



Amica's built-in goes Platinum

- brand new collection celebrates two UK debut

Amica's first 'collection' - the Platinum collection provides a choice of coordinated appliances; all finished in finger-mark resistant stainless steel with striking red illumination within black glass in one coherent design. Notable firsts include the first mid-market combination steam oven expected to retail for under £700 and mobile-phone-like touch controls.



Amica Platinum is functional with an exclusive range of innovative, practical, highly saleable features for households of all kitchen abilities. A choice of four ovens, four chimney extractor hoods, three dishwashers and two microwaves are available – all supported by Amica's 2 year consumer parts and labour guarantee.

The Platinum 1143.4TpYX is Amica's first combination steam oven in the UK. This built-in multifunction oven has 12 heating functions, 24 pre-programmed recipes, 10 pre-set steam recipes and a meat probe, enabling the user to perfectly cook any meal quickly whilst retaining nutrients, texture and taste. The clear LCD screen displays the menu as a carousel of icons (similar in layout to smart phones) and a touch control programmer with graphics and tone options provides intuitive and personalised use.

The Platinum 1143.4TfYX has 12 heating functions, a meat probe, 24 pre-programmed recipe settings and LCD touch control programmer. The Platinum 1143.4TdYS is the only black appliance in the range with 12 heating functions, 15 pre-set recipes, LCD electronic programmer with retractable knob controls and a meat probe and the 1143.4TsYX has eight heating functions.



All three of these Platinum built-in multifunction ovens save energy with Rapid Heat and come with a rotisserie as well as Amica's revolutionary Aqualytic water-only self-cleaning system.

The Platinum collection also includes Amica's first microwaves in the UK. Built-in for a seamless, clutter-free space, Platinum offers a choice of two microwaves - 20l or 25l capacity - each with a rotating plate, 1000W Quartz grill and time and weight defrost functions as well as an electronic timer and five power levels.

Following the Platinum design line is a selection of chimney hoods - a 60cm and a 90cm model as well as a 90cm island chimney hood and a 90cm angled version, each with an electronic display and five speeds of extraction up to 900m³/h.

There is a Platinum dishwasher for every home, with a 60cm semi integrated and both 60cm and slim line 45cm fully integrated models. Each is rated AAA for maximum energy efficiency and has a reduced noise level of 45dB. All three dishwashers have an LCD display, salt and rinse aid indicators and offer four washing temperatures and nine programmes as well as turbo drying and plenty of space for nine or 14 place settings with an adjustable upper basket, folding tines, bottle holder, glass holder and a maxi-space basket.

Simon Freear, country manager for Amica in the UK, comments: "Platinum is the first full collection of Amica appliances to be introduced to the UK. It's our most exciting launch yet, as Platinum also celebrates the UK debut of our combination steam oven and built-in microwaves. The collection perfectly complements our existing product catalogue, giving those with statement kitchens, open plan accommodation and new kitchen installations the potential to bank appliances for both aesthetic and very practical reasons."

The Platinum collection looks great with Inari, Amica's beautiful open zone induction hob. For further details, visit www.amica-international.co.uk, call 01425 461600 or email sales@amica-international.co.uk.

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Note to Editors:

Amica, one of the most dynamic household appliances manufacturers in Europe, is expanding in the UK market with its range of freestanding and built-in appliances. With numerous awards and prizes for its products, including Product of the Year 2007 and 2008, along with The Most Trusted Brand Award for seven years consecutively, chosen by thousands of readers of the Polish edition of Readers Digest magazine, Amica produces high quality, affordable cooking, refrigeration, laundry and dishwashing products, all rated A or above for energy efficiency and all of which come with a full two year parts and labour guarantee.

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Date issued: 29.08.10