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**Zephyr's New White Savona Kitchen Hood
Design, Innovation, Technology And Now Energy Efficiency**

SAN FRANCISCO—Zephyr, the leader in ventilation hood design, innovation and technology, today announced the launch of ENERGY STAR® kitchen range hoods that use less energy, save consumers money and help the environment. The Siena Wall, Vortex One-Piece Liner and Twister Power Pack will be available in May 2014 with ENERGY STAR certified models.

Savona notes:

Savona's semi-circular surfaces accentuate this range hood's European design with delicate reflections of light and shadows. Underneath the 11" tall body, Savona features a robust 685-CFM fan that operates at an ultra quiet 1 sone on normal working speed. ICON Touch™ controls with 5 speeds and our exclusive ACT™ technology make this hood a standout choice. Also available in powder-coated black and white. - See more at:

http://zephyronline.com/products/essentials_europa/savona_wall#sthash.jowdpKV4.dpuf

Trends in appliance colors come and go. Remember those avocado green appliances of yesteryear? Since stainless steel has been the trend in modern kitchens for the past few years, we're wondering what's next. Maybe Whirlpool's new *white ice*?

When I got the press release from Whirlpool about their new *white ice collection* of appliances, I have to admit it was refreshing to see someone trying to interrupt stainless steel's long reign as the leading finish in the kitchen. But another white? Cruising through any appliance store, there are three basic color options for appliances: stainless steel, black and white. Without going with a specialty appliance – like one of these *vintage or retro options* – there are few other choices. So while I appreciate Whirlpool's attempt to bring a new standard to the appliance market ... white? Really?

Like many trends, stainless steel appliances started on the high end, with the likes of Viking and Wolf, and trickled down to the masses. A number of years ago outfitting your kitchen with stainless steel appliances was like saying *I have arrived*. At this point stainless steel has become so ubiquitous and bastardized that it can appear cheap. This hasn't been helped by the cheapest appliances that claim to be stainless steel but actually are not.

I have mid-price stainless steel appliances in my kitchen. They came with the apartment, which is a newly rehabbed unit in an older building. I actually like the way they look in the space but I don't love trying to keep them clean. I don't want to replace them for purely aesthetic reasons so I probably won't be seeing new appliances until I move.

I'm ready for a new appliance trend but when I really try to envision what that would be I come up blank. What are your thoughts? Are you ready to go back to black? Are you wild for white? Or are ready for a new, more colorful (or even more creative) trend altogether?

“We’ve worked hard to deliver products that are powerful, beautifully designed and feature the latest ventilation technology,” says Luke Siow, president of Zephyr. “It’s very exciting to take our hoods to the next level with ENERGY STAR certification. Consumers are becoming more conscious every day with regard to energy efficient products and Zephyr now has a solution for those that want great design and a smaller carbon footprint.”

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.