

AGA MARVEL

FOR IMMEDIATE RELEASE

Marvel introduces breakthrough advancements in premium food and wine preservation for the home

(October 8, 2014) – Today Marvel announces that its biggest product release in the company's 120-year history will be available November 1. The first and largest collection of higher-efficiency undercounter refrigeration products to hit retail floors since the Department of Energy regulation changes, the new Marvel brand collections are up to 40% more efficient than the prior generation.

Already known for its quality craftsmanship throughout the industry, the new Marvel undercounter refrigeration line is something the company can be proud of—each product is tested and proven to exceed the more demanding DOE requirements. And, the products' Dynamic Cooling Technology™ will provide the most even temperature stability on the market with rapid cool down, real-time temperature accuracy and pinpoint control.

"Our products' new hallmark features are inspired by market research to offer what homeowners want: innovative features, the best value and lowest operating costs," says Leah Clark, Brand Manager for North American operations. "We triumphed over the energy challenge and listened to the voice of the consumer to refine the design on all fronts with a fully integrated seamless fit, greater storage configurations, quieter operation and smarter temperature controls. Plus, we now offer products never seen before on the marketplace, like the Marvel 24" High-Efficiency Gallery Wine Cellar (more...)



The new Marvel and Marvel Professional collections include beverage centers, all refrigerators, refrigerator/freezers, refrigerated drawers and keg dispensers. The company also used this innovation as a springboard to develop the industry's most efficient wine cellar line, despite its current exception in the DOE requirements.

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with multiple roller-glide display racks to attractively showcase a wine collection.”

Art Bochert, Vice President of Sales & Marketing adds, “This is a proud moment for our company, one of which we’ve invested significant capital and brainpower to ultimately deliver the best the industry has to offer. Our competitive test results indicate our new line will transform the industry and set the bar in what homeowners will come to expect in terms of quality, performance and aesthetics. Early product reveals are being met with enthusiasm from our trade partners across North America.”

Marvel will unveil its new product collections at the upcoming WestEdge Design Fair October 16 – 19, 2014, in Santa Monica, Calif.

About Marvel

Marvel products are engineered, hand-built, tested and inspected against stringent quality standards in the AGA MARVEL manufacturing facility based in Greenville, Michigan.

Located in Greenville, Michigan, AGA MARVEL is a North American subsidiary of AGA Rangemaster, a leading international premium consumer brands group which manufactures and distributes some of the best known and loved kitchen appliances and interiors furnishings in the world. The company employs nearly 200 Michigan workers.

The AGA MARVEL name reflects the core disciplines of the business in cooking and refrigeration products and is the umbrella for all brands marketed in North America including **AGA, MARVEL, Heartland, La Cornue, Waterford Stanley** and **Marvel Scientific**.

More information about all AGA Marvel products can be found at www.agamarvel.com.

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