our founding in 1934, we have grown into a global, design-led company of more than 3,000 people. Our products are sold in 30 countries around the world. For us, legacy is about looking into the future, while ensuring what we develop today is aligned to the fundamental principles of sustainable design. Our culture is one of open innovation, which allows people to work collaboratively to find insights and ideas that connect with our customers and respect our planet.

HUMAN CENTRED

Human-centred design is at the heart of who we are and what we create. Our routines of cooking, washing or cleaning are inherently social interactions. By understanding the life lived around appliances, we have redefined these appliances. Human-centred design is about turning chores into beautiful experiences, ingredients into cuisine, and the routines of daily life into rituals that deliver pleasure.

CUSTOMER-FOCUSED

Fisher & Paykel offers something remarkable: products and appliances packages in both indoor and outdoor; quality performance across cooking, refrigeration, cleaning and laundry; a range of styles, sizes and configurations to suit any layout and space; and price points from the penthouse to the ground floor.



DESIGN FOR A CHANGING WORLD

OUR WORLD IS CHANGING AT A PACE NEVER SEEN BEFORE. OUR CHALLENGE IS TO UNDERSTAND HOW THE WORLD AROUND US WILL CONTINUE TO SHIFT AND EVOLVE, AND DESIGN APPLIANCES THAT NOT ONLY REFLECT BUT COMPLEMENT AND ENABLE THAT.

CHANGING LIFESTYLES AND A FOCUS ON HOME

People are rethinking how they want to live. Technology and changing expectations are allowing people to live and work outside of main centres, to experiment with a different pace of life, to define comforts and success on their own terms. This macro-trend has been accelerated with recent events and uncertainty.

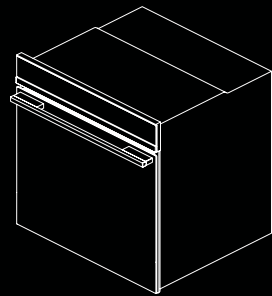
What has resulted, as people have had to spend more time at home and are cooking more frequently, is that they are paying more attention to the performance, flexibility and design of their homes, kitchens and appliances. There is less expectation of following traditional designs and they are turning that introspection onto how best to reflect their own taste and how they eat and cook. It is about creating a premium, but also a human and personal experience.

GENERATIONAL CHANGE

A fundamental generational shift has taken place which has changed the face of consumer preference. Millennials are now the largest consumer group globally and with them comes a different set of consumer values. Millennials are not content with the status-quo, they are comfortable with change—it is the world they have grown up in. They don't want the same brands their parents had. They are looking for something fresh, new and authentic.



Fisher & Paykel packages offer a range of appliance combinations, options and styles all with a focus on design, performance and flexibility that respond to this changing world.



NEXT GENERATION TRADE RESOURCES

Our next generation Trade Resources include new and improved content with 3D files and specification guides to support our customers in the design, documentation and scheduling of their projects.

W fisherpaykel.com/us/trade-resources



Use the QR code to learn more

LATEST PROMOTIONS

Take a look at our current offers to see if you can get an incredible deal on your next purchase.

W fisherpaykel.com/us/promotions



SUSTAINABLY MINDED

We believe sustainability is the movement of our time. Our commitment to sustainability is deeply embedded in our thinking. It informs the way we work, the products we make, the packaging they come in and the way they are delivered. In a rapidly changing world, our responsibility to reduce our impact is one we take seriously and embrace.





CUSTOMER SUPPORT
24 HOURS A DAY, 7 DAYS A WEEK

Fisher & Paykel has a 24 hour enquiry service that allows customers to speak to a real person about any questions they might have about their appliances. Our Customer Care Representatives can offer advice on which appliance will best suit their needs, and provide extensive product knowledge on how to use a current Fisher & Paykel appliance. They can also arrange for a service technician to install selected appliances. Nobody is better suited to install, service and repair your Fisher & Paykel household appliance than our network of specially trained service technicians.

T 1 888 936 7872 **E** customer.care@fisherpaykel.com

W fisherpaykel.com/us/help-and-support



FISHER & PAYKEL

