

# MEDIA RELEASE

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## *The New Kleenmaid introduces the European Kitchen Studio Model to Australia.*

There has been a lot of talk of late of the emerging success of online shopping and its effect on traditional retail and Kleenmaid is introducing yet another twist to the concept believing that Aussie consumers are looking for great advice and service when they are choosing kitchen appliances.

On average, Australians renovate or build a new kitchen every 8 – 10 years and with the property market as lack lustre as it is many people are opting to renovate their kitchens as opposed to moving house.

The nightmare many people face with building a new kitchen is the age old blame shifting, where the cupboards don't fit the appliances or vice versa and both the kitchen manufacturer and the appliance retailer blame each other!

So what is the answer?

A streamlined, hassle free process where the kitchen manufacturer and the appliance manufacturer work hand in hand to provide an all in one, design, construct and install service for both the kitchen cabinetry and the appliances.

This is how our European neighbours have purchased their kitchens and appliances for years and is called the European Kitchen studio model.

In Europe major kitchen appliance manufacturers elect to sell their appliances through kitchen studios who provide expert advice, as opposed to using traditional electrical retailers who could be selling TVs today, vacuum cleaners tomorrow and kitchen appliances the next day.

“With a once every 10 year cycle, the investment in a new kitchen is a major one, and unlike buying a new car, you can't trade it in if you make a mistake.” Compass Capital Partners/ Kleenmaid CEO Danny Hamilton said. (Compass Capital Partners acquired the Kleenmaid brand in December 2010)

“Customers today are time poor and we believe they appreciate, and need sound advice from industry professionals when they are making a major investment such as a new kitchen and the associated appliances.” Hamilton said.

Kleenmaid appliances are now available through 21 kitchen manufacturer’s showrooms in Queensland, Victoria and New South Wales.

Unique Kleenmaid appliance innovations not only improve the flavour and nutritional results of your cooking but make life easy with such things as auto cooking functions where the appliance does all the work for you.

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Pictures of Danny Hamilton, The Elevator Oven and ESTC Gas cooktops are in the accompanying USB.

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