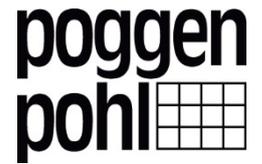


PRESS RELEASE



Herford, January 2015

Poggenpohl is revolutionising classic lines

P´7350 Design by Studio F. A. Porsche

Poggenpohl and Studio F. A. Porsche – both companies have been synonymous with unique design, functional perfection and innovative materials for decades now, previously jointly developing the P´7340: a unique kitchen that marked a milestone in the history of fitted kitchens.

That philosophy now continues with the P´7350, resulting in a kitchen architecture that departs from the horizontal lines of conventional kitchens in a completely new interpretation. This effect is made possible by the technology of industrial mitring of the front and carcass. The front merges with the carcass in the mitre to form an exquisitely engineered, vertical line. The mitred cut of the carcass is additionally covered with a stainless steel-effect aluminium profile, to further enhance the combination of engineering excellence and innovative design. Poggenpohl is the first kitchen manufacturer to be able to produce this elaborate finish with the aid of leading-edge, extremely high-precision manufacturing techniques - engineered, not just simply designed!

The second unmistakable stylistic component of the P´7350 is the blades: solid, vertical design trims made of stainless steel-effect brushed aluminium. They bring variety to the delicately shaped front surfaces, strongly emphasise the vertical lines and can be placed in all functional areas of the kitchen. Experimenting with the contrast between the solid blades and the

delicate lines of the front takes full advantage of the possibilities of the P'7350.

Poggenpohl offers three neutral plain colours within the exclusive P'7350 colour scheme with a matt and with a gloss lacquer finish, in addition to an elegant walnut veneer in grey. The P'7350 is not only impressive as plain-coloured kitchen architecture; but also by combining the colours with one another or adding fronts in grey walnut results in a completely new ambience that never fails to highlight its special character.

Further information / press contact:

Christiane Danielsmeyer, Marketing Director

Telephone: 0049 (0) 5221 / 381 317

Email: Christiane.Danielsmeyer@poggenpohl.com

Internet: www.poggenpohl.com