



Build Success with our World-Class Brand Portfolio

**GAGGENAU**

**Thermador** 

 **BOSCH**

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52 Multi-brand

BSH Home Appliances Group is proud to offer a prestigious brand portfolio that reflects our commitment to excellence. With three distinct brands, each providing the finest in design, innovation and performance, we can help you create dream kitchens that bring significant value to each and every project.

Whether you're building a cutting-edge high-rise in a vibrant city, a luxury custom home with impeccable details, or a sophisticated community with an eye on conservation, our extensive selection of Gaggenau, Thermador, and Bosch appliances will exceed your expectations.

Explore our case studies to discover why top builders, architects and developers choose from our unique brand portfolio for their projects.



Driven by principles within the professional kitchen, Gaggenau has been the pioneering brand for ultra-luxury home appliances and the leading innovator in technology and design “made in Germany”.

**GAGGENAU**



Thermador is a leader in luxury kitchens designed for culinary enthusiasts, offering products that provide quality, performance and real innovations for real cooks.

**Thermador** 



Bosch enhances lives through quality that's perceivable; surprisingly simple solutions that lend ease to the kitchen, and a design that's modern and authentic.

 **BOSCH**

# Committed to the Trades, Committed to Excellence



## TRADE RESOURCES

BSH brands offer numerous services and special programs to builders, architects and designers. Each brand offers a comprehensive library of design guides, specification sheets and manuals to assist with kitchen planning and decision-making.

## GLOBAL PRESENCE, LOCAL MANUFACTURING

With manufacturing facilities and development centers located in New Bern, North Carolina, and La Follette, Tennessee, we have the advantages of a global presence as well as the benefits of local resources, skills, and expertise. Our employees take great pride in the products they build, embodying all that BSH stands for.

## CUSTOMER SERVICE

BSH provides exceptional customer support throughout the life of the appliance. We offer 24/7 phone and email support with our US call centers, an extensive service network that is trained specifically on BSH engineering, and a goal of repairing appliances in one service visit.

Online, we offer FAQs, How-to Videos, accessory sales, downloadable manuals, and online service scheduling. We are ready to efficiently assist customers, designers, and builders with any request.

# GAGGENAU

Experience the difference,  
enter the world of Gaggenau.

Immerse yourself in the authentic,  
uncompromising and extraordinary world of  
Gaggenau. With over 333 years of experience,  
the development of new technologies has always  
been a quintessential part of Gaggenau's  
tradition. We are also committed to resources  
and programs that empower, reward and deepen  
our relationship with the trade.

- Builder Business Support
- Models & Dimensions Catalog and Mobile App
- Online Product Resources
- Gaggenau Ambassador Alliance Program





**Thermador** 

## YOUR COMPLETE RESOURCE

At Thermador, we provide builders with kitchen resources that pencil out in every category, from our wide array of cooking, refrigeration and dishwasher appliances to the accessories, warranty and service that supports them. With a century of innovation and superior craftsmanship built into every product, Thermador is the brand of choice for real cooks and premier builders.

- VIP Star® Partner Program
- The Ultimate Design Guide and Mobile App
- NAHB Member
- CAD Library



## Bosch Builder Programs

As the definitive European kitchen brand for the premium market, Bosch offers builders a sleek, streamlined look that complements modern, transitional and traditional kitchen styles. Put simply, a Bosch kitchen elevates any project.

- Kitchen Experience & Design Guide and Mobile App
- 24" Kitchen Suite
- Online Resources
- CAD Library

# GAGGENAU

# Thermador



# BOSCH

## THE ULTIMATE SHOWCASE TO INSPIRE, EDUCATE, ENRICH

With stunning kitchen vignettes and lifestyle settings featuring the latest products from Gaggenau, Thermador and Bosch, our showrooms are designed to ignite the passion of architects, designers, and builders by challenging the conventional view of home appliances. Visitors can experience the entire BSH portfolio, addressing the needs of nearly every kitchen—from the ground floor to the penthouse, to single family homes and multi-family developments.

The BSH team provides product knowledge, demonstrations and consultation on kitchen planning. We always welcome an opportunity to host our trade partners for a deeper brand immersion and an understanding of the distinctive cache that our portfolio brings to design & build projects.



### CALIFORNIA

#### Irvine Showroom

17911 Von Karman, Suite 100  
Irvine, CA 92614  
949.224.4700

#### Purcell Murray Showroom

185 Park Lane  
Brisbane, CA 94005  
800.457.1340

### NEW YORK

#### Manhattan Showroom

A & D Building, Midtown Manhattan  
150 East 58th Street, Suite 700  
New York, NY 10155  
888.455.8892

### CHICAGO

#### Merchandise Mart Showroom

222 Merchandise Mart Plaza,  
#108  
Chicago, IL 60654  
248.467.6579

### MONTREAL

#### L'Atelier BSH

9220, boul du Golf  
Anjou, Quebec H1J 3A1  
514.353.3232

### TORONTO

#### LUXE Appliance Studio

334 King Street East  
Toronto, ON M5A 1L3  
888.966.5893





# GAGGENAU

It began with a spark...it has burned for 333 years.



In 1683, from the depths of the Black Forest, a flame sprang to life and the age of the industrial craftsmanship began.

333 years of working with metal is an achievement only few can claim. It exposes a success that has crossed time, distance and cultures. Gaggenau is not just a kitchen appliance; it is the soul of a home and it is this passion that has been 333 years in the making.

Gaggenau is refined engineering and rugged design. We offer the eye a clean, minimalist line, and the chef immense control and capabilities. Open a door, turn a control knob, press a button, feel the difference.



The difference is **Gaggenau**.

**Authenticity.** We attach great importance to the quality and careful selection of materials. We make products that are not only durable, but that also have a completely unique feel. By choosing materials based on their natural strengths, we create a perfect balance between form and function.

**Uncompromising innovation.** We take our inspiration from professional-grade kitchens to create an incomparable experience. By focusing on the needs and experience of professional chefs, we constantly reinforce our position as innovation leader.

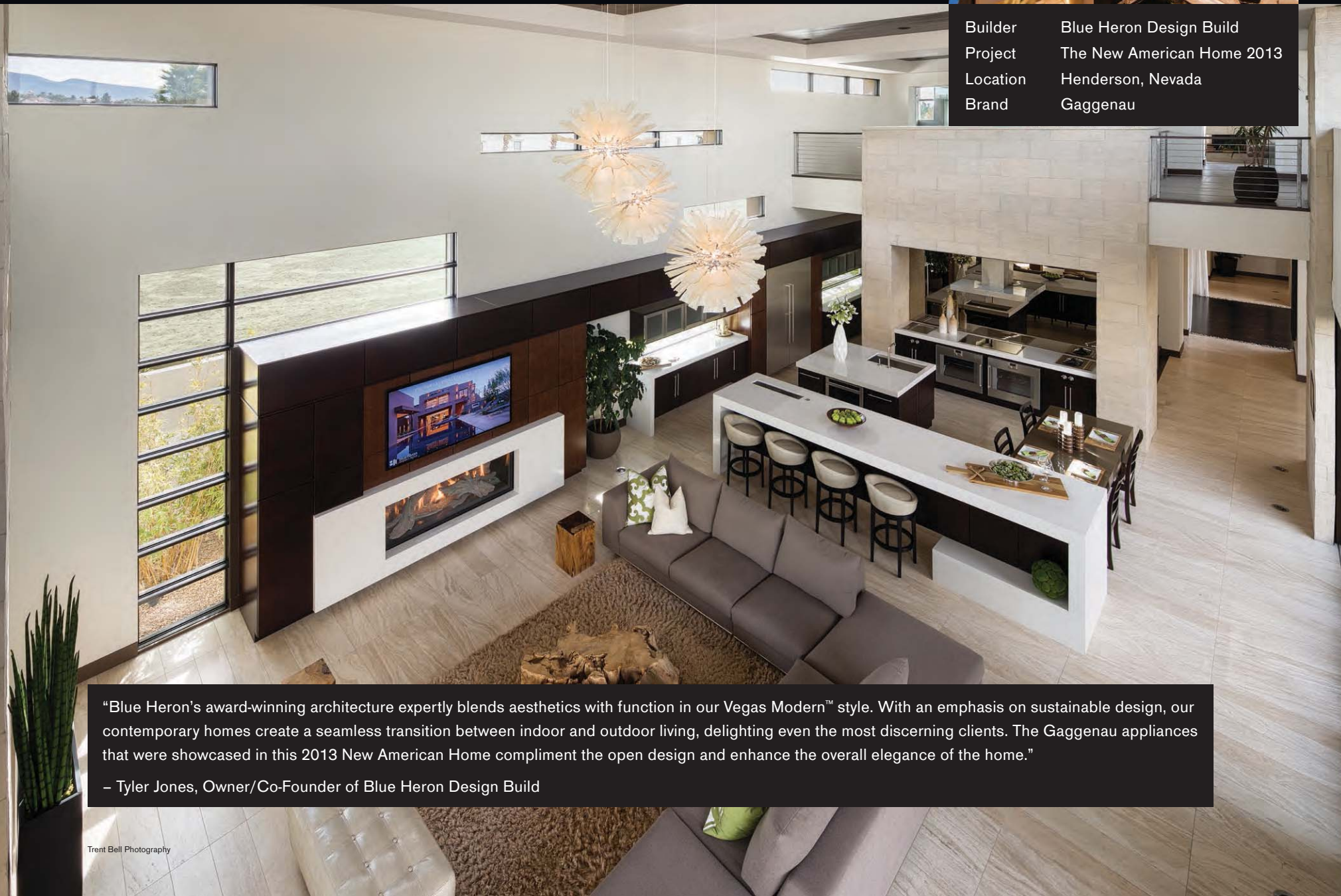
**Extraordinary performance.** The story of Gaggenau's success, which dates back more than 330 years, is above all one of extraordinary products: unique appliances born of uncompromising standards in terms of quality, design and materials.

# GAGGENAU



Randy Shankula Photography

Builder	Blue Heron Design Build
Project	The New American Home 2013
Location	Henderson, Nevada
Brand	Gaggenau

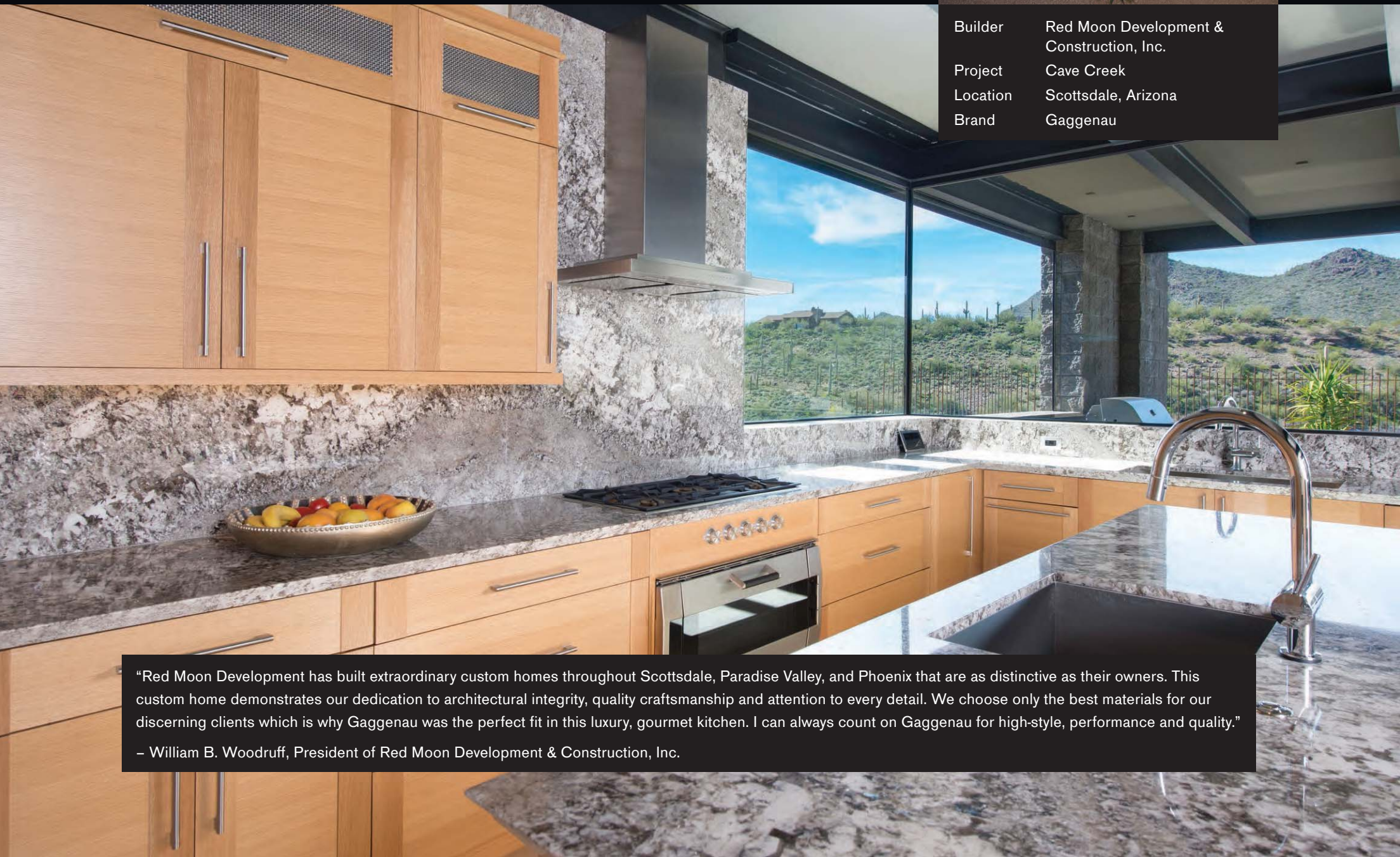


“Blue Heron’s award-winning architecture expertly blends aesthetics with function in our Vegas Modern™ style. With an emphasis on sustainable design, our contemporary homes create a seamless transition between indoor and outdoor living, delighting even the most discerning clients. The Gaggenau appliances that were showcased in this 2013 New American Home compliment the open design and enhance the overall elegance of the home.”

– Tyler Jones, Owner/Co-Founder of Blue Heron Design Build



Builder Red Moon Development & Construction, Inc.  
Project Cave Creek  
Location Scottsdale, Arizona  
Brand Gaggenau

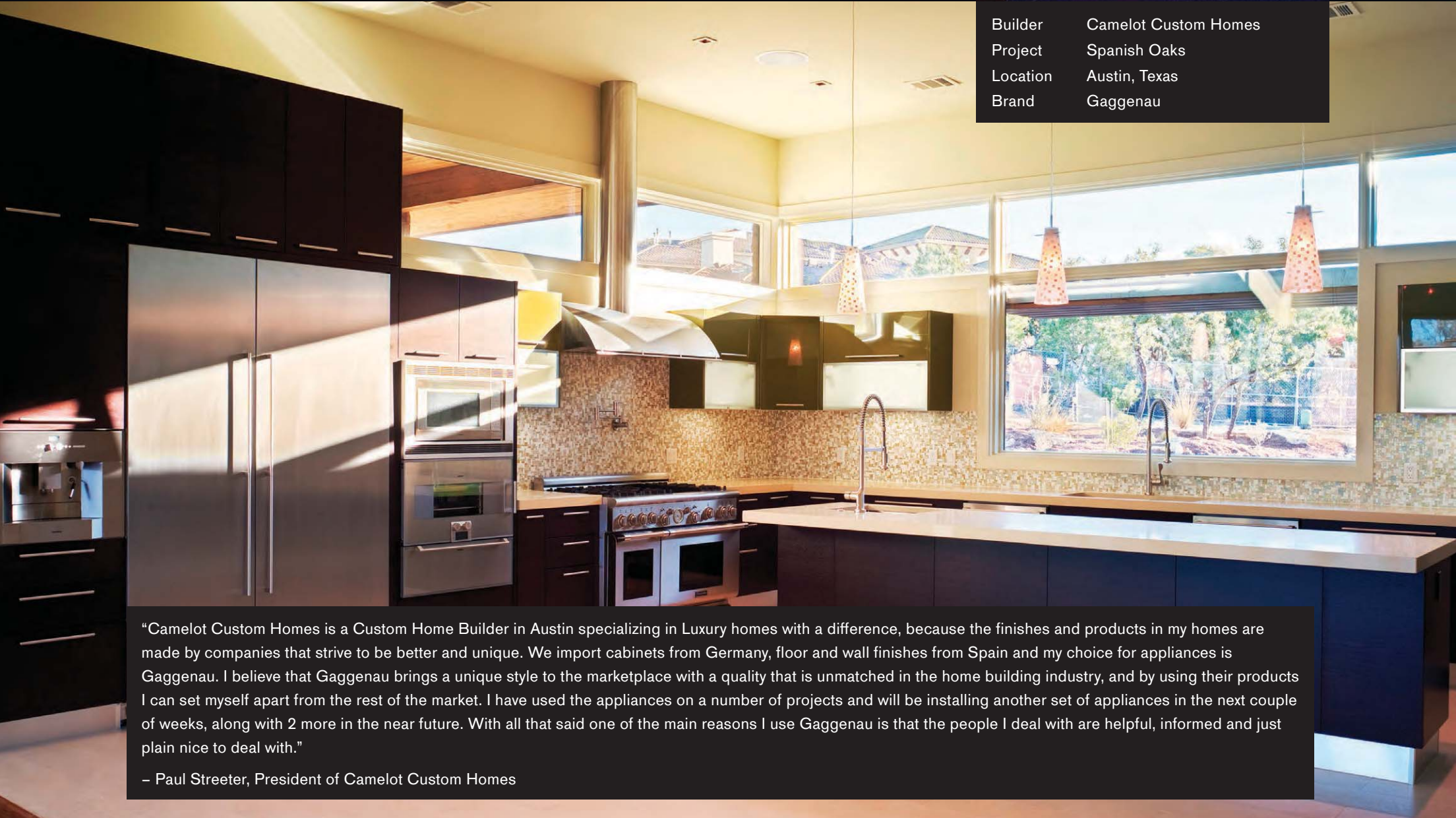


“Red Moon Development has built extraordinary custom homes throughout Scottsdale, Paradise Valley, and Phoenix that are as distinctive as their owners. This custom home demonstrates our dedication to architectural integrity, quality craftsmanship and attention to every detail. We choose only the best materials for our discerning clients which is why Gaggenau was the perfect fit in this luxury, gourmet kitchen. I can always count on Gaggenau for high-style, performance and quality.”  
– William B. Woodruff, President of Red Moon Development & Construction, Inc.

# GAGGENAU



Builder	Camelot Custom Homes
Project	Spanish Oaks
Location	Austin, Texas
Brand	Gaggenau

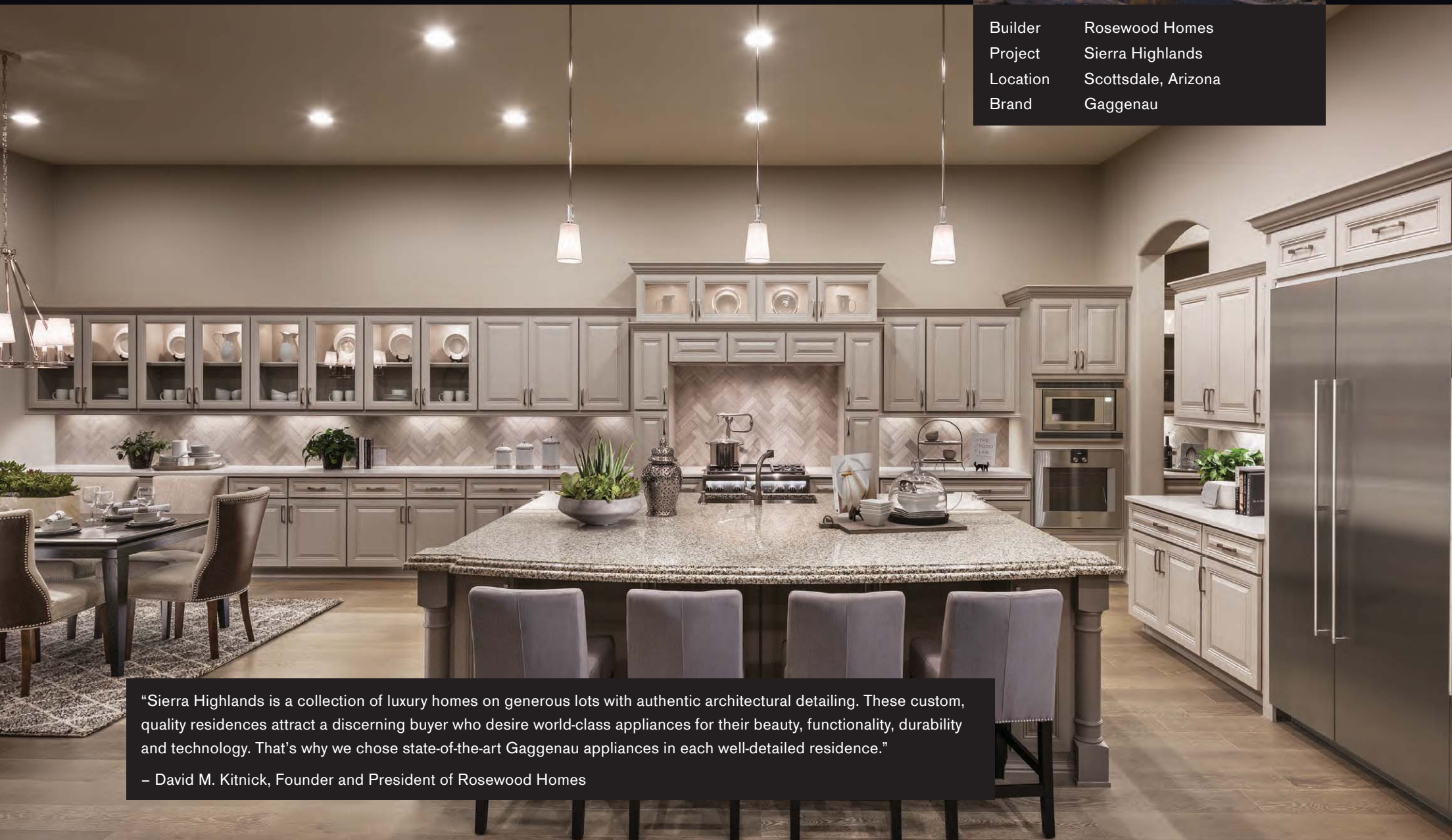


“Camelot Custom Homes is a Custom Home Builder in Austin specializing in Luxury homes with a difference, because the finishes and products in my homes are made by companies that strive to be better and unique. We import cabinets from Germany, floor and wall finishes from Spain and my choice for appliances is Gaggenau. I believe that Gaggenau brings a unique style to the marketplace with a quality that is unmatched in the home building industry, and by using their products I can set myself apart from the rest of the market. I have used the appliances on a number of projects and will be installing another set of appliances in the next couple of weeks, along with 2 more in the near future. With all that said one of the main reasons I use Gaggenau is that the people I deal with are helpful, informed and just plain nice to deal with.”

– Paul Streeter, President of Camelot Custom Homes



Builder	Rosewood Homes
Project	Sierra Highlands
Location	Scottsdale, Arizona
Brand	Gaggenau



“Sierra Highlands is a collection of luxury homes on generous lots with authentic architectural detailing. These custom, quality residences attract a discerning buyer who desire world-class appliances for their beauty, functionality, durability and technology. That’s why we chose state-of-the-art Gaggenau appliances in each well-detailed residence.”

– David M. Kitnick, Founder and President of Rosewood Homes



Builder	Lloyd Construction, Inc.
Project	Spruce Kitchen Remodel
Location	Ketchum, Idaho
Brand	Gaggenau



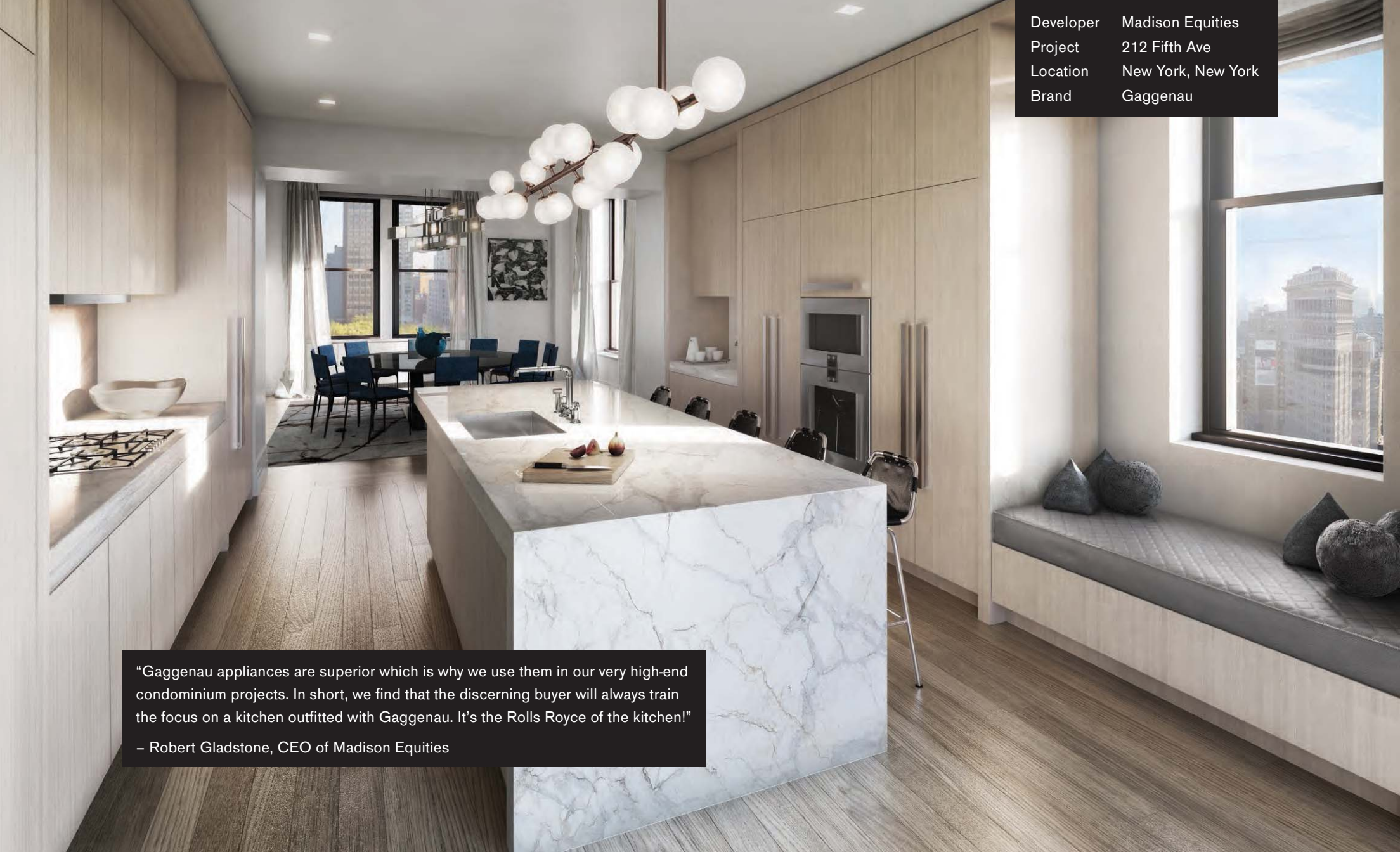
“The owner’s goal for this project was to integrate a sleek, functional kitchen into the home’s original 1950’s kitchen. The main challenge we faced was taking an “Architectural Americana” styled home and giving it a contemporary, European-inspired feel. The owner, as a self-proclaimed “foodie and amateur chef”, sought out restaurant quality appliances that fit in line with his aesthetic goals. The Gaggenau 24” oven/steam oven stack and the full surface induction cooktop offered everything we were looking for. The Gaggenau product is innovative, impeccable and of the highest quality. We have been impressed with the fit, finish and service offered by Gaggenau.”

– Ian Sundby, Project Manager, Lloyd Construction





Developer	Madison Equities
Project	212 Fifth Ave
Location	New York, New York
Brand	Gaggenau



“Gaggenau appliances are superior which is why we use them in our very high-end condominium projects. In short, we find that the discerning buyer will always train the focus on a kitchen outfitted with Gaggenau. It’s the Rolls Royce of the kitchen!”  
– Robert Gladstone, CEO of Madison Equities



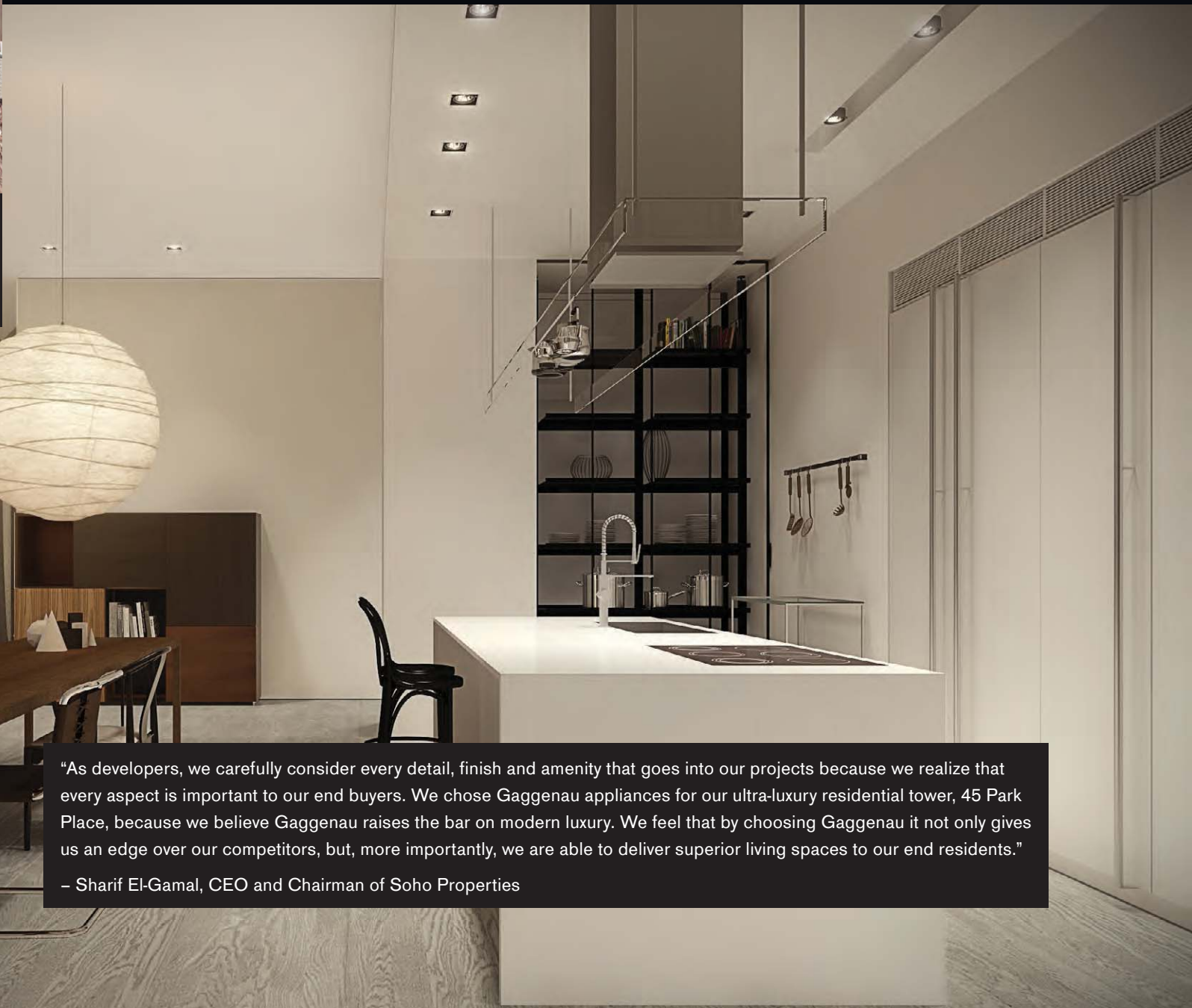
Developer	Arel Capital
Project	The River Oaks
Location	Houston, Texas
Brand	Gaggenau

"I enjoy Gaggenau appliances in my own kitchen and would not have chosen anything else for The River Oaks. Every aspect of design at The River Oaks luxury high-rise has been meticulously chosen. Gaggenau offers the quality craftsmanship and attention to detail a project of this caliber demands."

– Richard Leibovitch, Managing Partner, Arel Capital



Developer Soho Properties, Inc.  
Project 45 Park Place  
Location New York, New York  
Brand Gaggenau



“As developers, we carefully consider every detail, finish and amenity that goes into our projects because we realize that every aspect is important to our end buyers. We chose Gaggenau appliances for our ultra-luxury residential tower, 45 Park Place, because we believe Gaggenau raises the bar on modern luxury. We feel that by choosing Gaggenau it not only gives us an edge over our competitors, but, more importantly, we are able to deliver superior living spaces to our end residents.”

– Sharif El-Gamal, CEO and Chairman of Soho Properties



Developer	Corigin Real Estate Group
Project	20 East End Avenue
Location	New York, New York
Brand	Gaggenau

“The buyers at 20 East End Avenue expect the highest level of craftsmanship and extraordinary attention to detail. Much like the bespoke design by Robert A.M. Stern, the buyers have really responded to the Gaggenau tradition and quality. The 400 series marries the latest technology with the finest design, offering a cooking experience unparalleled in the marketplace.”

– Edward Baquero, President of Corigin Real Estate Group, Developer of 20 East End Avenue



Developer OliverMcMillan  
Project Symphony Honolulu  
Location Honolulu, Hawaii  
Brand Gaggenau



"Symphony Honolulu is a sculptural residential high-rise that reflects the beauty and energy of its vibrant locale. Every detail was carefully orchestrated to appeal to buyers that have a passion for sophisticated living. From high-quality finishes to high-style fixtures like Gaggenau appliances, every Symphony Honolulu home elevates urban living to an art form."

– Kris Hui, Sr. Project Manager, OliverMcMillan



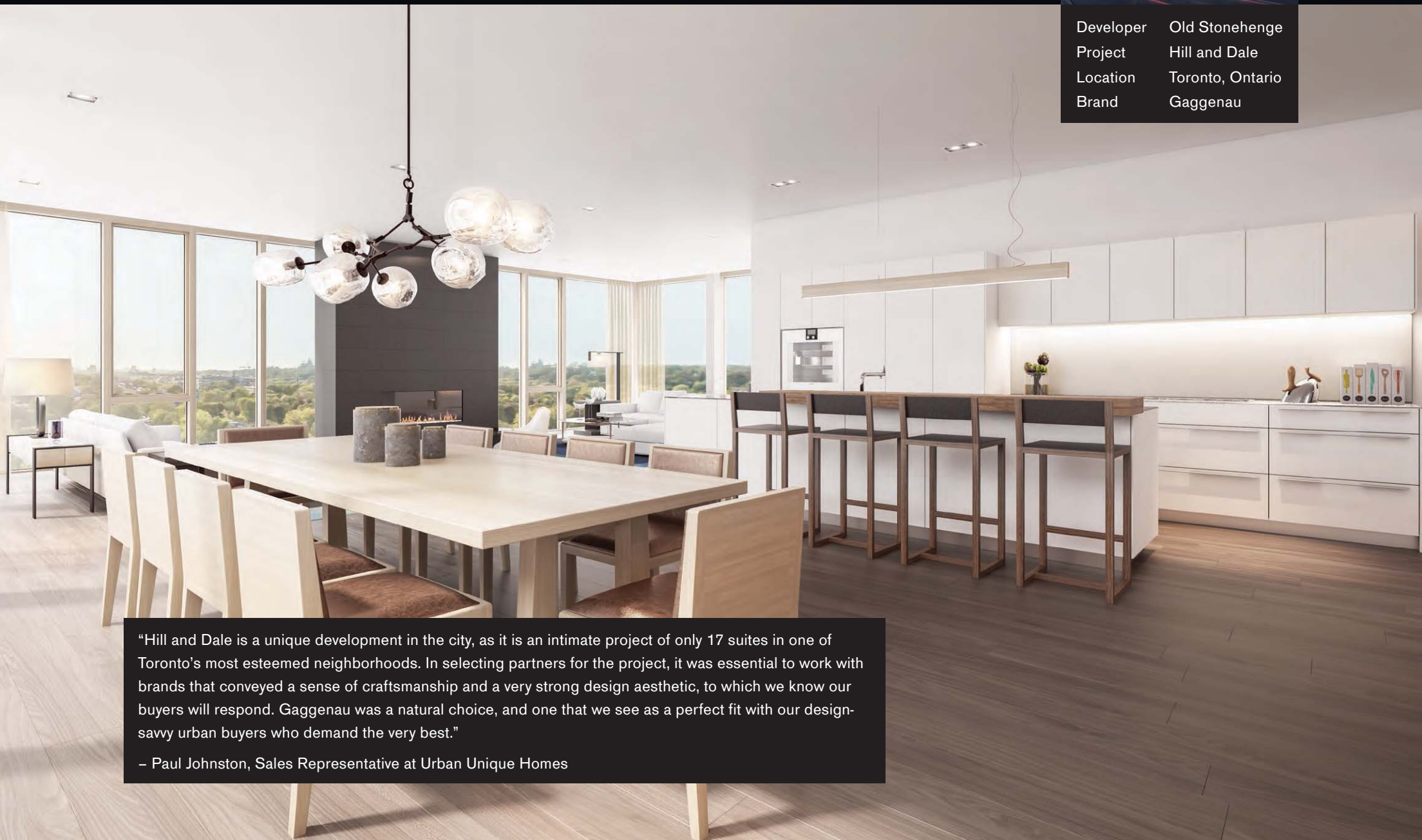
Developer	Château Group
Project	Fendi Château Residences
Location	Miami, Florida
Brand	Gaggenau

“Fendi Château Residences is an uber-stylish waterfront condominium in Miami. The open spaces and ample ocean view layouts called for a design in which the word ‘kitchen’ disappeared to allow for an art form where hosting and cooking are elevated to a new level of exclusive living. To align with the exquisite amenities in the building, we were looking for appliances that went beyond the functionality of daily life by excelling in craftsmanship and design aesthetics. Gaggenau was the brand of choice by nature because beyond excellence in service and performance, the design is a form of art.”

– Luis Percul, Vice President of Construction at Château Group Miami



Developer	Old Stonehenge
Project	Hill and Dale
Location	Toronto, Ontario
Brand	Gaggenau



"Hill and Dale is a unique development in the city, as it is an intimate project of only 17 suites in one of Toronto's most esteemed neighborhoods. In selecting partners for the project, it was essential to work with brands that conveyed a sense of craftsmanship and a very strong design aesthetic, to which we know our buyers will respond. Gaggenau was a natural choice, and one that we see as a perfect fit with our design-savvy urban buyers who demand the very best."

– Paul Johnston, Sales Representative at Urban Unique Homes





# INNOVATION DRIVEN BY REPUTATION YOURS AND OURS

The centerpiece of every great home is a great kitchen. For nearly a century, Thermador innovation has redefined the way America cooks. It is this rich heritage that has made us more popular than ever. With industry-leading pricing packages, our ONE-TWO-FREE® program and unmatched customer service, Thermador will bring significant value to your homes and communities. Thermador will be your partner every step of the way.

