



Press Contacts: Kim Roman  
Digitas  
212/350-7822  
[kim.roman@digitas.com](mailto:kim.roman@digitas.com)

Katie Lee Pollack  
Digitas  
212/350-7949  
[katharinelee.pollack@digitas.com](mailto:katharinelee.pollack@digitas.com)

Juliet Johnson  
Jenn-Air  
269/923-7440  
[Juliet.m.johnson@jenair.com](mailto:Juliet.m.johnson@jenair.com)

FOR IMMEDIATE RELEASE:

## **JENN-AIR LAUNCHES “DESIGNER DIALOG” RESOURCE ON FACEBOOK**

BENTON HARBOR, Mich. (January 9, 2012) – Luxury appliance maker Jenn-Air is offering those planning or considering a kitchen remodel a fresh way to get professional advice and answers to their kitchen design questions. Designer Dialog, a newly-launched discussion tab on the Jenn-Air Facebook Brand Page, allows visitors to tap the expertise of a rotating lineup of acclaimed kitchen designers recruited from throughout the country.

“Input from a professional kitchen designer can make the difference between a good and a great kitchen,” notes Juliet Johnson, Senior Manager of brand experience for Jenn-Air. “Beyond offering stylish, high performance appliances, we see providing access to design expertise as another way to help make great kitchens possible.”

Professionals moderating Designer Dialog discussions are members of the Jenn-Air Design Advisory Council, a group that meets regularly to share insights on industry trends and product design. Seasoned East Coast designer, Morton Block, and West Coast design veteran, Judith A. Neary are the first two moderators sharing input on the page. Morton Block is a Certified Master Kitchen and Bath Designer (CMKBD), holds professional status in the International Interior Design Association (IIDA) and is a Certified Aging In Place Specialist (CAPS). Judith A. Neary is a Certified Master Kitchen and Bath Designer (CMKBD).

“This is a forum that lets consumers ask seasoned professionals their design questions and get different perspectives from designers with diverse experience,” says Neary. “Anyone embarking on a design project will appreciate this resource and should take advantage of it.”

Block recommends that prior to beginning a kitchen redesign the first step should be conducting research to understand the extent of the project and the costs involved with what you want to achieve.

“Many consumers today begin a kitchen research project by doing online research,” notes Block. “When new appliances are part of that plan, the Jenn-Air Designer Dialog provides an excellent opportunity for individuals to tap into the knowledge of veteran design professionals and obtain objective advice to ensure a successful project is achieved.”

In addition to being on hand to answer specific questions, moderators will share ideas and insights on a new design topic each month. To join the conversation, click the Designer Dialog tab on the Jenn-Air Facebook Brand Page.

About Jenn-Air:

Since the introduction of the first self-ventilated cooktop in 1961 and downdraft ventilated range in 1965, Jenn-Air brand has consistently grown its reputation as a technology and design innovator. Its selection of style options includes two distinct stainless steel collections and two cutting edge finishes: Floating Glass and Oiled Bronze. From downdraft cooktops, wall ovens and professional style ranges to dishwashers, refrigerators and such entertaining essentials as warming drawers, built-in ice machines and wine cellars, Jenn-Air brand offers a complete line of major kitchen appliances. To learn more about the Jenn-Air® appliance collection, or speak with a member of the concierge team, please visit [jennair.com](http://jennair.com), [twitter.com/jennairusa](https://twitter.com/jennairusa) or [facebook.com/jennair](https://facebook.com/jennair).

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