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Gorenje by Starck

GORENJE AND PHILIPPE STARCK LAUNCH NEW COLLECTION OF KITCHEN APPLIANCES, GORENJE BY STARCK

At this year's IFA fair one of the leading European home appliances providers Gorenje and internationally acclaimed creator Philippe Starck unveiled their new collection of kitchen appliances Gorenje by Starck.

A comprehensive range of ovens and microwave ovens, hobs, hoods, refrigerators, drawers and décor panels, all entirely harmonized, represents this new collection designed by Philippe Starck. Minimalistic design with high-end reflective glass and stainless steel blends seamlessly into its environment, reflecting both user's lifestyle and personality. Carefully defined details and effects, together with the distinctive orange handles, introduce an extra spark of life into user's kitchen. Behind the simple elegance of the design, cutting-edge technologies deliver high performances and unique energy efficiency.

"We decided on design as the component that can significantly influence the decision of consumers when they stand in front of a line of similar appliances. Through its design, Gorenje has challenged the generic forms of household appliances and brought in fresh perspectives to create a holistic user experience. We are confident that the Gorenje by Starck collection will be a huge success," says **Franjo Bobinac**, President and CEO of Gorenje.

"With Gorenje by Starck, the challenge was to create something that is technologically impeccable and still has a cosy, warm and human feeling to it. The elegance of this collection lies in the discretion of its high quality and its minimalistic design," explains **Philippe Starck**.

The Gorenje by Starck collection is built with the highest technologies and cutting edge energy efficiency technologies and features ovens, microwave ovens, hobs, hoods, refrigerators, drawers and decor panels.

For healthy thermally treatment of the food, an innovative ventilation system in ovens guarantees the optimal circulation of heat, allowing simultaneous baking on many levels without smells and flavours mixing together. All the microwaves are equipped with the Inverter Technology allowing for even distribution of the energy instead of pulsating. As a result, the food retains its initial structure, including the vitamins, minerals and fibres and the cooking time is shorter, which lowers energy consumption. The XpandZone allows cooking on almost the entire surface of the induction hob, permitting space for larger cookware, or space for several smaller pots or pans that can be placed anywhere on the combined cooking zone. The PowerZone boosts the HiLight cooking zone power by 25%, allowing cooking much faster while using less power.

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The Gorenje by Starck hoods are equipped with the AdaptTech sensor that detects the level of impurities or steam, humidity and gases and automatically adjusts the fan speed. The innovative Parametric air suction system optimizes energy consumption and reduces noise.

The refrigerators incorporate the IonAir technology that emulates the natural process of ionization to keep the food fresh longer, meanwhile the AdaptTech system monitors and analyzes the habits of using the device.

All the kitchen appliances come in 100% matching design, so that the users can create their own unique kitchens, adapted to their lifestyles and personalities. The minimalistic design involves stainless steel and high-end reflective glass literally reflecting the consumers and their environment. Carefully defined details and effects, together with the distinctive orange handles, introduce an extra spark of animation and elegance into user's kitchen.

The Gorenje by Starck collection will be available in selected shops in Western Europe and Russia since September 2015. In the beginning of 2016 it'll be launched in Eastern Europe and on selected markets of Asia.

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