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CAFÉ™ Launches Two New Customizable Hardware Finishes for Your Curated Kitchen

CAFÉ Adds New Brushed Brass and Flat Black Hardware and Partners with Kohler to Launch Complementary Finishes

LOUISVILLE, Ky., Jan. 31, 2023 – CAFÉ™ Appliances unveiled two new hardware finishes to drive personalized design aesthetics throughout the kitchen. The two finishes, Brushed Brass and Flat Black, offer bold new kitchen accents that bring sophistication and flair to your home, helping you transform your space with the latest design trends.

Inspired by the colors and trends from the runway, CAFÉ celebrates Brushed Brass and Flat Black as the hottest style trends to add to its existing portfolio. The Brushed Brass finish is vibrant, striking and gives a rich accent to the appliances while the Flat Black finish is sophisticated and inviting, adding flair to style-forward kitchens.

“Each year we see new runway trends translate into the design space, inspiring a refresh in the color palettes and materials consumers want to use throughout their homes,” said Erica Bovard, senior brand director, CAFÉ. “We want to give our customers the power to reflect their personal style in the kitchen, like never before. With our new fashion-inspired Brushed Brass and Flat Black finishes that you can mix and match, your custom kitchen vision can come to life.”

As part of this unveiling, CAFÉ is also joining design forces with KOHLER, a global leader in the design and manufacture of kitchen and bath products, to launch complementary finishes. CAFÉ Brushed Brass seamlessly coordinates with Kohler’s Vibrant Brushed Moderne Brass finish and CAFÉ Flat Black pairs with Kohler’s Matte Black finish. The pairings simplify hardware coordination for the consumer with two bold brands to form one distinct look.

With customization at the core of the brand, CAFÉ will continue to offer consumers the ability to change out existing handles and knobs on their current appliances to match the ever-evolving design and styles throughout their homes. With appliance finishes offered in Matte White, Matte Black or Stainless Steel, the new hardware options bring the choices to six distinct handle and knob options. In addition to the new additions of Brushed Brass and Flat Black, owners can choose from four other CAFÉ hardware offerings including Brushed Bronze, Brushed Black, Brushed Copper, and Brushed Stainless.

The two new hardware options will be available this month for a suggested retail price of \$199 to \$650 per kit depending on product line.

To see the new hardware options by CAFÉ in person at KBIS or to book a media tour, email GEAppliances@allisonpr.com.

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About CAFÉ™

As a leader in design choice and performance, CAFÉ™ appliances offers high quality coffee makers, dishwashers, ranges, ovens, and refrigerators with elements inspired by the latest trends in fashion and design. The CAFÉ brand operates under GE Appliances, a Haier company. For the latest products, and more information, visit www.cafeappliances.com or follow @cafeappliances on Instagram, TikTok, Pinterest, or YouTube.

About GE Appliances

At GE Appliances we make the world a better place, and our team is committed to leading in the communities where we live and work. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We are a purpose-rooted and passion-driven organization that believes there is always a better way. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier, and Hotpoint brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners and water filtration systems. For more information on our company, brands, and corporate citizenship, visit www.geappliancesco.com.

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