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**The Business of Design for Zephyr Ventilation  
Designer Partnerships At Core Of Zephyr’s Business Strategy; Elevates Range Hood To Focal Point  
In Kitchen Design**

SAN FRANCISCO, November 2013—Zephyr, the industry leader in kitchen ventilation hood design, innovation and technology, has always approached its business from a unique perspective: deliver the unexpected. From designer partnerships that have challenged the perception of what a range hood means in kitchen design, to groundbreaking technology that gives homeowners more power, energy efficiency and less noise – Zephyr remains true to its belief that something as simple as a ventilation hood should create a moving experience.

Since the launch of its first hoods in 1997, Zephyr has continuously remained true to its vision of deliberately seeking to change the marketplace by keeping design at the forefront; a segment of the business that is often overlooked in the traditional appliance marketplace. The forward-thinking company collaborated with Fu-Tung Cheng, a kitchen and bath design guru and author, to launch the world’s first signature line of kitchen hoods: Cheng Collection by Zephyr. Cheng brought a new level of sophistication to Zephyr’s hood collections with customization options and a light, balanced approach to range hood design (E.g. Padova gives the homeowner the option of mosaic tile, ribbed glass or Italian Marmorino plaster and the Trapeze Island seems to float in mid-air with directional halogen lighting and a slow curved canopy).

Zephyr continued to push the design boundaries by later partnering with Robert Brunner, founder of Ammunition and former Director of Industrial Design at Apple. Brunner has taken his passion for fusing lifestyle with innovation to new heights on several projects, including his collaboration with rapper/producer Dr. Dre on the Beats by Dre headsets and Williams Sonoma on kitchen Smart Tools. Zephyr’s strategic partnership with Brunner resulted in a hood collection that uses geometry, layered glass with metal, and adds a sleek minimalist aesthetic to kitchen design. From a business perspective, this partnership has placed Zephyr’s Arc Collection by Brunner in a category all on its own: kitchen range hoods that break the rules of design and provides consumers with the option not to conform. (The Horizon by Brunner features a dramatic glass surface available in striking red, black or white glass on stainless steel).

“Our diverse business model embraces great design talent for product development and makes the long-term opportunity larger,” says Luke Siow, Zephyr president. “It’s important that design play a role in both

the low- and high-end of the market to assure revenue from both high-volume and high-margin sales. Our designer partnerships have helped elevate the high-end business not only with regard to sales, but also from a branding standpoint. When our hoods are winning awards and categorized alongside innovative brands such as Apple, we know we're heading in the right direction."

#### About Zephyr

Since 1997, San Francisco-based Zephyr has continued to bring design, innovation and technology to the forefront of the kitchen ventilation hood industry. The company has challenged the perception of what ventilation means in kitchen design and created a new awareness of the importance of a high performing ventilation system. With acclaimed talent such as artistic visionary, Fu-Tung Cheng, and industrial designer, Robert Brunner, Zephyr is able to create cutting-edge residential range hoods unlike any other company. In addition, Zephyr has pioneered ventilation hood technology with the industry's first DCBL Suppression System™; an exclusive innovation that delivers the most silent, energy efficient and performance-driven range hoods available today. As a direct result of its commitment to elevating range hood design and technology, Zephyr is the recipient of several prestigious awards including Consumer Report Buy Rating, Consumer Digest Best Buy Rating, Chicago Athenaeum Good Design, ADEX (Awards for Design Excellence), Appliance Design 'Excellence In Design' and the Architectural Products 'Product Innovation Award.' To learn more, visit [www.zephyronline.com](http://www.zephyronline.com).