

Fisher & Paykel Appliances Holdings Limited

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FPA ENTERS STRATEGIC PARTNERSHIP WITH ARCELIK

Fisher & Paykel Appliances and Arcelik Corporation today announced the formation of a strategic partnership involving the two major home appliance manufacturers.

The scope of the alliance involves a wide range of co-operative activities between the two companies. Initially the partnership will focus on sourcing of major home appliances, technical co-operation and distribution opportunities.

“Fisher & Paykel is a world leader in appliance design innovation and manufacturing,” says Gunduz Ozdemir, President for Arcelik. “We are delighted to be able to jointly develop beneficial strategies for both companies going forward.”

“We are very excited about the potential this relationship gives us,” said John Bongard, Fisher & Paykel Appliances CEO and Managing Director. “Arcelik offer a wide range of exciting products we are able to offer our customers, as well as presenting distribution opportunities in Eastern Europe, CIS countries and the Middle East.”

Arcelik will distribute Fisher & Paykel branded products in Eastern Europe, CIS and the Middle East through its existing distribution network.

Fisher & Paykel Appliances is a New Zealand-based international company that manufactures and markets major appliances for laundry, cooking, refrigeration and dishwashing. The company’s primary markets are in USA, New Zealand and Australia.

Arcelik is the third largest home appliance manufacturer in Europe. It produces more than 14 million home appliance products per year and has manufacturing facilities in Turkey, Russia, Romania and China. It employs over 18,000 staff and has an annual turnover in excess of €4.0 billion.

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