

# BRADSHAW

# ATAG

## COMPLIMENTARY PANS WITH ATAG INDUCTION HOBS

Bradshaw are delighted to announce that ATAG, the leading Dutch brand for stylish and technologically advanced built-in kitchen appliances exclusively available to the kitchen specialist, presents a unique opportunity – a free set of high quality stainless steel pans for the consumer with every induction hob purchase\*.

Worth approximately £200, these robust magnetised stainless steel pans effortlessly match ATAG's contemporary aesthetics. The set of three pans comprises of two saucepans with lids, and one saucepan with a handle.



ATAG complimentary pan set

Underlining their commitment to the kitchen specialist, ATAG has introduced this offer on their 2010 induction hobs range\*, including the latest models with the innovative Iris Slide Control® that allows the user to adjust the settings to their individual requirements by lightly sliding their fingertip over the control in a clockwise motion.

Consumers are often wary of making the switch to induction because of the need to replace all cookware items with those that are magnetised. ATAG is removing this need, making it an offer the consumer will truly value, while offering the kitchen specialist a valuable selling tool when attempting to close that vital sale.

Bill Miller, ATAG's Sales and Marketing Director, says: "This is another opportunity from ATAG that underlines our commitment to the kitchen specialist, with our strict distribution policy making this a very exclusive offer.

It is a promotion that will be truly appreciated by the consumer, as it takes away any additional cost and allows them to begin using their new hob as soon as it is installed. The offer is a powerful selling tool for the kitchen specialist, and should be a real incentive to encourage the consumer to trade up."

For further information about ATAG or this offer, please contact your Bradshaw Area Sales Manager or Bradshaw direct on 01275 343000 or visit our website at [www.bradshaw.co.uk](http://www.bradshaw.co.uk).

Ends

\* Offer excludes the Domino HI6217T Touch Control Induction Hob

2<sup>nd</sup> November 2010