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Richard Walker, sales and marketing director of De Dietrich Kitchen Appliances collects his award from Jackie Daly, editor of *Kitchens Bedrooms and Bathrooms Magazine* and Hugh Dennis, host of the event.

NEWS RELEASE

DE DIETRICH INTELLIGENT OVEN WINS KBB READERS DESIGN AWARD AT KBB review INDUSTRY AWARDS 2010

De Dietrich Kitchen Appliances is pleased to announce that the DOP895 ICS (*Intelligent Control System*) Oven was awarded the *KBB Readers Design Award* at the KBB review Industry Awards 2010. The ceremony was held at the Hilton Hotel in Birmingham on March 22nd, to coincide with the KBB 2010 Show. As one of a wide number of kitchen and bathroom products nominated by the editors of consumer title *Kitchens Bedrooms and Bathrooms Magazine*, the competition was adjudicated through a public vote by the readers of the magazine.

This important award follows a number of accolades for the technologically advanced DOP895 oven which features an electronic tilting control panel with a unique illustrated interactive display. With four cooking modes, including ICS, it also features pyrolytic cleaning. This award-winning oven has already achieved the highest ranking of 5G's by Channel 5's *'The Gadget Show'* when it was tested against other intelligent ovens in the market.

As a brand, De Dietrich has a world-renowned reputation for being pioneer of cooking concepts, and was the first to develop intelligent cooking in 2003, under the ICS banner. Prior to that, De Dietrich introduced pyrolytic cleaning in ovens to the UK and was the first brand to develop energy-efficient induction hobs to the domestic marketplace.

Richard Walker, sales and marketing director of De Dietrich Kitchen Appliances, who collected the award, says:

'We are very grateful to the readers of KBB Magazine for voting for the De Dietrich ICS Oven, and the Award will take pride of place in our Showroom and Training Centre in Basingstoke. For us, this achievement also recognises all the hard work and effort made by every member of the De Dietrich team and I am absolutely delighted to share this award with them.'

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