

# **Fisher & Paykel Appliances Holdings Limited**

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## **Fisher & Paykel Appliances to Distribute Whirlpool in New Zealand**

Fisher & Paykel Appliances and Whirlpool (Australia) Pty Ltd today announced changes to the distribution of "Whirlpool" appliances in the New Zealand market. Agreement has been reached allowing the New Zealand based Appliance Company exclusive rights to sell and distribute the "Whirlpool" brand.

John Bongard, Managing Director, Fisher & Paykel Appliances said, "We are excited about this opportunity to complement the range of "Fisher & Paykel" appliances in the New Zealand market through our existing network of Retailers. "Whirlpool" is a highly respected global brand and their products offer features and benefits that differ from those designed and built by us."

Bernadette Archibald, Managing Director, Whirlpool, commented, "We believe that Fisher & Paykel Appliances can increase the strength of the "Whirlpool" brand in New Zealand. Benefits will accrue for both companies from this arrangement."

In August last year Fisher & Paykel Appliances and Whirlpool Corporation announced the formation of a global strategic alliance. This distribution agreement in New Zealand follows a similar agreement announced in October last, that allowed Whirlpool UK Limited to distribute the "Fisher & Paykel" brand in England, Scotland and Wales.

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