

# KitchenAid®

Jill Sciuto  
Digitas  
646.735.7582  
[jill.sciuto@digitas.com](mailto:jill.sciuto@digitas.com)

Jenna Llewellyn  
Digitas  
212.699.0251  
[jenna.llewellyn@digitas.com](mailto:jenna.llewellyn@digitas.com)

Beth Robinson  
KitchenAid  
269.923.4770  
[beth.l.robinson@kitchenaid.com](mailto:beth.l.robinson@kitchenaid.com)

## **READY FOR A KITCHEN REVAMP? NEW BLACK STAINLESS STEEL AND TRADITIONAL FINISHES FROM KITCHENAID OFFER ENDLESS DESIGN POSSIBILITIES**

BENTON HARBOR, Mich. (Sept. 10, 2015) – KitchenAid is livening up the major appliance scene with the introduction of the industry’s first-ever black stainless steel finish. Hailed by kitchen designers as a “new neutral” that adds warmth and sophistication to a range of kitchen designs, black stainless is a fourth design alternative in the brand’s all-new collection, also available in traditional stainless, white and black.

“Major appliances are the anchor pieces of a kitchen, and their color and design contribute largely to the overall look of the space,” says Beth Robinson, senior brand experience manager for KitchenAid. “As a stylish alternative to traditional finishes, our black stainless steel offers designers and consumers tremendous design flexibility and the chance to experiment with fresh ideas.”

While sharing a professionally-inspired look and feel, the new finish adds warmth to the starker appearance of stainless steel by dressing it up in a lustrous, satiny black. Kitchen designs ranging from clean and classic to rustic and rich instantly become more modern and design-forward with black stainless steel appliances, whether complementing or differentiating the rest of the space.

“Black stainless steel also beautifully showcases the latest design elements featured in our new collection,” adds Robinson.

These new design touches include satin textured stainless steel handles that enhance grip; chrome inlaid frames that accent the transition between glass and other surfaces; and unique KitchenAid brand medallions, available in red and other optional colors that serve as a finishing stamp on the side of every handle.

The new collection’s traditional stainless steel finish, a popular choice since the early 1990s, brings a commercial look to the kitchen and pairs well with most colors and textures. These include cooler blue and gray color palettes and warmer color schemes, such as maple wood cabinets and golden granite countertops.

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For those seeking the clean and pristine, the collection's white finish adds a pop of freshness to traditional wood cabinet and floor designs or, when combined with white cabinetry and dark marbled countertops, brings a simplicity and sleekness to the space. On the opposite end of the color spectrum, black appliances can provide a bold focal point to an understated kitchen. Mixed with light colored countertops and wall moldings, they can also be used to bring airiness to a space.

The new KitchenAid collection, the brand's first to be introduced globally, is now available throughout the United States. To read more about the collection, please visit:

<http://www.multivu.com/players/English/7414131-kitchenaid-new-major-appliances/>.

Since the introduction of its legendary stand mixer in 1919 and first dishwasher in 1949, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. Today, the KitchenAid brand offers virtually every essential for the well-equipped kitchen with a collection that includes everything from countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars. Cook for the Cure®, the brand's partnership with Susan G. Komen®, is now in its fourteenth year and has raised over \$10 million to help find a cure for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand\*, visit [www.KitchenAid.com](http://www.KitchenAid.com) or join us at <http://facebook.com/KitchenAid> and <http://twitter.com/KitchenAidUSA>.

\* Based on a 2014 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals.

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