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## **Zephyr®: Synonymous with Innovation in Interactive Design and Rich User Experience**

*Winner 2011 WebAward for Outstanding Website*

**SAN FRANCISCO**--Zephyr®, manufacturer of design-forward kitchen range hoods, has received a 2011 WebAward for outstanding achievement in the category of manufacturing from the Web Marketing Association. Judged by a panel of experts in interactive design, graphics and branding, Zephyr received high marks across the board in the following categories: Design, Innovation, Technology, Content, Interactivity, Copywriting and Ease of Use.

This recognition follows Zephyr's recently unveiled website launched in support of the revolutionary Next Generation Europa collection of range hoods and the proprietary DCBL Suppression System™. Now standard on all Next Generation Europa models, DCBL incorporates performance enhancing, noise decreasing and energy-saving technology, surpassing anything previously or currently available on the market. The site's re-design also addresses the company's varied targeted audiences: design conscious home owners, distributor and dealer networks, residential design trade, and builder/contractors seeking high quality, easy-to-install products.

Much like Zephyr's products, the website is about innovation. Vivid, informative and user-friendly, the site is a platform for the diverse portfolio of design-forward, performance-driven range hoods and encourages visitors to discover new possibilities in kitchen design. Moreover, Zephyr is mindful that the website must be relevant and functional—providing all the necessary information and tools to choose and install the perfect range hood. Two of the modules on the site that stood out to the judges were:

### **Hood Height Calculator**

The interactive Hood Height Calculator provides instant information about height considerations for various models and confirms to the viewer if the model they are interested will fit in their kitchen out of the box or if additional components will be needed to fit their kitchen's ceiling height.

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## **Ventilation 101**

The Ventilation 101 section is a perfect primer for those beginning the search for a range hood. Providing definitions and description of often-times confusing terminology in easy to understand language, Ventilation 101 helps homeowners feel more confident about choosing the right range hood.

Beautiful and informative product and lifestyle pages show range hoods by visionaries Fu-Tung Cheng and Robert Brunner and a wealth of information detailing Zephyr's groundbreaking DCBL Suppression System™. Understanding that visitors are pressed for time, the site incorporates intuitive search and social media sharing functions allowing users to quickly locate a specific product and collaborate with fellow consumers and/or design trade professionals involved in the kitchen remodel or building process.

According to Arcadio Lainez, marketing director for Zephyr, "The process of researching and shopping for a kitchen remodel can often be intimidating and overwhelming. Our objective was to remove stress and offer an engaging and fun way to choose a range hood. Pioneering tools like the Hood Height Calculator take the guess work out of sizing a range hood, and Ventilation 101 familiarizes homeowners with basic concepts and instills confidence when visiting a retail location. We hope this enhanced interactive experience not only creates brand affinity, but also confirms Zephyr's position as a leader at the forefront of product design and technological innovation."

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## **About the WebAward:**

Since 1997, the Web Marketing Association's annual WebAward Competition has been setting the standard of excellence for Website development. Independent expert judges from around the world review sites in 96 industries. The best are recognized with a WebAward, which helps interactive professionals promote themselves, their companies, and their best work to the outside world. The WebAward Competition is the premier award recognition program for Web developers and marketers worldwide. For more information and a list of this year's winners, visit: <http://www.webaward.org>.

## **About Zephyr®**

Since 1997, San Francisco-based Zephyr® has challenged the perception of what ventilation means in kitchen design — cultivating the range hood's symbiotic relationship with the kitchen, home and homeowner. Far more than an appliance company, Zephyr is an innovator — tapping acclaimed talent such as artistic visionary, Fu-Tung Cheng, and industrial designer, Robert Brunner — to create design-centric, residential range hoods. From inspiration to production, Zephyr brings to market the most innovative products, conceptualized by a stable of design talent that no other company can claim. Zephyr not only reinvents, but more importantly re-imagines the range hood's central purpose within the kitchen ecosystem, pushing technological boundaries to create exceptional value for their customers. As a direct result, Zephyr is the recipient of several prestigious awards including Consumer Report Buy rating, Consumer Digest Best Buy rating, Chicago Athenaeum, Good Design and ADEX.

To learn more about Zephyr and the redesigned Next Generation Europa Collection with patented DCBL Suppression System™, visit [www.zephyronline.com](http://www.zephyronline.com).