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ATAG

ATAG INTRODUCES NEW RANGE OF INDUCTION HOBS WITH SUPER FLEXIBLE BRIDGE ZONES

ATAG, the Dutch company famous for its technologically advanced built-in kitchen appliances for those who are passionate about cooking, has introduced three new induction hobs to its 2012 range, all offering enhanced flexibility.

The three new additions to the ATAG induction hob range all feature bridge zones; two rectangular cooking zones which can be connected together at the touch of a button, creating a single extended zone. This gives the consumer a bigger area for more flexible cooking, and is ideal for larger pans such as a fish kettle. It can also be used with a teppan yaki pan, allowing the consumer to quickly and easily create delicious, healthy dishes.

ATAG has chosen to introduce three induction hobs with bridge zones to its 2012 product portfolio, each of which are of a different size or configuration to enable the consumer to choose the style which best suits their requirements. The range includes the three zone HI6271SV, four zone HI6271MV and five zone HI9271SV. Alongside the increased flexibility offered by the bridge zones, these hobs feature a stylish black glass design and pre-set programmes for stir-frying, roasting and grilling.

Bill Miller, ATAG's Sales and Marketing Director, says: "Induction hobs are really growing in popularity as people become ever more aware of the huge benefits they offer in terms of speed, efficiency and safety, and as a result of this it is a market that is constantly developing.

"ATAG's new induction hobs with bridge zone capability are a clear example of the advanced functionality available in modern hobs, providing the consumer with real flexibility alongside other practical features such as useful, time-saving pre-set programmes and a wide power range for different cooking styles. They are ideal for those who love to entertain, and want superior appliances to create meals that will impress their guests!"



Key features and benefits of the ATAG HI9271SV induction hob

- Stylish black glass, five zone induction hob with stainless steel decorative trims
- Part of the MAGNA design line, the HI9271SV looks very attractive when installed in combination with other hobs in ATAG's Puzzle Line series
- Features bridge induction for connecting two cooking zones to create one large cooking zone of 200 x 400 mm
- Five cooking zones with wide power range for maximum flexibility: middle zone offers 40-3000W, left and right bridge induction (four separate cooking zones that can be combined to form two large zones) 40-3700 W per zone
- Temperature controlled programmes for real simmering and keeping warm
- Menu for pre-set programmes for stir-frying, roasting and grilling
- Automatic cooking function offers increased functionality
- Iris Slide Control® for real ease of use and simple operation
- Digital timer per zone for setting cooking duration, reading the elapsed cooking time or using as a standalone kitchen timer
- Very short cooking time thanks to boost mode and a unique 110 per cent permanent power setting
- Striking two-colour zone markings to show minimum and maximum recommended pan diameter
- On/off key per zone and pause key for increased functionality
- Extra safe thanks to child lock, cooking time restriction, residual heat indication and cooking plate which automatically shuts off if overheating
- Very low stand-by capacity of just 0.3 W
- Complementary set of induction pans included for added value
- Dimensions: H x W x D: 43 x 904 x 522mm

For further information about ATAG's new induction hobs with bridge zone please contact Bradshaw Sales on 01275 343000