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CAFÉ INTRODUCES FIRST-EVER CUSTOMIZABLE STAINLESS TO PROFESSIONAL COLLECTION OF APPLIANCES

Breaking up a sea of stainless-steel appliances with personalized hardware options

LOUISVILLE, KY. – February 19, 2019 – Just months after launching as a new brand, CAFÉ is expanding its repertoire to include stainless-steel appliances. Offering the first and only customizable professional stainless appliance line, CAFÉ’s latest additions are designed to fit the ever-evolving aesthetic and lifestyle of the design conscious consumer in search of the latest home decor trends. A second collection, created with glass finishes, will launch in the fall for a modern, minimal aesthetic.

“CAFÉ’s Customizable Professional Collection is the only line that allows, and encourages, personalization, while offering chef-inspired performance features and innovative technology,” said Marc Hottenroth, executive director of industrial design at GE Appliances. “Finding appliances that allow for personalization can be frustrating due to limited options but with this new extension of the CAFÉ line, we can continue to offer customization to the masses and this time, in Stainless.”

Custom Hardware and Premium Finishes Bring Luxury and Style Without Compromising Affordability

Custom Hardware Choices

The CAFÉ brand gives buyers options to change their handles and knobs to different metal colors that bring their designer kitchen vision to life. The Professional Collection from CAFÉ, which is offered in matte white, matte black and now stainless finishes can be interchanged with an assortment of four separate color hardware options.

Customizable Professional Stainless will be sold with stainless hardware. Matte White comes stock with brushed bronze hardware and the Matte Black finish is complemented by stainless hardware. Each of the looks can be customized on separate pieces in the collection by changing out a different hardware color allowing for flexibility in the design of the kitchen.

Copper, a classic kitchen staple in both décor and high-end cookware, is the signature CAFÉ metal. Each handle in the Professional Collection will carry a copper cuff with a discreet CAFÉ logo. Soft brushed copper hardware will also be offered as one of the custom hardware options available for order.

Additionally, consumers can select brushed bronze, brushed stainless or brushed black hardware choices to customize either matte finish and complement their overall kitchen design.

CAFÉ Appliances announces new, Modern Glass Collection

This will be the first glass appliance line available in the U.S.

In addition to the Customizable Professional Collection offered in the three separate finishes, CAFÉ will roll out a second collection September 2019, featuring a unique, glass finish. The Modern Glass Collection launches with a richly lustered platinum under glass fronts on each of the appliances.

“Glass has a quality of depth to it, reflecting and refracting light that gives it a luster deeper than stainless or any paint can replicate,” said Hottenroth.

With urbanization trends, simple, clean lines in the kitchen have grown in popularity among consumers with slab countertops and handle-less cabinets as key design features. Those trends led to the creation of CAFÉ’s Modern Glass Collection which celebrates appliances as jewels of the kitchen with stylish cooking that performs. The handles are low profile or integrated across the line lending the glass a very sleek and minimal style. Small chrome and stainless-steel accents on the pieces pair well with glass and together create a very rich look that complement other stainless products in the kitchen or stands alone as a sleek addition.

The Customizable Professional Stainless Collection of CAFÉ appliances will be available for order through mass retail and independent appliance stores around the United States in May 2019 and the Modern Glass Collection will be available in September 2019. Three U.S. GEA manufacturing plants, two in Kentucky and one in Lafayette, Georgia, will make CAFÉ cooking products, dishwashers and refrigerators. The new Customizable Professional Stainless collection will have a full suite of appliances, including wall ovens, ranges, cooktops, French door refrigerators, dishwashers and vent hoods. For more information, visit www.CafeAppliances.com.

About GE Appliances

GE Appliances, a Haier company, creates “good things, for life” through our passion for great appliances and the happiness they can bring to every household. With the Hotpoint, GE®, Haier, CAFE™, GE Profile™ and Monogram® brands, owners have more choices for making their kitchens and homes amazing each day. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners and water filtration systems. For more information, visit www.geappliances.com/our-company.

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