



AGA MARVEL

Press Kit for WestEdge Design Fair



AGA MARVEL

AGA MARVEL

Leading source of luxury cooking and refrigeration brands

AGA MARVEL is a North American subsidiary of AGA Rangemaster, a premier international consumer brands group that manufactures and distributes some of the best known and loved kitchen appliances and interiors furnishings in the world, including these prominent cooking and refrigeration brands among others.



AGA is considered by high-end consumers and cooking enthusiasts to be the world's best cooking experience. It's the number one cooking brand owners are most likely to recommend on account of its quality construction, flexibility and ultimate ease of use.



Luxury appliance consumers recognize Marvel as the industry leader that delivers more innovative food preservation and refrigeration solutions because Marvel is the benchmark for unrivaled craftsmanship, performance, and design.

Press Event

Meet national AGA brand ambassador, designer Kathryn M. Ireland, and see the 3-oven AGA Total Control cast iron range. We welcome you to join us Friday, October 17 at 3:30 p.m. in Kathryn's booth for an open press event. If you would to arrange a personal interview with Kathryn, please contact Leah Clark, Brand Manager, at 616-308-9349.



Kathryn M. Ireland
Talks AGA and
Show-Stopping,
Mouth-Dropping
Kitchen Design



AGA MARVEL

Brand Collections on Display at WestEdge

Explore the next generation of AGA cast iron cookers including the new slim AGA City24 for compact living spaces and the versatile AGA Total Control with state-of-the-art multifunction control. Also on display: the elegant, multi-oven AGA Legacy dual fuel ranges and sleek, pro-style AGA Professional ranges.



Marvel refrigeration unveils the largest product launch in its 120-year history

New Marvel premium undercounter refrigeration collections offer the best temperature stability, rapid cool down and the most integrated design options—and are now up to 40% more efficient.



AGA MARVEL

Fact Sheet

UNITED STATES

AGA MARVEL
1260 E Van Deirse St.
Greenville, MI 48838
800.223.3900

CANADA

AGA MARVEL - SOFA Galleries
6900 Airport Road, Suite 205
Mississauga ON, L4V 1E8
855.213.2785

MEDIA CONTACT

Leah Clark, Brand Manager
Cell: 616-308-9349

CORPORATE WEB SITE

WWW.AGAMARVEL.COM

BRAND SITES

WWW.AGA-RANGES.COM

WWW.MARVELREFRIGERATION.COM



AGA MARVEL

Recent Highlights

The Next Generation of AGA Cast Iron Ranges

The leader in luxury ranges, AGA took root in the hearts and lives of owners across the globe starting with the first installation nearly a century ago. Made from 70% recycled material, today the AGA has expanded to provide the same wondrous benefits in several options to suite your lifestyle.

The slim AGA City24 range

Combining classic cast iron radiant heat and iconic style, the new AGA City24 is a smart solution for compact living spaces. This free-standing range is the perfect solution for any kitchen. Expand your cooking experience without having to expand your kitchen. This 24" sleek and slim cast iron range comes in fifteen colors making this a designer's dream.



(more)

AGA MARVEL

(The Next Generation of AGA Cast Iron Ranges, cont'd)

The dual fuel AGA Dual Control range

The new AGA Dual Control ranges are everything you love about the AGA traditional cooker but with added flexibility and much reduced running and servicing costs. Not only does the AGA Dual Control range use the same indirect radiant heat as a traditional AGA each model embodies an energy-saving technology making it far more efficient. The AGA Dual Control may be left on at all times giving you constant, indirect radiant heat or if you decide you do not want to use the ovens for a period of time you may simply turn them off and the hotplates may be used independently and separate from one another.



(more)

AGA MARVEL

(The Next Generation of AGA Cast Iron Ranges, cont'd)

The versatile AGA Total Control range

Available in 3-oven and 5-oven models, the AGA Total Control features state-of-the-art touchscreen controls for multi-function flexibility and a digital remote to program the ovens to turn on and off at scheduled times. And for the first time, each oven and hotplate has its own heat source for even more efficiency and versatility.



Whether it's the new AGA City24 for compact kitchens, the natural gas AGA Dual Control or the completely programmable and versatile AGA Total Control with individually operating ovens, there's an AGA for every home kitchen to suite your lifestyle.

AGA MARVEL

Marvel premium refrigeration introduces the biggest breakthrough product launch in its 120-year history

(October 8, 2014) –The new Marvel collections will be the first and largest line of higher-efficiency undercounter refrigeration products to hit retail floors since the Department of Energy regulation changes, touting efficiency improvements of up to 40% compared to 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.

AGA MARVEL

(Marvel introduces breakthrough advancements, page 2)

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 is unveiling its new product collections at the WestEdge Design Fair October 16 – 19, 2014, in Santa Monica, Calif.

AGA RANGEMASTER GROUP NAMES KATHRYN M. IRELAND AS NATIONAL AGA BRAND AMBASSADOR

(May 13, 2014) – AGA

RANGEMASTER announced this week that celebrated interior designer Kathryn M. Ireland has been named National AGA Brand Ambassador for the luxury appliance manufacturer. This appointment is the culmination of a long and productive history of collaboration between the two British powerhouses. Not only was the AGA range an iconic presence throughout Ireland’s childhood at homes in London and Scotland, but the ultimate oven and stovetop equipment currently occupies pride of place in her Los Angeles kitchen and French farmhouse. With each new
(more)



AGA MARVEL

(Kathryn M. Ireland National AGA Brand Ambassador, Cont'd)

client, Ireland continues to win converts to the AGA range and product line on this side of the pond.

"Having grown up with AGA ranges and, in fact, having learnt how to cook on them, it's an incredible honor for me to be awarded the role of Brand Ambassador," states Ireland. "Long regarded as the absolute gold standard of stoves and appliances in England, I have no doubt that the AGA brand will conquer the kitchens of North America too!"

As part of the partnership, Ireland will travel the continental United States and Canada appearing as a spokesperson for the brand. In addition, she will host events, from intimate dinners to large cocktail parties, at her new 8,000 square foot studio in Culver City where AGA appliances are already prominently featured. The studio, which provides workspace for Ireland's design business as well as an on-site hand-printing facility for her textile line, boasts a full dining room that seats 24, a bar area, and a fully operational kitchen outfitted with a gorgeous suite of AGA and AGA Marvel appliances. Keeping with the British theme, important antiques from esteemed British antiques dealer Christopher Hodsoll contribute authentic character and charm to the venue.

Says William McGrath, CEO of the AGA Rangemaster Group, "Kathryn's longstanding enthusiasm for AGA and her love of the new generation of electric products – combined with her style guru status – makes her ideal to get the message across that AGA is a relevant, practical product for today's American family."

Michigan appliance manufacturer AGA MARVEL makes its second major appearance on Season 4 of "The Vanilla Ice Project"

(May 9, 2014) – On Saturday, May 10, 2014, at 10:30 p.m. EST on the DIY Network, leading luxury appliance manufacturer AGA MARVEL will make its second feature appearance on season four of the Vanilla Ice Project, one of the highest rated primetime series on the network.

Titled "Shift into Gear", the episode features the manufacturer's made-in-Michigan line of MARVEL undercounter refrigeration, including the MARVEL Professional Wine Cellar, MARVEL Single
(more)

AGA MARVEL

(Second Major Appearance on "The Vanilla Ice Project", Cont'd)

Tap Beer Dispenser, MARVEL Professional Clear Ice Machine, and MARVEL Professional Refrigerator and Beverage Center.

Filmed in a 3,000 square foot home situated on an Olympic water-skiing lake in Lake Worth, Florida, the episode will show progress of the multi-million home renovation to add an entertainment area off the garage with the new MARVEL appliances.



According to the DIY Network, "The cavernous three car space gets put into overdrive with an exclusive man cave kitchen."

The company anticipates the episode will bring greater exposure to the locally-built appliances. Says AGA MARVEL brand manager Leah Clark, "We are thrilled Rob sought out our appliances for his show, and are proud to represent our home state with quality-crafted, Michigan-made products."

AGA MARVEL appearance set to air on Season 4 Premiere of "The Vanilla Ice Project"

(February 27, 2014) – On Saturday, March 8, 2014, at 10:30 p.m. EST on the DIY Network, leading luxury appliance manufacturer AGA MARVEL will air on the season four premiere of the Vanilla Ice Project, one of the highest rated primetime series on the network.

The premiere-night episode is aptly name, "The Killer Kitchen", and will feature a full suite of AGA MARVEL kitchen appliances, including a 3-oven AGA Total Control Range Cooker, a 72" MARVEL Professional Side-by-Side Refrigerator/Freezer and AGA Professional Dishwasher.

According to the DIY Network, "Vanilla Ice and his crew flip the bombed-out kitchen and dining room into a state-of-the-art gourmet kitchen."

(more)

AGA MARVEL

(Appearance Set to Air on "The Vanilla Ice Project", Cont'd)

Filmed in a 3,000 square foot home situated on an Olympic water-skiing lake in Lake Worth, Florida, the episode will show the progress of the kitchen renovation, and the V.I.P. team taking the AGA for a culinary test drive with Guy Fieri's friend and local restaurateur, Chef Chris Hirsh. Fieri himself also makes a guest appearance on the episode.

Producers had originally contacted AGA MARVEL brand manager Leah Clark about a specific request from the show's host, Rob Van Winkle (a.k.a. Vanilla Ice). Van Winkle wanted the industry's largest refrigerator and freezer configuration available for the multimillion dollar home renovation project, which led him to AGA MARVEL.

Says Clark, "The more we spoke about the grandiose nature of the kitchen, we decided there was no better complement to the industry's largest refrigerator than the industry's most versatile appliance."

Van Winkle agreed and invited Clark to the set during filming to teach him and Chef Chris Hirsh about the full functionality of the AGA Total Control range cooker.

"Rob told me about his first experience with AGA on the UK television series, The Farm," Clark recalls, "He was quite interested in this new generation AGA Total Control with the touchscreen controls and a remote that allows you to turn each oven and hotplate on and off as you need it. It was a far cry from the traditional wood-fired AGA he knew from before."



Vanilla Ice Project Host Rob Van Winkle (a.k.a. Vanilla Ice) pictured with the AGA Total Control and AGA MARVEL Brand Manager Leah Clark

###

AGA MARVEL

Manufacturer {NOTES}

The Back Story: AGA MARVEL

LONGSTANDING LEADERS IN COOKING & REFRIGERATION

Homeowners tend to recognize leading manufacturer AGA MARVEL by the gleaming product badges on their luxury kitchen appliances: AGA, MARVEL, La Cornue, Heartland, Waterford Stanley, a house of premium brands with a long reputation for iconic style, innovative engineering and longevity.

The AGA cooker, the company's *pièce de résistance*, dates back to the early 18th century at the forefront of the Industrial Revolution in Coalbrookdale, a UK foundry where each legendary AGA is crafted. Built on the shoulders of giants like Nobel Prize-winning physicist Dr. Gustaf Dalen and ad man David Ogilvy, the AGA was named by the BBC as one of the top three design icons of the 20th century. Owners typically become proud and fanatical "Aganauts", a society of epicureans that boast the cookers' supreme talent for generating better tasting, more nutritional food and exceptional endurance in the kitchen. As a matter of fact, the oldest AGA cooker still in operation was first installed in 1932!

The company's refrigeration brand boasts a decorated past beginning in the 1890s, making AGA MARVEL (formerly Ranney Refrigeration) the oldest refrigeration company in North America. It pioneered the first foamed-in-place refrigerator, the first stainless steel interior and glass-door built-in unit, and the first black interior for wine cellars and beverage centers. Today, AGA MARVEL leads in refrigeration technology with an extensive product offering: wine cellars, beverage and wine refrigerators, refrigerated drawers, outdoor refrigerators, ice machines and beer dispensers, and built-in refrigerators and freezers in widths ranging from a mere 18 inches to a spacious 72 inches—the widest in the industry.

Other legacy brands include La Cornue, distinctive French ovens from three family generations dedicated to the art of gastronomie; Heartland, charming vintage stoves that date back to the 1900s; and Waterford Stanley, a popular cookstove in Irish homes for nearly 100 years.

AGA MARVEL's lengthy list of notable owners includes Jamie Oliver, Mary Berry, Kathryn Ireland, Jacques Chirac, Brad Pitt, Celine Dion, Madonna, Paul McCartney, Sting, Jennifer Lopez, Kate Winslet, members of the British Royal Family, among others.



During my career in advertising, I have sold scores of good products— all the way from IBM computers to Rolls Royce cars. The AGA Cooker is the best of them all. I have been cooking on one ever since I graduated from the kitchens of the Hotel Majestic in Paris. I could not live without it.
—David Ogilvy

AGA MARVEL TIMELINE

- 1709: Abraham Darby discovered a new iron ore smelting process, triggering the Industrial Revolution at Coalbrookdale, AGA MARVEL's foundry.
- 1830: The Kitchener, the first household range, is introduced, marking what was considered one of the greatest domestic institutions of the 19th century.
- 1890s: Ranney ice box production begins in Greenville, MI (later to become AGA MARVEL).
- 1908: Albert Dupuy devises La Cornue, a vaulted oven to cook food in its own steam.
- 1922: Blind Nobel Prize-winning physicist Dr. Gustaf Dalén was inspired to create a better, more efficient cooker for his wife, called the AGA.
- 1932: MARVEL is founded and begins creating undercounter iceboxes.
- 1934: The AGA Cookbook was published, explaining that Dalén's AGA "tackled the problem with a view to creating a stove that would provide all the conveniences and economy that modern engineering demands".
- 1940s: As Europe was gripped by war, an AGA cooker became a life-saver for many families.
- 1965: Ranney (AGA MARVEL) develops first foamed-in-place refrigerator.
- In the 1970s, AGA shifted the focus to innovation and developing a new wave of cookers to meet the demands of the next generation of families.
- 1991: Northland (now MARVEL) introduces the first stainless steel interior and glass door built-in refrigerator for residential use.
- 1992: MARVEL introduces its first premium under-counter wine storage and beverage center.
- 2001: MARVEL introduces industry-first black interior for wine cellars and beverage centers.
- 2002: Northland unveils 72-inch wide built-in refrigerator/freezer combination, by far the largest capacity system in the world for home use.
- 2004: La Cornue is acquired by its soulmate, AGA.
- 2009: The company celebrated the 300th anniversary of their foundry in Coalbrookdale, now a World Heritage Site where every AGA heat-storage cooker is born.
- 2010: AGA Northland changes its name to AGA MARVEL.
- 2012: AGA MARVEL introduces the new AGA Total Control range cooker in North America.

