

14th August 2009

Fisher & Paykel - How Very Thoughtful

Fisher & Paykel has launched its latest national print advertising campaign featuring an all new tagline and proposition 'How Very Thoughtful'.

The creative executions represent clever resolutions to problems found in nature - from a frog's capacity to store water, to the way a blinking eyelid cleans an eye - and compares these with design solutions and innovative features found in Fisher & Paykel appliances.

"The campaign insight is directly drawn from a corporate design philosophy that underpins Fisher & Paykel products. There is no greater design inspiration than Mother Nature - or the process of evolution. It is all about drawing direct analogies between the high level thought behind our product design and examples from nature. The implication being that Fisher & Paykel design is so advanced it's comparable to the very process of evolution itself," says Peter Russell, National Marketing Manager Fisher & Paykel Australia.

"This campaign is not intended to be 'in-your-face' with a large clunky product images front and centre. It's meant to elicit thought and firmly establish the Fisher & Paykel brand at the very front end of truly thoughtful and groundbreaking product development" says Mr Russell.

Four advertisements constitute the new campaign, including the water-saving top loader AquaSmart, the ergonomically superior DishDrawer, the self-cleaning Pyrolytic Ovens and the award-winning Izone CoolDrawer.

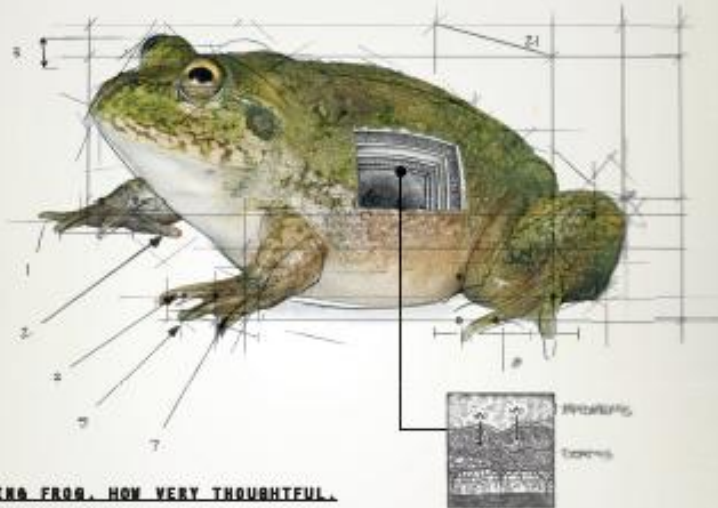
The campaign will appear in national lifestyle and food publications from August, starting with the AquaSmart / Frog creative.

For further information, please contact:

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Note to editors: The first two executions are included below; hi-res images are available on request.



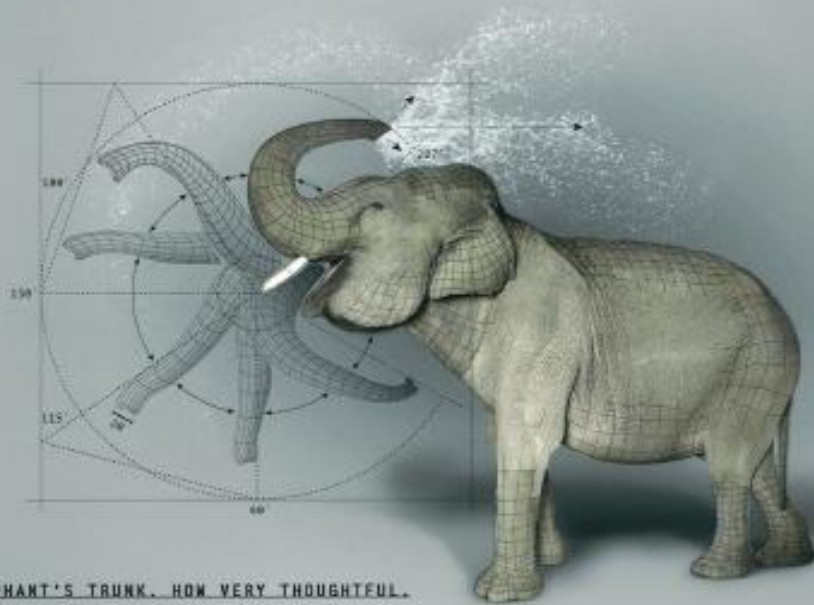
THE WATER HOLDING FROG. HOW VERY THOUGHTFUL.

THIS LITTLE FROG HAS A DRINKING PROBLEM. LIVING IN THE DESERT YOU CAN WORK UP QUITE A THIRST. HER INGENIOUS DESIGN MEANS THAT SHE'S NEVER WITHOUT A DRINK. SHE CAN STORE 60% OF HER BODY WEIGHT IN WATER, SO SHE CAN GO TWO YEARS WITHOUT A SINGLE DROP.

THE FISHER & PAYKEL AQUASHART WASHER KNOWS THE VALUE OF SAVING WATER TOO. ITS UNIQUE DESIGN USES ONLY A FRACTION OF THE AMOUNT THAT REGULAR TOP-LOADING MACHINES USE. BY RECIRCULATING WATER AND DETERGENT DURING THE PRE-WASH IT BOOSTS SOIL REMOVAL AND MAKES SURE NOT A DROP GOES TO WASTE.



FISHER & PAYKEL. HOW VERY THOUGHTFUL.



THE ELEPHANT'S TRUNK. HOW VERY THOUGHTFUL.

ELEPHANTS DON'T BEND OVER TO PICK SOCKS OFF THE FLOOR, THEIR TRUNKS DO ALL THE HARD WORK FOR THEM. WITH AROUND 100,000 MUSCLES, THEY CAN DO EVERYTHING FROM RIPPING UP A TREE TRUNK TO PICKING UP A PEANUT. THAT'S WHY YOU'LL HARDLY EVER SEE AN ELEPHANT WITH A BAD BACK.

THE FISHER & PAYKEL DISHDRAWER IS DESIGNED WITH YOUR BACK IN MIND TOO. CREATED IN A DOUBLE OR SINGLE UNIT, THE ENTIRE LOADING PROCESS REQUIRES MINIMUM BENDING, SO IT'S AS EASY AS OPENING A KITCHEN DRAWER. AVAILABLE IN A VARIETY OF STYLES, AND A FRONT YOU CAN CUSTOMISE. IT WILL LOOK GOOD IN ANY KITCHEN TOO.

FISHER & PAYKEL. HOW VERY THOUGHTFUL.



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