



PRESS RELEASE

New GE Appliance Training Center opens in Brussels, will host guests from throughout Europe, the Middle East and Africa

Brussels, Belgium – A new 200 square meter GE Appliance Training Center has opened in Brussels showcasing the varied products and exceptional innovation and design the international company has to offer. Since the doors opened in October, appliance distributors and customers representing over 25 nations have already visited. The center will be used for technical training, as well as for new product introductions, and cooking demonstrations.

“We chose Brussels for this beautiful facility because of its central location and proximity to London, Paris, Amsterdam and Frankfurt,” said Claudio Da Soller, GE Market Development Manager for Europe, the Middle East and Africa. “Customers from France, Benelux, UK, Germany, Greece and Iceland have been the first guests to participate in our training programs,” he continued.

The center gives the overall impression of entering a special club. It is divided into four areas. Half of the space features two high-end kitchens, each equipped with GE Monogram™ appliances. “These innovative Monogram appliances combine American performance with striking stainless steel elegance,” noted Da Soller.

The first kitchen highlights a modern look and features Monogram appliances with the latest in contemporary design and features. This is a working kitchen where customers may see the appliances in action. Chef Fred Jans is a member of the staff and is skilled at preparing delicious dishes that highlight product features.

A second kitchen shows how versatile Monogram appliances fit seamlessly into a more classic or traditional kitchen. A third area features a bar and comfortable sitting area for guests – the perfect environment to discuss business. Finally, an area has been set aside to showcase additional Monogram appliances, as well as spotlight GE Profile™ and GE® brand appliances.

“This center offers a level of interaction and training that helps to build strong impressions about our products and allows our customers to differentiate the GE product offerings from the competition,” noted Da Soller.

GE Consumer & Industrial spans the globe as a significant player in major appliance, lighting and integrated industrial equipment, systems and services. Providing solutions for commercial, industrial and residential use in more than 100 countries, GE Consumer & Industrial uses innovative technologies and “ecomagination,” a GE initiative to aggressively bring to market new technologies that help customers and consumers meet pressing environmental challenges, to deliver comfort, convenience and electrical protection and control. General Electric (NYSE: GE) brings imagination to work, selling products under the Monogram™, Profile™ GE®, Hotpoint®, SmartWater™ Reveal® and

Energy Smart® consumer brands, and Entellisys® industrial brand. For more information, consumers may visit www.ge.com.

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For more information about GE, GE Profile and Monogram products, visit
www.geappliances-europe.com
www.gemonogram.eu

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