



**FOR IMMEDIATE RELEASE**

**THE ORIGINAL DISHDRAWER® – AVAILABLE ONLY FROM  
FISHER & PAYKEL APPLIANCES**

*Innovation takes years to perfect. Fisher & Paykel has over 10 years with this one.*

**April 19, 2007**

**HUNTINGTON BEACH, CA** – In 1989, Fisher & Paykel set out to revolutionize the way we wash dishes. Eight years later at the 1996 Domotechnica Trade Show in Germany, Fisher & Paykel unveiled an innovation that would soon give it recognition around the World. They call it the DishDrawer®.

“Some homeowners may not necessarily know the name Fisher & Paykel,” says Laurence Mawhinney, VP Sales & Marketing Fisher & Paykel Appliances, “but when you mention that we make the DishDrawer®, most people know us right away.”

The DishDrawer® went into production in 1997 and was released throughout North America one year later. Now in tenth year of production, Fisher & Paykel has a well refined and very innovative product.

“Before we launched the DishDrawer® we submitted it to a battery of endurance tests to ensure it would stand up to the demands of everyday use,” explains Mawhinney. “We also gained valuable consumer insight before the launch to ensure people found the controls intuitive and the unit easy to use.” But Fisher & Paykel is not one to leave well enough alone. Since its introduction ten years ago, Fisher & Paykel has made hundreds of improvements to their DishDrawer®. “These are incremental improvements you can only recognize and achieve though years of experience making and selling the product,” Mawhinney continues. “It’s this attention to quality and detail that distinguishes a Fisher & Paykel product from all the rest.”

The Fisher & Paykel DishDrawer® dishwasher is available in a single drawer and double drawer model. All DishDrawers® are ENERGY STAR® rated and approved. The DishDrawer® is available in a variety of styles and finishes, and can also be ordered as “integrated” allowing a seamless integration with surrounding cabinets. The DishDrawer® installs like a standard dishwasher and includes a flexible racking system to allow the homeowner to customize each drawer.

Fisher & Paykel offers a two-year warranty on their DishDrawer® – the most generous in the industry. Their innovative approach to product design and component engineering has helped make Fisher & Paykel the standard in the industry when it comes to product efficiency and robustness.

Single-drawer DishDrawers® are available from \$739 and double-drawer models are available from \$999. Fisher & Paykel Appliances is offering a special mail-in rebate April 22 through May 31 on stainless steel double-drawer models for a net suggested retail price of \$1099.

Fisher & Paykel Appliances, Inc. offers the original DishDrawer® dishwasher under its Fisher & Paykel and its DCS by Fisher & Paykel brands. Contact your Fisher & Paykel or DCS by Fisher & Paykel Sales Representative for more information or call Fisher & Paykel Appliances toll free at 888-936-7872.

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