



## **PRESS RELEASE**

### **GE Monogram™ 122cm dual-fuel range cooker represents an unique mix of American pro cooking performance and European distinctive design**

GE Appliances has launched a new Monogram kitchen appliance collection for 2008. As the name suggests the aspirational new range will appeal to the most discerning of consumers looking to create a unique style statement in their kitchen.

Sure to take the market by storm, the new 122cm dual-fuel range cooker from GE Monogram epitomises professional cooking at its very best. Product of a dedicated platform and created using one of the highest grade stainless steel available in the market, the Monogram range cooker is a stunning focal point for any kitchen. Unlike certain brands, the GE Monogram range cooker combines US features whilst being completely tailored to European kitchen requirements.

Immediately striking is its professional styling, incorporating ergonomic designed controls, angled control panel coupled with easy grip stainless steel handles. With a selection of six sealed gas burner options, the chef can effortlessly choose from semi rapid, rapid and large dual flame (4kw) to cook their dishes to perfection. In addition, the chef has the versatility of the cooktop stainless steel griddle, ideal for searing meat or simply frying eggs! Easy to use and maintain, the Monogram range cooker features cast iron porcelain enamel grates that can easily be removed for wiping the hob area whilst being placed in the dishwasher for instant cleaning.

Monogram cooking is truly a unique experience, offering a generous capacity the two electric ovens offer a choice of cooking combinations to create a multitude of culinary delights. The main oven features eight cooking functions, oven light, bottom heat with fan, double grill with fan, full width grill, economy grill, fan assisted oven, top and bottom heat, and fan defrost. The companion oven is equally impressive with five cooking functions including an oven light, full width grill, bottom heat, top heat and finally top and bottom heat.

Cooking with the Monogram range cooker is a real pleasure, from the smooth action oven door opening to placing your items on the chrome full extension racks. Furthermore, at a glance the chef is able to view the progress of their cooking with the pre-lit ovens. Furthermore, both ovens are fitted with triple glass protection ensuring a 'cool touch' and push to turn controls to ensure maximum safety. In addition, the Monogram range cooker features a soft close large storage drawer, ensuring oven essentials are stored in a convenient place.

To complement the luxury Monogram range cooker, the Monogram collection 'The designer label for the kitchen', will also offer a canopy and pro-angle hood, stainless steel splashbacks (with optional

warming shelf) and a stunning choice of side-by-side refrigeration. Complementing these cooking products are the options of 'AAA' rated integrated dishwashers.

GE Consumer & Industrial spans the globe as a significant player in major appliance, lighting and integrated industrial equipment, systems and services. Providing solutions for commercial, industrial and residential use in more than 100 countries, GE Consumer & Industrial uses innovative technologies and "ecomagination," a GE initiative to aggressively bring to market new technologies that help customers and consumers meet pressing environmental challenges, to deliver comfort, convenience and electrical protection and control. General Electric (NYSE: GE) brings imagination to work, selling products under the Monogram™, Profile™ GE®, Hotpoint®, SmartWater™ Reveal® and Energy Smart® consumer brands, and Entellisys® industrial brand. For more information, consumers may visit [www.ge.com](http://www.ge.com).

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