

# kitche**n** journal

february 2011

**In touch with technology –  
meet CDA's sensor oven**



**Make the most of  
multifunction**

**Appliances that crash  
the price barrier**

**Get creative with colour**

**Plus: Laundry, components, new products, business news**



## New website for Falmec

Euroline Sales & Marketing, the sole UK specialist importer for Italian appliance brand Falmec have launched a new website to represent the brand in the UK market. The new site is for both trade and consumer use and includes product information, downloads and details of displaying dealerships.

[www.falmec.co.uk](http://www.falmec.co.uk)

# business matters

**Right:** ATAG welcomes Neil Joubert as its UK Product Manager. He will be working closely with Gary Davey to provide technical and logistics support

for ATAG customers. "I am particularly looking forward to getting to know our customers and personalising ATAG's service," he says. "We have recently launched a new initiative where retailers can choose an affordable express delivery option for our appliances and spare parts for delivery in as little as 48 hours. These exciting developments prove our dedication to the kitchen specialist."



**Right:** Electrolux Design Lab 2011 is inviting industrial design students and recent graduates to compete for a six month paid internship plus prize money by submitting ideas that consider intelligent mobility within home appliances. The brief specifically seeks solutions that address how people prepare food, clean and wash dishes both within and beyond the home. *Pictured:* Henrik Otto, Head of Global Design at Electrolux.



**Above:** Neil Schofield has joined EQ Software as Marketing Manager. He was formerly with furniture fittings specialist Hettich and his role at EQ will be to take expansion plans forward. Neil worked with EQ as a business partner during his time with Hettich.



## New faces at Triflow Concepts

Neil Thompson (above) has joined Triflow Concepts as Commercial Sales Director. He has 29 years of experience in the kitchen industry specialising in hot and boiling water products and joins Triflow from Zip Heaters UK.

Joe Campbell (left) recently joined Triflow Concepts as a Marketing Executive. He has considerable experience in online marketing and is keen to apply this at Triflow.



We are sad to report the death of Peter Dinsey, a well known Area Sales Manager for Blanco. "Only 66, Peter fought his illness with great bravery and worked until just two weeks before he died," says Ron Blount, Managing Director of Blanco UK. "He will be very much missed at Blanco. I know his circle of loyal customers is very saddened by the news of his death. He was a one-off character, committed and dedicated. It has been a rich and rewarding experience to have known him."