



From left: Patrick Taylor, managing director of Taylist Media who presented the ERT Product Innovation Award to Richard Walker, sales and marketing director of De Dietrich Kitchen Appliances with Andrew Davies, managing editor of Taylist Media.

DE DIETRICH PIANO 'ZONELESS' INDUCTION HOB WINS INAUGURAL PRODUCT INNOVATION AWARD AT ERT AWARDS 2011

Celebrating the achievements of the Independent and Multiple Electrical Retail sector together with manufacturers of Domestic Appliances and Consumer Electronics, the 4th annual ERT Awards were held at the Commonwealth Club in Central London on 7th November 2011.

For the first time, a new Product Innovation category was added to the list of awards, which was both nominated by and voted for by the editorial team at ERT. The De Dietrich DTiM1000C Piano 'Zoneless' Induction Hob was the winner of this inaugural award, and was the only product from a major domestic appliance brand to be nominated.

Richard Walker, sales and marketing director of De Dietrich Kitchen Appliances says:

'We were very pleased to be nominated for the 2011 ERT Product Innovation Award as the De Dietrich Piano was amongst some very stiff competition in the consumer electricals industry; possibly one of the most innovative sectors of all. Winning this award has real significance for us, and we are thrilled that the genuinely innovative Piano 'Zoneless' Induction Hob has been awarded this accolade by such an opinion-forming publication.'

Sean Hannam, editor, ERT says:

'When Richard Walker demonstrated the De Dietrich Piano 'Zoneless' Induction Hob to me at KBB London this year, I was genuinely impressed by its range of cooking options; a first for an induction hob. The editorial team therefore chose it to win the inaugural ERT Product Innovation Award, which recognises innovation throughout the entire consumer electricals sector.'

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About the De Dietrich DTIM1000C *Piano* 'Zoneless' Induction Hob:



ULTIMATE COOKING FREEDOM

Challenging all previous induction concepts, the award-winning 93cm *Piano* 'Zoneless' Induction Hob features total 'zoneless induction technology with intelligent and intuitive options to make life easier when cooking. The *Piano* also incorporates a full colour touchscreen technology to control the hob.



Full colour TFT Touchscreen Control Panel:

The *Piano*'s LCD Matrix control panel incorporates a full colour touchscreen which is intuitive and easy to use: as soon as the hob is turned on, the control panel is activated and guides the user through the options available. Once the cooking option is chosen, a touch-sensitive slide control can adjust the cooking temperatures accordingly.

EXPERT:

This utilises the entire 81cm x 40cm cooking area. Up to five differently sized may be placed on the hob and it will detect the pan's presence wherever each is situated. Choose the power level (from 1 -15 or maximum Boost) and select the cooking time. Should the pan be moved anywhere on the hob, sensors will automatically ensure that the temperature of the pan remains constant; delivering total 'zoneless' cooking.

PIANO:

The cooking space is automatically converted to three separate cooking zones, which reflect the design of a piano keyboard. Pans can be added to each zone, as required and the temperature of each zone can be precisely adjusted to suit all cooking requirements.

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TRADE RELEASE

De Dietrich

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SOLO:

Designed to emulate a professional chef's traditional style of cooking, Solo mode creates a single temperature across the entire cooking area. Every pan is heated at the same temperature, making it ideal for simmering or keeping food warm.

Endorsed by Pierre Gagnaire:

The De Dietrich *Piano* 'Zoneless' Induction Hob is endorsed by French Chef, Pierre Gagnaire, owner of 3* Michelin Restaurant 'Pierre Gagnaire' in Paris and executive chef of 'Sketch' in London. He says: '*This is a revolutionary way to cook*'. He has prepared specially created recipes for the *Piano* in the accompanying DVD pack that is issued with the *Piano* alongside the easy to use Quickstart Guide DVD.

2011 UK Awards:

- **Winner of the 2011 Judge's Award for Innovation at the inaugural KBB Innovation Awards in association with Designer Magazine.**
- **Winner of the Gold Award for Product Innovation at the Designer Magazine Awards 2011**
- **Winner of the ERT Award for Product Innovation at the ERT Awards 2011**

Product Name:	De Dietrich DTiM1000C <i>Piano</i> 'Zoneless' Induction Hob.
Size:	93cm.
Dimensions (built-in) mm:	H 97 x W 930 x D520 (fits into a 900 x 490mm aperture).
Frame:	Chrome plated front and back edge.
Cooking Area (mm):	810 x 400
Control Panel:	Matrix 250,000 pixel TFT Touchscreen Display.
Power Levels:	15 plus boost for all pans situated on the cooking area.
Direct Access:	Available for all pans situated on the cooking area.
Number of pans:	Up to 5
Safety Features:	10: Anti-overheat, Anti-overflow, Automatic stop, Residual heat indicators, Child safety lock, Automatic pan detection, Small object detection, Control lock, Cleaning lock, Electronic power monitor.
Max Electronic Power:	10.8 kW
Images:	Lifestyle images and cut out available.
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LINKS:

<http://www.dedietrich.co.uk/piano/>

<http://ertonline.co.uk/ERT%20Latest%20News/ERT%20announces-winners-at-sell-out-ceremony.htm>

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