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## **BSH Home Appliances Corp. Unveils Brand Gallery and Training Center in Scottsdale, Arizona**

### ***State-of-the-art interactive kitchen gallery is home base for 2009 trade programs***

**(Scottsdale, AZ – November 11, 2008)** – BSH Home Appliances Corporation today announces the grand opening of its world-class, interactive brand gallery and training center at 8435 North 90<sup>th</sup> Street, Suite #2. This state-of-the-art, approximately 12,000 sq.ft. facility gives retailers, builders, designers and architects a highly interactive and more personalized experience with the company's four premium brands – [Bosch](#), [Thermador](#) and [Gaggenau](#). It also represents a shift in the company's marketing strategy into a year-round experiential sales and training focus.

“The BSH Brand Gallery and Training Center is a luxurious venue dedicated to the design and function of a true culinary experience,” said Michael Traub, president and CEO, BSH Home Appliances Corp. “The amazing weather and amenities that Scottsdale offers makes it the perfect backdrop for our customers to become more acquainted with our appliances.”

By nature, retailers, interior designers, architects and builders are passionate about helping consumers turn the home of their dreams into a reality. BSH's new facility will immerse visitors in a series of visually exquisite, working kitchens and laundry rooms that will allow them to experience each product's performance and functionality with hands-on culinary sessions and product demonstrations.

“We know that once gallery visitors have a chance to see our products in action, they will be better equipped to make decisions about which products to use in their projects and which products will best meet the needs of their customers,” said Scot Brown, senior vice president of sales, BSH Home Appliances Corp.

The BSH Gallery gives each distinct brand its own space, filled with fully operational appliances, just like at home. The vignettes were designed by **(merz) project** Architecture & Urban Design of Phoenix.

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The Bosch space is contemporary, spotlighting the high-efficiency, safety and advanced convenience features that families expect from the brand. Thanks to high-end, open cabinetry and counter styles and eco-friendly finishes, visitors can fully appreciate Bosch's clean, European design and quiet operation.

Thermador's Masterpiece collection is showcased in a traditional kitchen balancing a subdued palate of white, black and cherry wood and classic marble granite. Thermador's Professional Series showcase features a fireplace, living room, a wine bar and an island with three functioning cooktops.

The Gaggenau space is distinctive from all the other areas in the building. It is a grey box more akin to a world-class art gallery than an appliance showcase.

Finally, The IDEA LAB is a highly flexible training center and fully-functional kitchen at the heart of the new building. A convenient mobile set-up allows virtually any appliance to be hooked up for use allowing guests to get the most out of their training.

The BSH Brand Gallery and Training Center is open by appointment only. For more information, call (480) 763-2669.

## **About BSH Home Appliances Corporation**

BSH Home Appliances Corporation manufactures and markets small and major home appliances which are known across throughout North America for their high-quality and superior innovation. BSH sells its Bosch, Thermador and Gaggenau branded products throughout North America, through distributors, independent appliance dealers, national and regional retailers, builders and large buying groups. BSH Home Appliances Corporation is a wholly-owned subsidiary of BSH Bosch und Siemens Hausgeräte GmbH, headquartered in Munich, Germany, the world's third largest home appliance manufacturer. Manufacturing facilities are located in New Bern, North Carolina, and La Follette, Tennessee.

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