



Even Better News

***THE* ELECTRIC RANGE MAKER ENJOYS ANOTHER 50% INCREASE IN SALES**



Everhot, rapidly becoming known as *the* electric range brand due to its traditional range styling and performance delivered without the need for reinforced floors, hardwiring or fluing, has recorded another 50% increase in sales for the year to date July.

Everhot introduced a brand new 1000mm model along with an additional Graphite colour (shown) to its collection of exceptionally made range cookers during the latter half of 2009. Richard

Frost, sales and marketing director says "The new Everhot 100 was introduced to meet demand for a precision engineered British built range that was relatively economical to run. And, likewise, Graphite with a more contemporary styling of handles and lids was introduced after listening to consumers."

Hand built in Gloucestershire, England, Everhot has recently invested several hundred thousand pounds in a new factory to increase production capacity. "The new facility has created more skilled jobs locally," says Richard. "The Everhot range is built to order by craftsmen for our customers to meet the demand we have to train new people it's very exciting. We have also started exporting to Scandinavia where there is a positive thirst for a British electric range."

Additional Everhot sales have been secured through the company's growing dealer network. "Everhot's require a very specific type of range cooker retailer and during 2009 we have been fortunate to identify and successfully approach those retailers,"



explains Richard. "However, although we have added to our retail partner group we are still seeking one or two associations with retailers where we have specific geographic gaps."

Background: Everhot 100

The Everhot 100 plugs into a standard 13amp plug socket and it needs no flue, extractor or special reinforced base so installation is simple. It needs no annual servicing, and can move home with you every time.

Everhot ranges use on average less than half the energy consumption of most traditional ranges. The independent controls and the ability to switch each area off are distinct benefits and in ECO mode, the Everhot 100 can save an additional 15%, making it particularly appealing for those who use sustainable energy.

The tradition of craftsmanship and green fuel efficiency of the Everhot 100, along with substantial running cost savings and quality cooking results make it a first choice for discerning cooks everywhere.

Features and benefits of the Everhot 100 electric heat storage cooking range:

- 4 cast iron doors
- 3 ovens – roasting, casserole, plate-warming
- 2.5kW full-width radiant grill with 30 minute digital timer in top oven
- Digital control system, individually-controlled cooking areas and ability to switch off
- ECO function with manual and automatic timer
- Cast iron simmer and hot plates
- Optional induction hob, or granite and stainless steel choices
- Chrome, spring-loaded lid, 2nd lid optional
- Background warmth
- Easy installation and no servicing
- Fuel type: 13amp plug socket (2 with induction hob)
- Colours: Black, cream, blue, green and burgundy
- Dimensions: W 995mm x H 900mm (+lid 70mm) x D 600mm (+handles 80mm)
- Price: £5,334.05, with induction hob: £6,312.76 including VAT

For additional information or to order more photography please telephone Rita or Deborah at DRA Public Relations. T. 01425 461600 or E. deborah@drapublicrelations.co.uk.

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