



Build Success with our World-Class Brand Portfolio

GAGGENAU

Thermador 



BOSCH

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BSH Home Appliances Group is proud to offer a prestigious brand portfolio that reflects our commitment to excellence. With three distinct brands, each providing the finest in design, innovation and performance, we can help you create dream kitchens that bring significant value to each and every project.

Whether you're building a cutting-edge high-rise in a vibrant city, a luxury custom home with impeccable details, or a sophisticated community with an eye on conservation, our extensive selection of Gaggenau, Thermador, and Bosch appliances will exceed your expectations.

Explore our case studies to discover why top builders, architects and developers choose from our unique brand portfolio for their projects.



Driven by principles within the professional kitchen, Gaggenau has been the pioneering brand for ultra-luxury home appliances and the leading innovator in technology and design “made in Germany”.

GAGGENAU



Thermador is a leader in luxury kitchens designed for culinary enthusiasts, offering products that provide quality, performance and real innovations for real cooks.

Thermador 



Bosch enhances lives through quality that's perceivable; surprisingly simple solutions that lend ease to the kitchen, and a design that's modern and authentic.

 **BOSCH**

Committed to the Trades, Committed to Excellence



TRADE RESOURCES

BSH brands offer numerous services and special programs to builders, architects and designers. Each brand offers a comprehensive library of design guides, specification sheets and manuals to assist with kitchen planning and decision-making.

GLOBAL PRESENCE, LOCAL MANUFACTURING

With manufacturing facilities and development centers located in New Bern, North Carolina, and La Follette, Tennessee, we have the advantages of a global presence as well as the benefits of local resources, skills, and expertise. Our employees take great pride in the products they build, embodying all that BSH stands for.

CUSTOMER SERVICE

BSH provides exceptional customer support throughout the life of the appliance. We offer 24/7 phone and email support with our US call centers, an extensive service network that is trained specifically on BSH engineering, and a goal of repairing appliances in one service visit.

Online, we offer FAQs, How-to Videos, accessory sales, downloadable manuals, and online service scheduling. We are ready to efficiently assist customers, designers, and builders with any request.

GAGGENAU

Experience the difference,
enter the world of Gaggenau.

Immerse yourself in the authentic,
uncompromising and extraordinary world of
Gaggenau. With over 333 years of experience,
the development of new technologies has always
been a quintessential part of Gaggenau's
tradition. We are also committed to resources
and programs that empower, reward and deepen
our relationship with the trade.

- Builder Business Support
- Models & Dimensions Catalog and Mobile App
- Online Product Resources
- Gaggenau Ambassador Alliance Program





YOUR COMPLETE RESOURCE

At Thermador, we provide builders with kitchen resources that pencil out in every category, from our wide array of cooking, refrigeration and dishwasher appliances to the accessories, warranty and service that supports them. With a century of innovation and superior craftsmanship built into every product, Thermador is the brand of choice for real cooks and premier builders.

- VIP Star® Partner Program
- The Ultimate Design Guide and Mobile App
- NAHB Member
- CAD Library



Bosch Builder Programs

As the definitive European kitchen brand for the premium market, Bosch offers builders a sleek, streamlined look that complements modern, transitional and traditional kitchen styles. Put simply, a Bosch kitchen elevates any project.

- Kitchen Experience & Design Guide and Mobile App
- 24" Kitchen Suite
- Online Resources
- CAD Library

GAGGENAU
Thermador 
 **BOSCH**

THE ULTIMATE SHOWCASE TO INSPIRE, EDUCATE, ENRICH

With stunning kitchen vignettes and lifestyle settings featuring the latest products from Gaggenau, Thermador and Bosch, our showrooms are designed to ignite the passion of architects, designers, and builders by challenging the conventional view of home appliances. Visitors can experience the entire BSH portfolio, addressing the needs of nearly every kitchen—from the ground floor to the penthouse, to single family homes and multi-family developments.

The BSH team provides product knowledge, demonstrations and consultation on kitchen planning. We always welcome an opportunity to host our trade partners for a deeper brand immersion and an understanding of the distinctive cache that our portfolio brings to design & build projects.



CALIFORNIA

Irvine Showroom

17911 Von Karman, Suite 100
Irvine, CA 92614
949.224.4700

Purcell Murray Showroom

185 Park Lane
Brisbane, CA 94005
800.457.1340

NEW YORK

Manhattan Showroom

A & D Building, Midtown Manhattan
150 East 58th Street, Suite 700
New York, NY 10155
888.455.8892

CHICAGO

Merchandise Mart Showroom

222 Merchandise Mart Plaza,
#108
Chicago, IL 60654
248.467.6579

MONTREAL

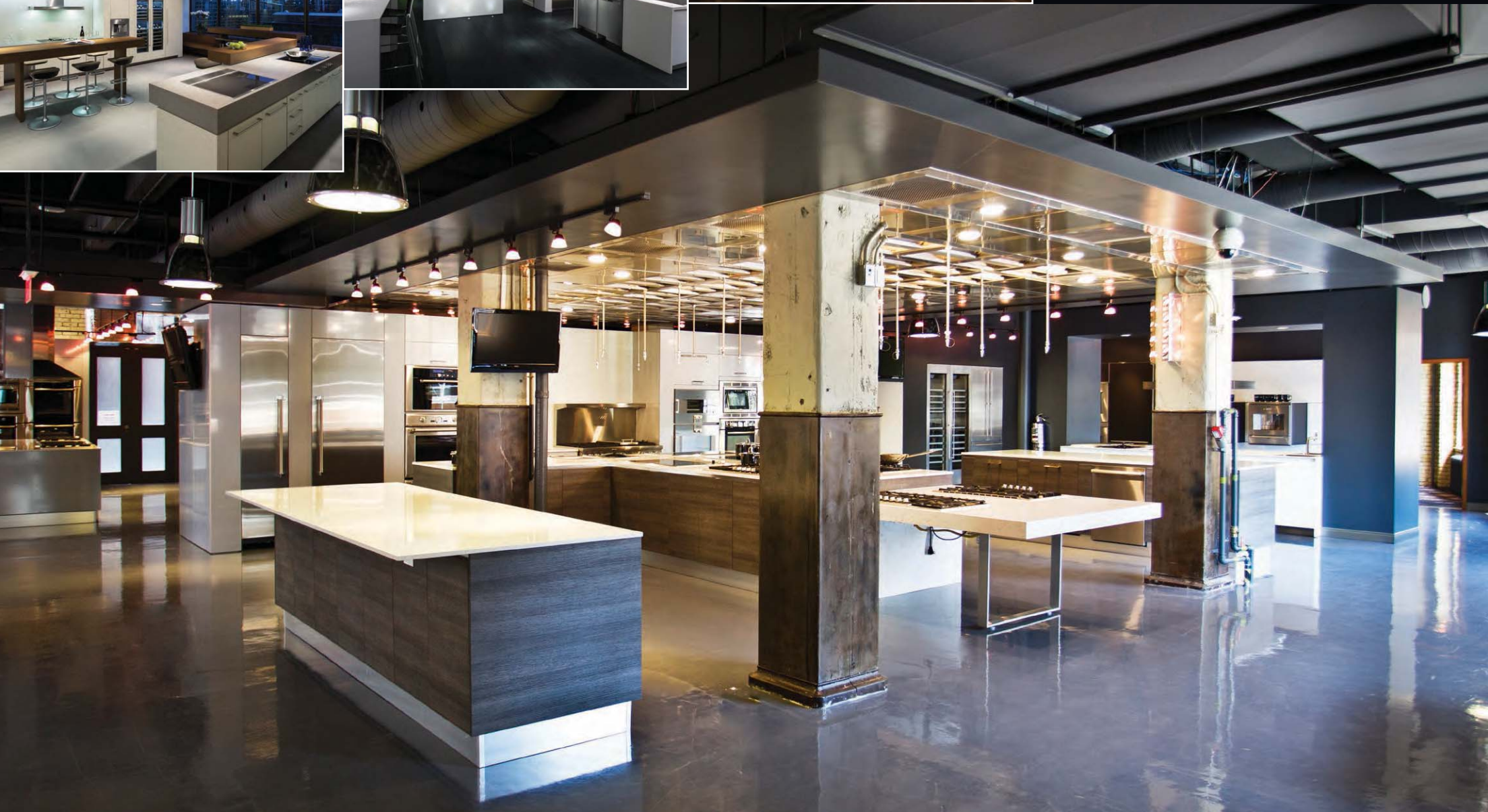
L'Atelier BSH

9220, boul du Golf
Anjou, Quebec H1J 3A1
514.353.3232

TORONTO

LUXE Appliance Studio

334 King Street East
Toronto, ON M5A 1L3
888.966.5893



GAGGENAU

It began with a spark...it has burned for 333 years.



In 1683, from the depths of the Black Forest, a flame sprang to life and the age of the industrial craftsmanship began.

333 years of working with metal is an achievement only few can claim. It exposes a success that has crossed time, distance and cultures. Gaggenau is not just a kitchen appliance; it is the soul of a home and it is this passion that has been 333 years in the making.

Gaggenau is refined engineering and rugged design. We offer the eye a clean, minimalist line, and the chef immense control and capabilities. Open a door, turn a control knob, press a button, feel the difference.



The difference is **Gaggenau**.

Authenticity. We attach great importance to the quality and careful selection of materials. We make products that are not only durable, but that also have a completely unique feel. By choosing materials based on their natural strengths, we create a perfect balance between form and function.

Uncompromising innovation. We take our inspiration from professional-grade kitchens to create an incomparable experience. By focusing on the needs and experience of professional chefs, we constantly reinforce our position as innovation leader.

Extraordinary performance. The story of Gaggenau's success, which dates back more than 330 years, is above all one of extraordinary products: unique appliances born of uncompromising standards in terms of quality, design and materials.



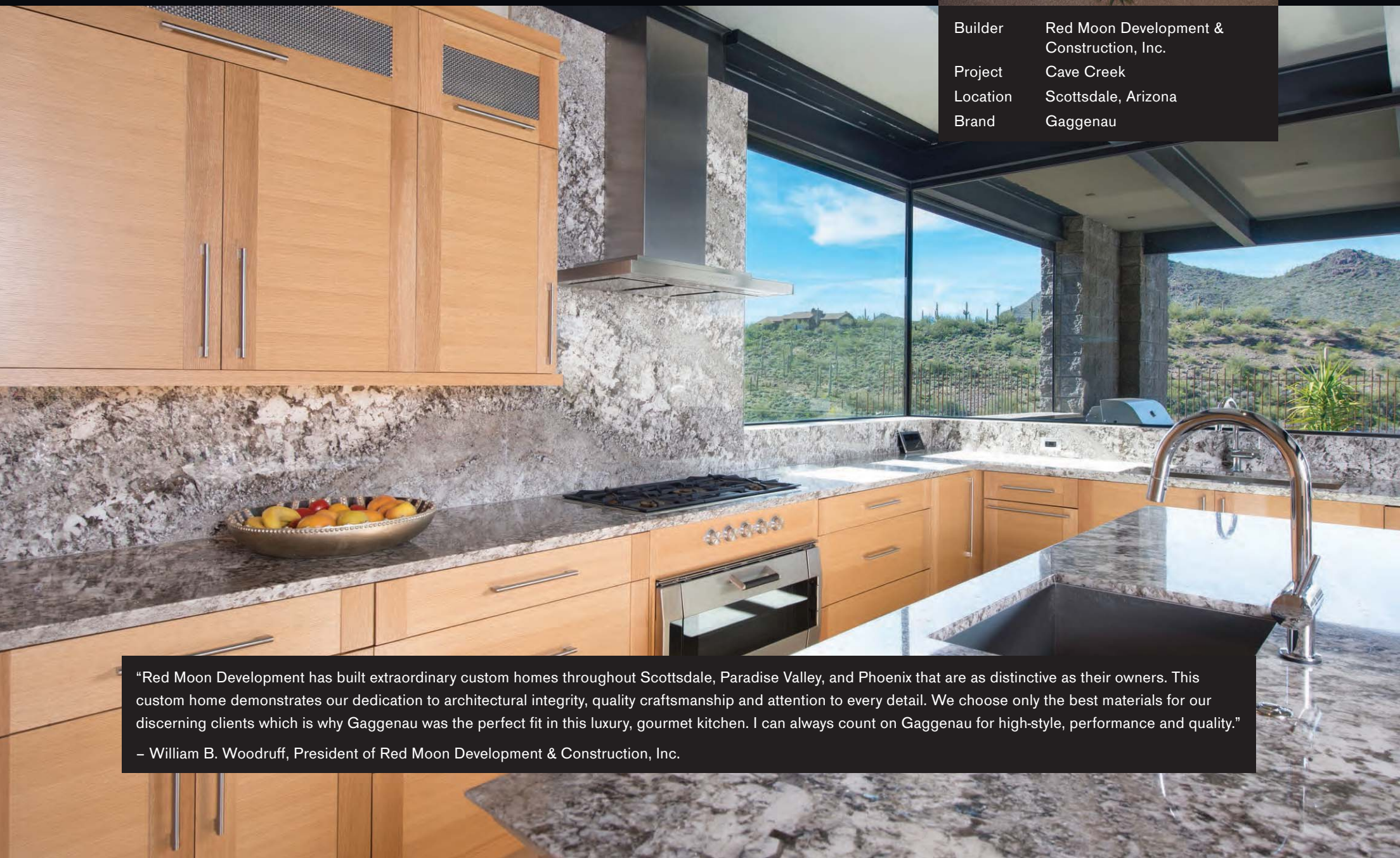
Builder	Blue Heron Design Build
Project	The New American Home 2013
Location	Henderson, Nevada
Brand	Gaggenau

"Blue Heron's award-winning architecture expertly blends aesthetics with function in our Vegas Modern™ style. With an emphasis on sustainable design, our contemporary homes create a seamless transition between indoor and outdoor living, delighting even the most discerning clients. The Gaggenau appliances that were showcased in this 2013 New American Home compliment the open design and enhance the overall elegance of the home."

– Tyler Jones, Owner/Co-Founder of Blue Heron Design Build



Builder	Red Moon Development & Construction, Inc.
Project	Cave Creek
Location	Scottsdale, Arizona
Brand	Gaggenau

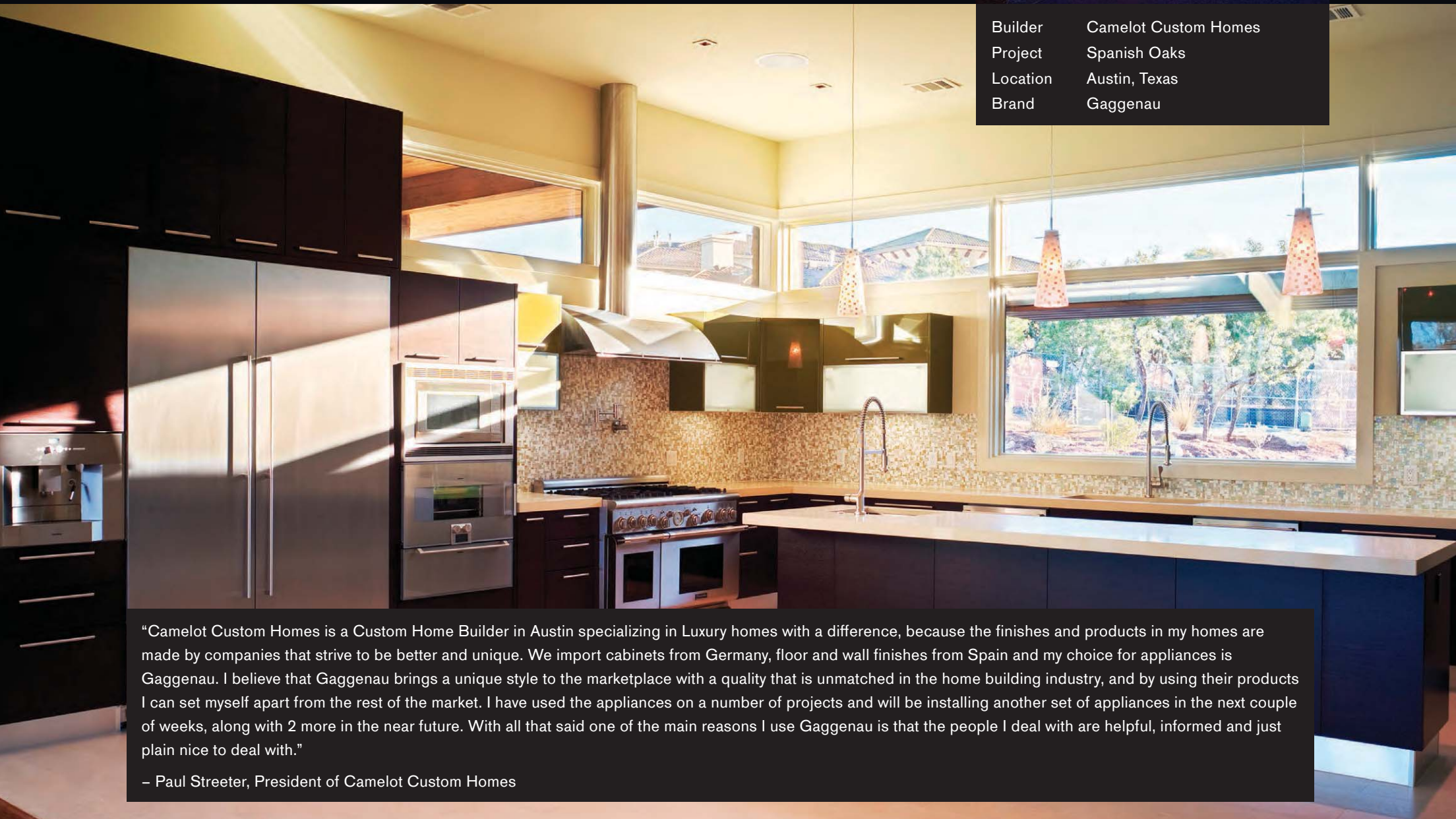


"Red Moon Development has built extraordinary custom homes throughout Scottsdale, Paradise Valley, and Phoenix that are as distinctive as their owners. This custom home demonstrates our dedication to architectural integrity, quality craftsmanship and attention to every detail. We choose only the best materials for our discerning clients which is why Gaggenau was the perfect fit in this luxury, gourmet kitchen. I can always count on Gaggenau for high-style, performance and quality."

– William B. Woodruff, President of Red Moon Development & Construction, Inc.



Builder	Camelot Custom Homes
Project	Spanish Oaks
Location	Austin, Texas
Brand	Gaggenau

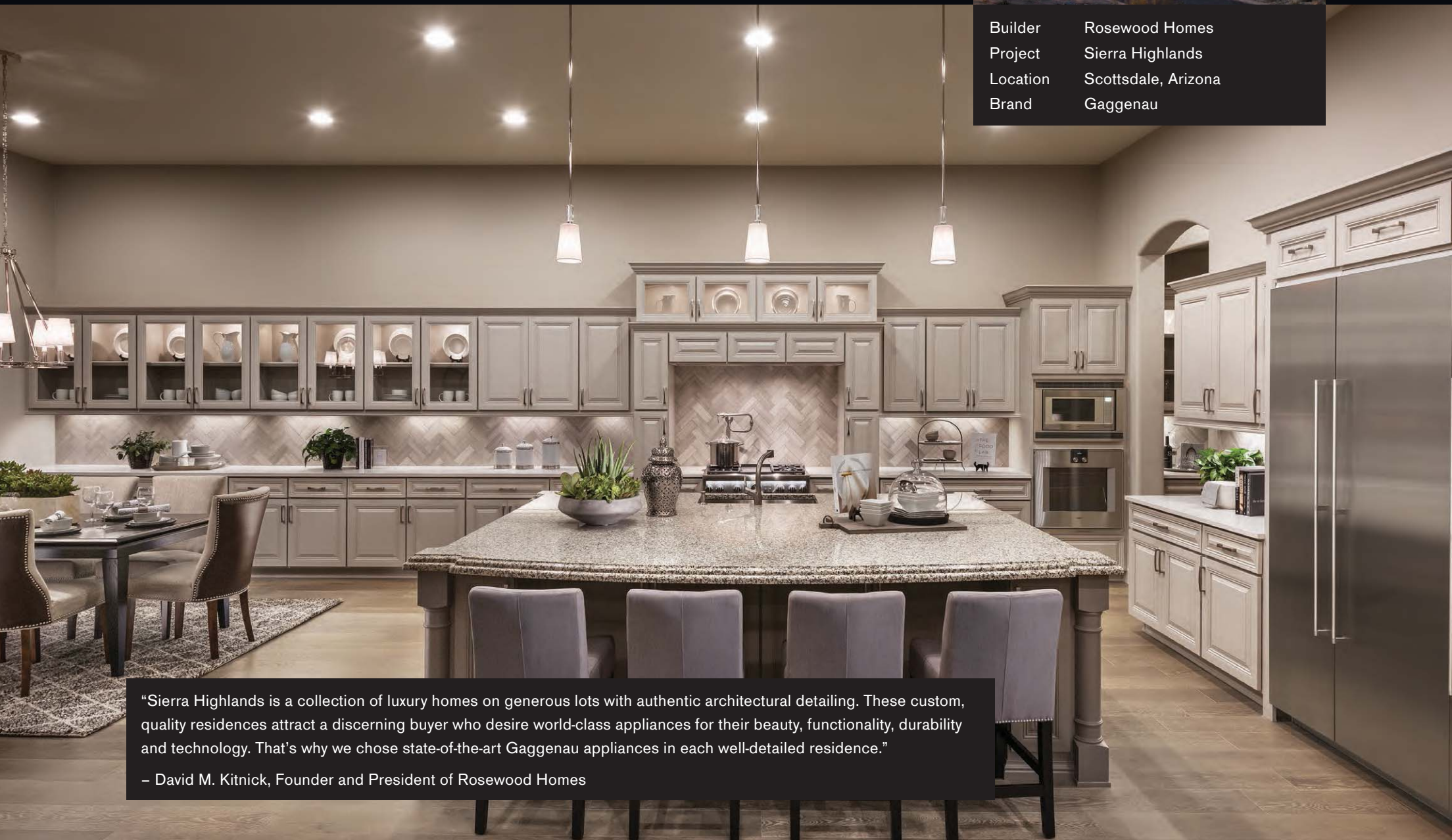


"Camelot Custom Homes is a Custom Home Builder in Austin specializing in Luxury homes with a difference, because the finishes and products in my homes are made by companies that strive to be better and unique. We import cabinets from Germany, floor and wall finishes from Spain and my choice for appliances is Gaggenau. I believe that Gaggenau brings a unique style to the marketplace with a quality that is unmatched in the home building industry, and by using their products I can set myself apart from the rest of the market. I have used the appliances on a number of projects and will be installing another set of appliances in the next couple of weeks, along with 2 more in the near future. With all that said one of the main reasons I use Gaggenau is that the people I deal with are helpful, informed and just plain nice to deal with."

– Paul Streeter, President of Camelot Custom Homes



Builder	Rosewood Homes
Project	Sierra Highlands
Location	Scottsdale, Arizona
Brand	Gaggenau

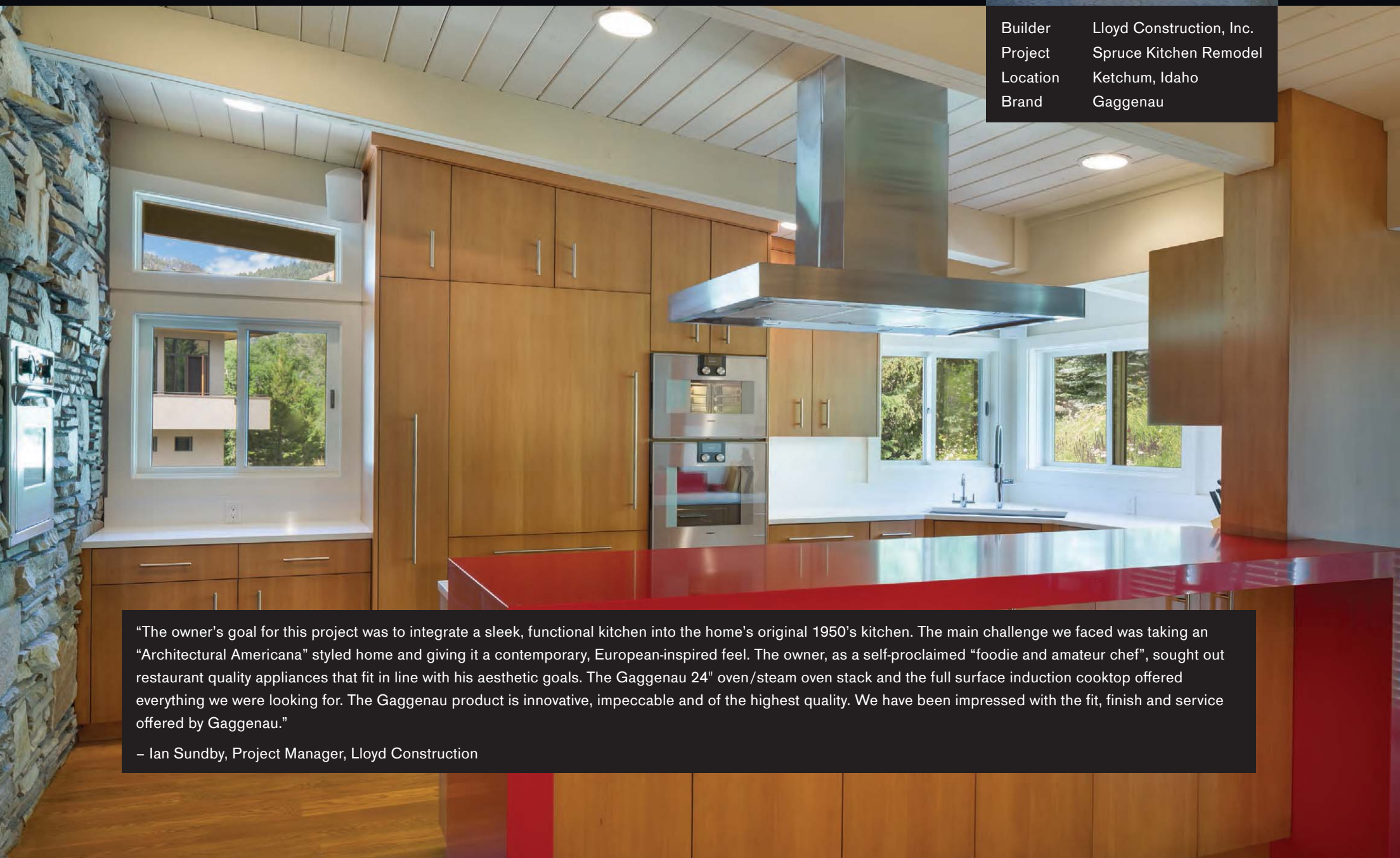


"Sierra Highlands is a collection of luxury homes on generous lots with authentic architectural detailing. These custom, quality residences attract a discerning buyer who desire world-class appliances for their beauty, functionality, durability and technology. That's why we chose state-of-the-art Gaggenau appliances in each well-detailed residence."

– David M. Kitnick, Founder and President of Rosewood Homes



Builder	Lloyd Construction, Inc.
Project	Spruce Kitchen Remodel
Location	Ketchum, Idaho
Brand	Gaggenau

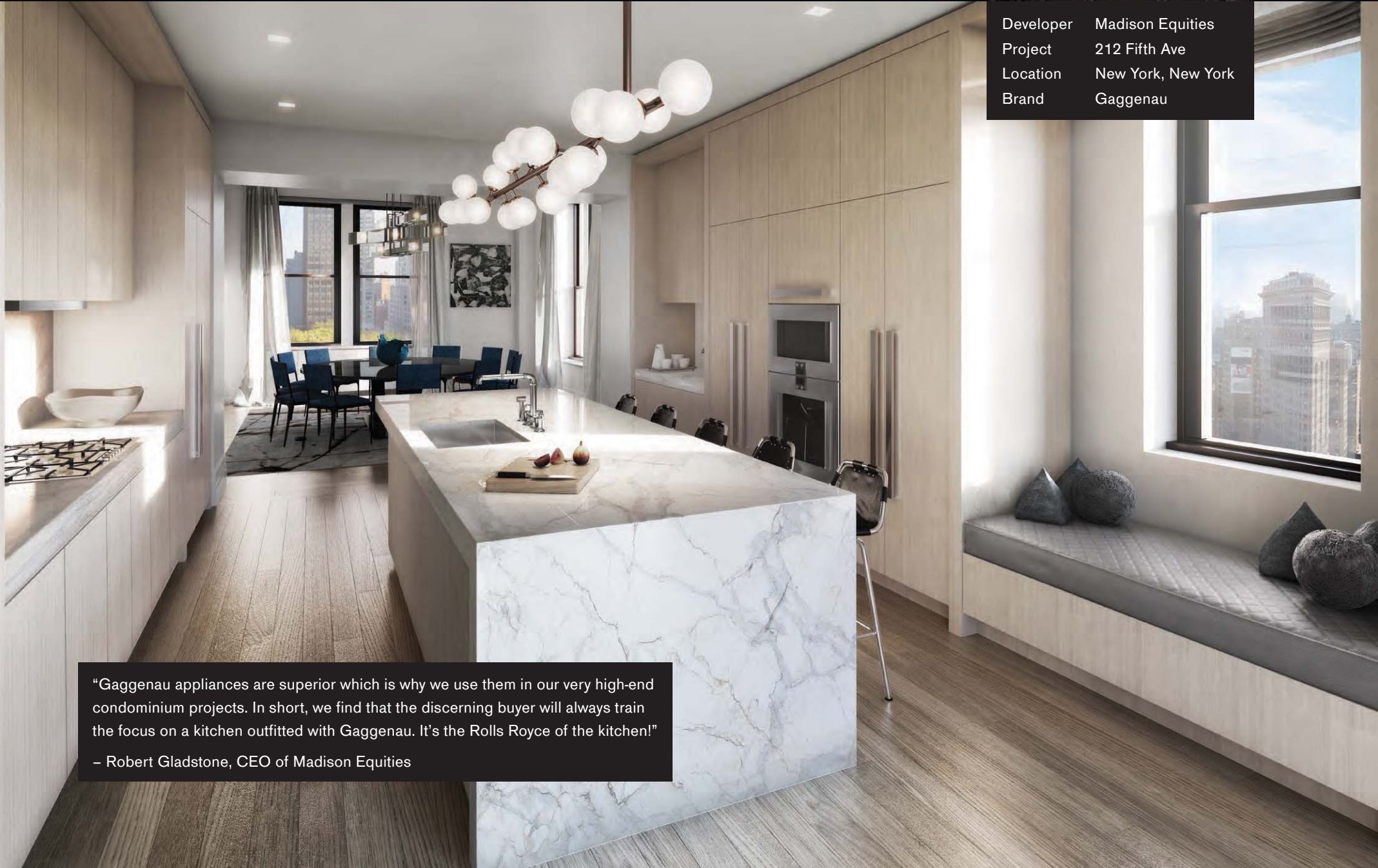


"The owner's goal for this project was to integrate a sleek, functional kitchen into the home's original 1950's kitchen. The main challenge we faced was taking an "Architectural Americana" styled home and giving it a contemporary, European-inspired feel. The owner, as a self-proclaimed "foodie and amateur chef", sought out restaurant quality appliances that fit in line with his aesthetic goals. The Gaggenau 24" oven/steam oven stack and the full surface induction cooktop offered everything we were looking for. The Gaggenau product is innovative, impeccable and of the highest quality. We have been impressed with the fit, finish and service offered by Gaggenau."

– Ian Sundby, Project Manager, Lloyd Construction



Developer	Madison Equities
Project	212 Fifth Ave
Location	New York, New York
Brand	Gaggenau



"Gaggenau appliances are superior which is why we use them in our very high-end condominium projects. In short, we find that the discerning buyer will always train the focus on a kitchen outfitted with Gaggenau. It's the Rolls Royce of the kitchen!"
– Robert Gladstone, CEO of Madison Equities



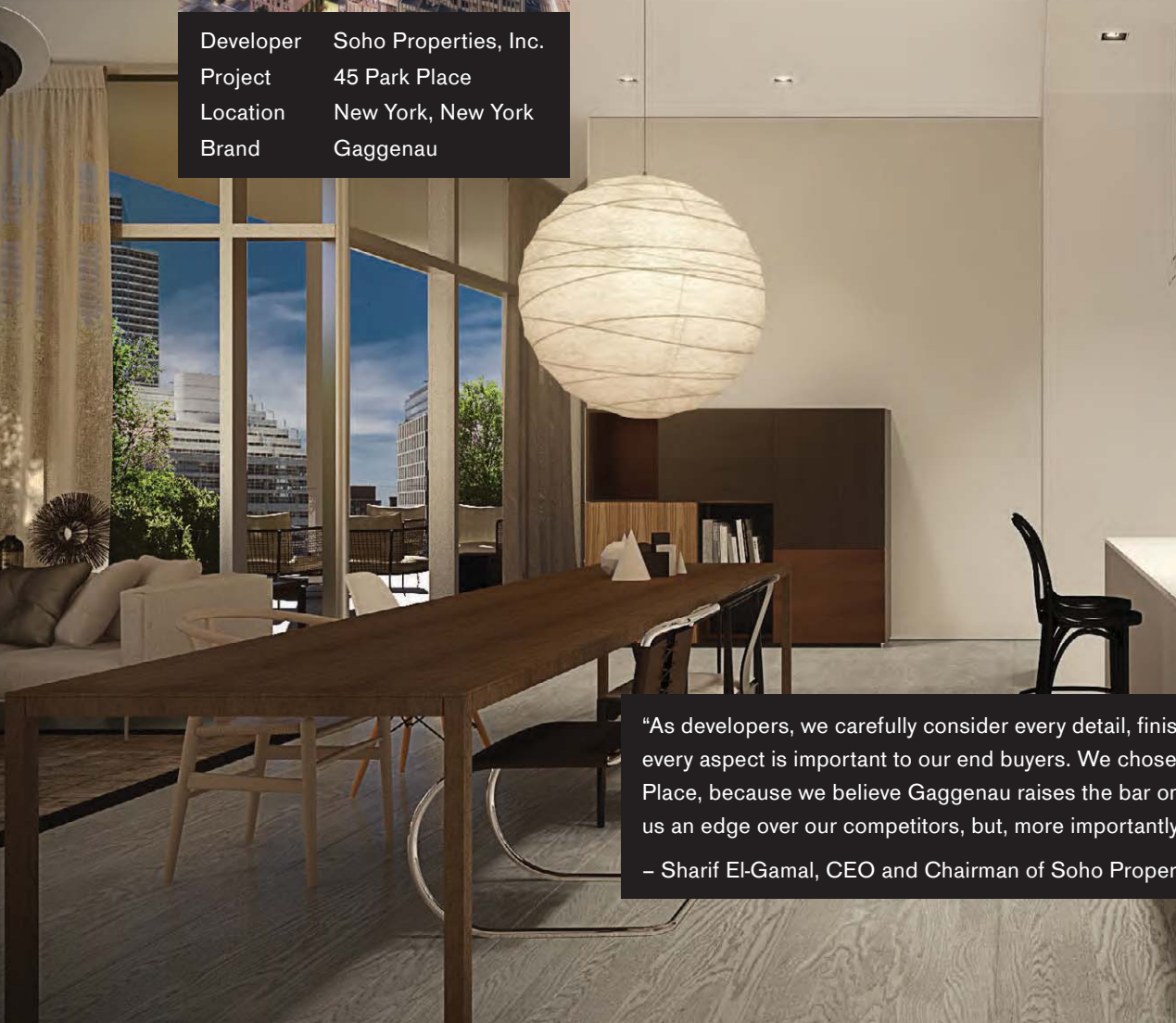
Developer	Arel Capital
Project	The River Oaks
Location	Houston, Texas
Brand	Gaggenau

"I enjoy Gaggenau appliances in my own kitchen and would not have chosen anything else for The River Oaks. Every aspect of design at The River Oaks luxury high-rise has been meticulously chosen. Gaggenau offers the quality craftsmanship and attention to detail a project of this caliber demands."

– Richard Leibovitch, Managing Partner, Arel Capital



Developer Soho Properties, Inc.
Project 45 Park Place
Location New York, New York
Brand Gaggenau



"As developers, we carefully consider every detail, finish and amenity that goes into our projects because we realize that every aspect is important to our end buyers. We chose Gaggenau appliances for our ultra-luxury residential tower, 45 Park Place, because we believe Gaggenau raises the bar on modern luxury. We feel that by choosing Gaggenau it not only gives us an edge over our competitors, but, more importantly, we are able to deliver superior living spaces to our end residents."

– Sharif El-Gamal, CEO and Chairman of Soho Properties



Developer	Corigin Real Estate Group
Project	20 East End Avenue
Location	New York, New York
Brand	Gaggenau

"The buyers at 20 East End Avenue expect the highest level of craftsmanship and extraordinary attention to detail. Much like the bespoke design by Robert A.M. Stern, the buyers have really responded to the Gaggenau tradition and quality. The 400 series marries the latest technology with the finest design, offering a cooking experience unparalleled in the marketplace."

– Edward Baquero, President of Corigin Real Estate Group, Developer of 20 East End Avenue



Developer OliverMcMillan
Project Symphony Honolulu
Location Honolulu, Hawaii
Brand Gaggenau

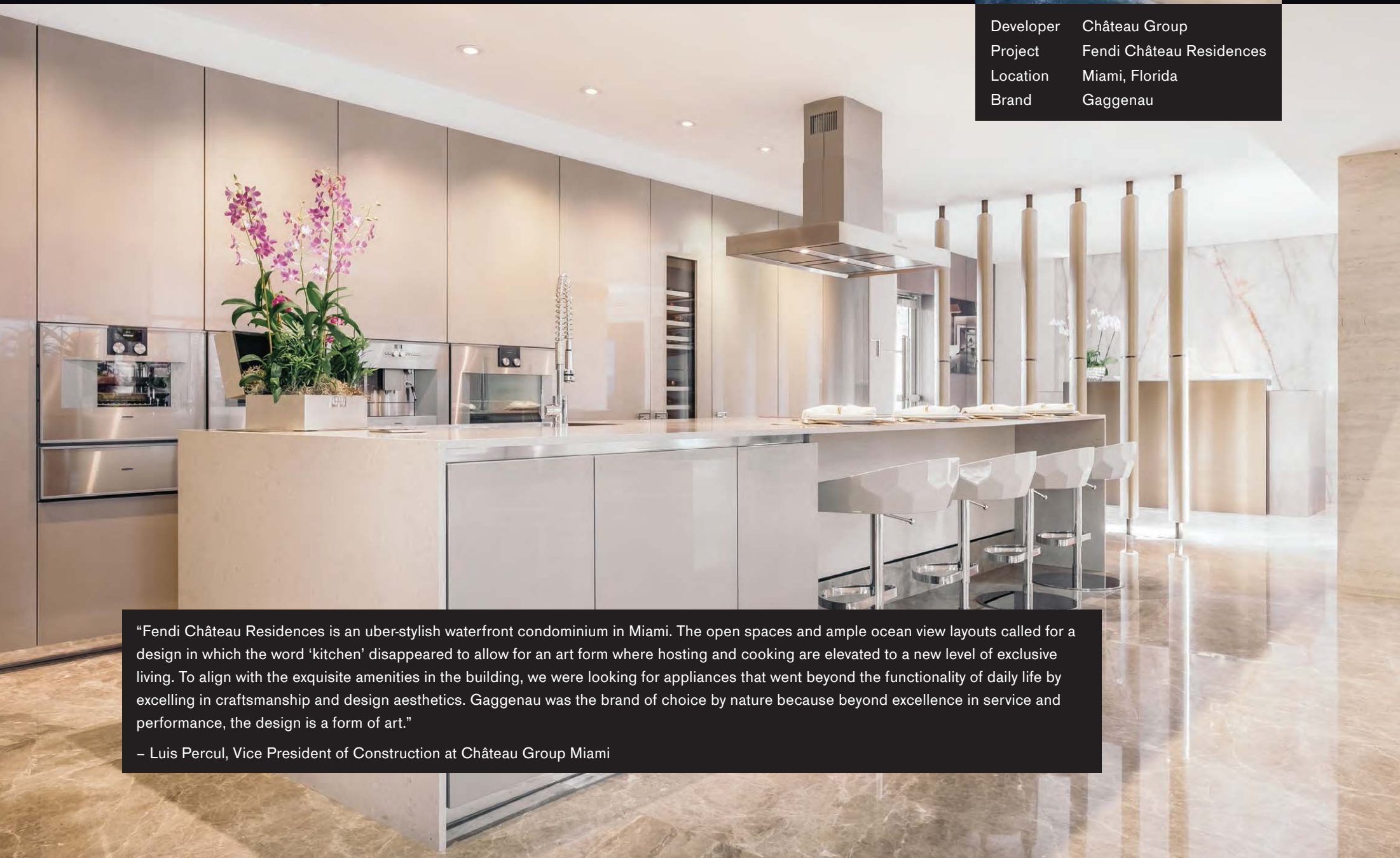


"Symphony Honolulu is a sculptural residential high-rise that reflects the beauty and energy of its vibrant locale. Every detail was carefully orchestrated to appeal to buyers that have a passion for sophisticated living. From high-quality finishes to high-style fixtures like Gaggenau appliances, every Symphony Honolulu home elevates urban living to an art form."

– Kris Hui, Sr. Project Manager, OliverMcMillan



Developer	Château Group
Project	Fendi Château Residences
Location	Miami, Florida
Brand	Gaggenau



“Fendi Château Residences is an uber-stylish waterfront condominium in Miami. The open spaces and ample ocean view layouts called for a design in which the word ‘kitchen’ disappeared to allow for an art form where hosting and cooking are elevated to a new level of exclusive living. To align with the exquisite amenities in the building, we were looking for appliances that went beyond the functionality of daily life by excelling in craftsmanship and design aesthetics. Gaggenau was the brand of choice by nature because beyond excellence in service and performance, the design is a form of art.”

– Luis Percul, Vice President of Construction at Château Group Miami



Developer	Old Stonehenge
Project	Hill and Dale
Location	Toronto, Ontario
Brand	Gaggenau

"Hill and Dale is a unique development in the city, as it is an intimate project of only 17 suites in one of Toronto's most esteemed neighborhoods. In selecting partners for the project, it was essential to work with brands that conveyed a sense of craftsmanship and a very strong design aesthetic, to which we know our buyers will respond. Gaggenau was a natural choice, and one that we see as a perfect fit with our design-savvy urban buyers who demand the very best."

– Paul Johnston, Sales Representative at Urban Unique Homes



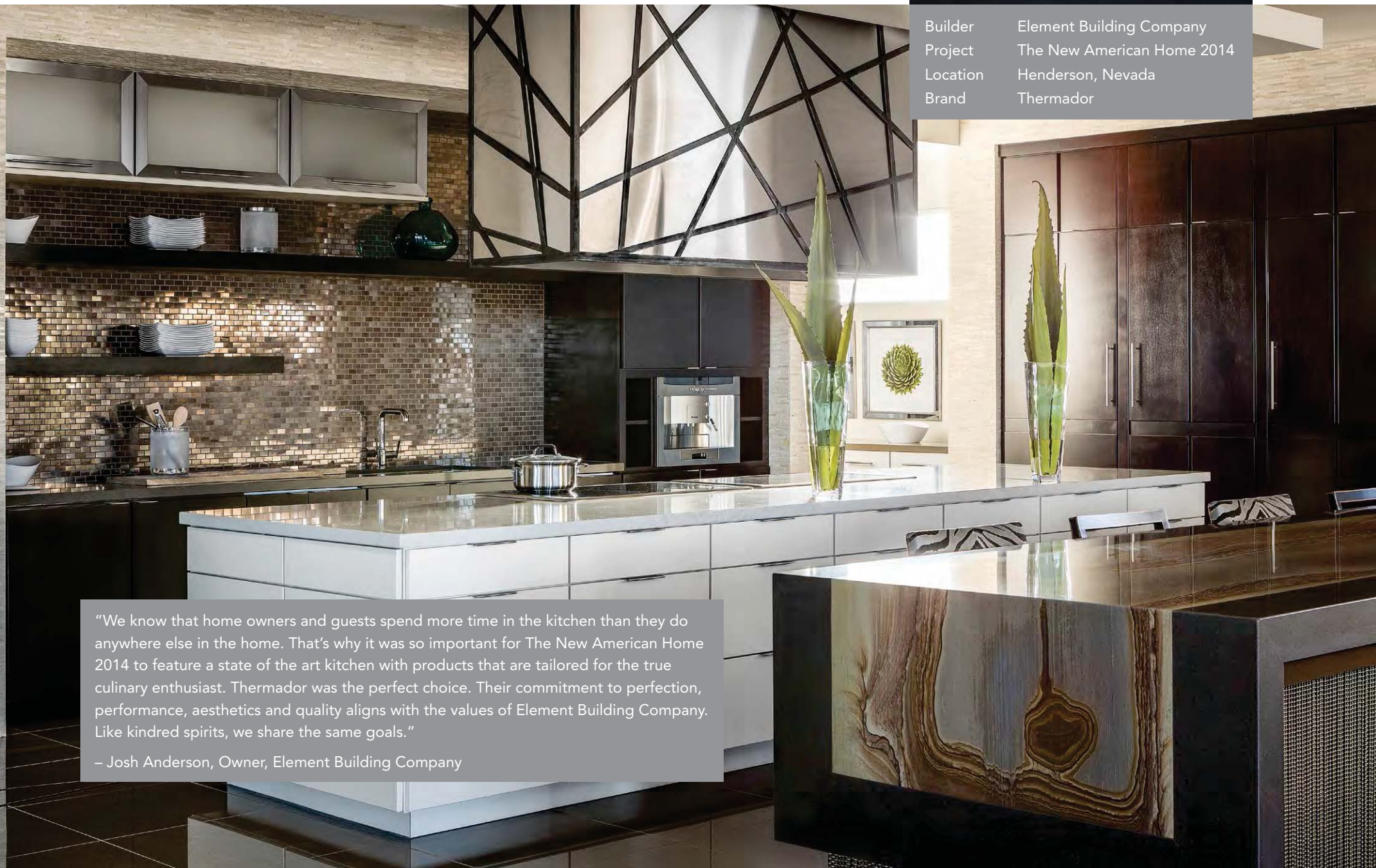
INNOVATION DRIVEN BY REPUTATION YOURS AND OURS

The centerpiece of every great home is a great kitchen. For nearly a century, Thermador innovation has redefined the way America cooks. It is this rich heritage that has made us more popular than ever. With industry-leading pricing packages, our ONE-TWO-FREE® program and unmatched customer service, Thermador will bring significant value to your homes and communities. Thermador will be your partner every step of the way.





Builder	Element Building Company
Project	The New American Home 2014
Location	Henderson, Nevada
Brand	Thermador

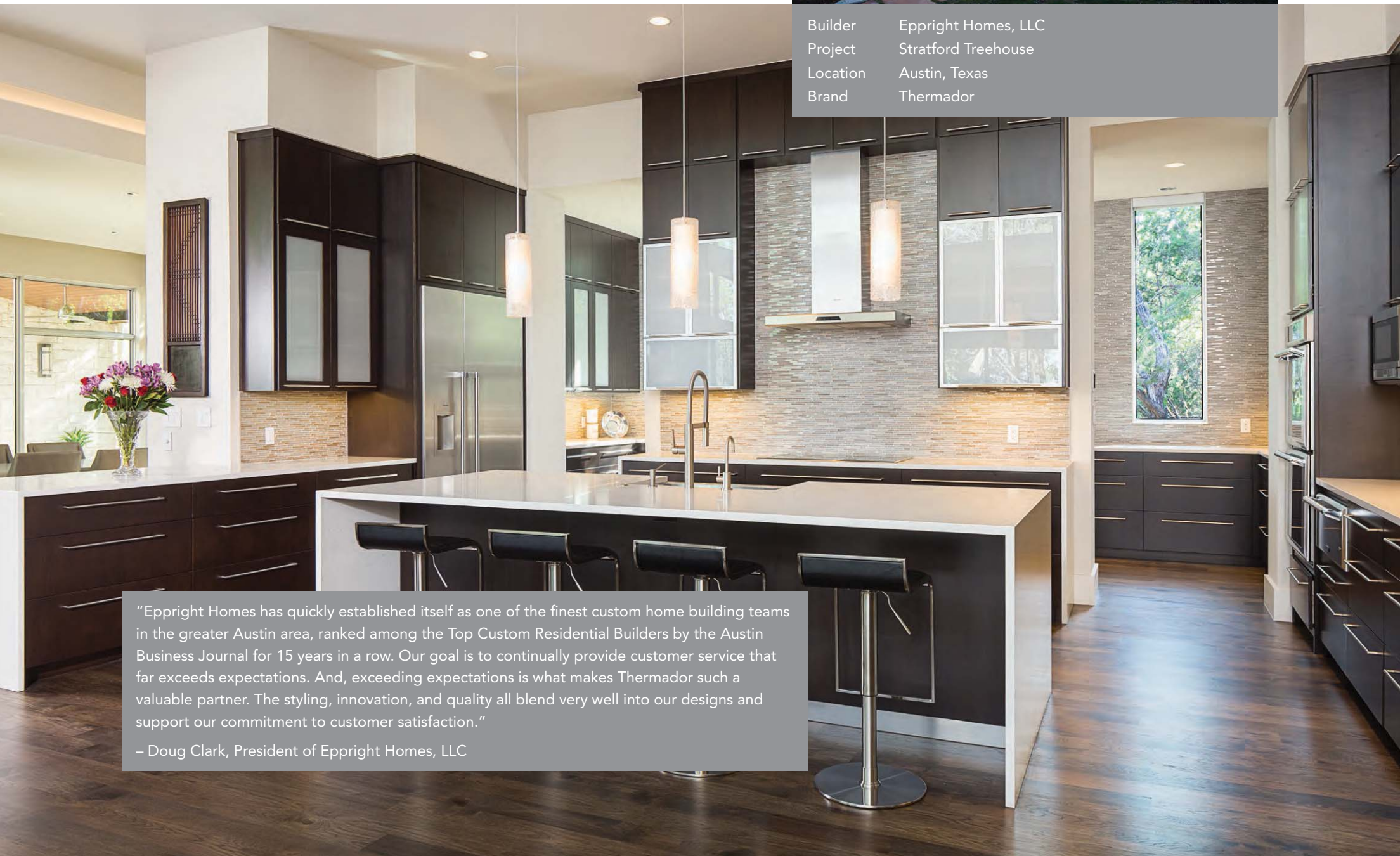


"We know that home owners and guests spend more time in the kitchen than they do anywhere else in the home. That's why it was so important for The New American Home 2014 to feature a state of the art kitchen with products that are tailored for the true culinary enthusiast. Thermador was the perfect choice. Their commitment to perfection, performance, aesthetics and quality aligns with the values of Element Building Company. Like kindred spirits, we share the same goals."

– Josh Anderson, Owner, Element Building Company



Builder	Eppright Homes, LLC
Project	Stratford Treehouse
Location	Austin, Texas
Brand	Thermador

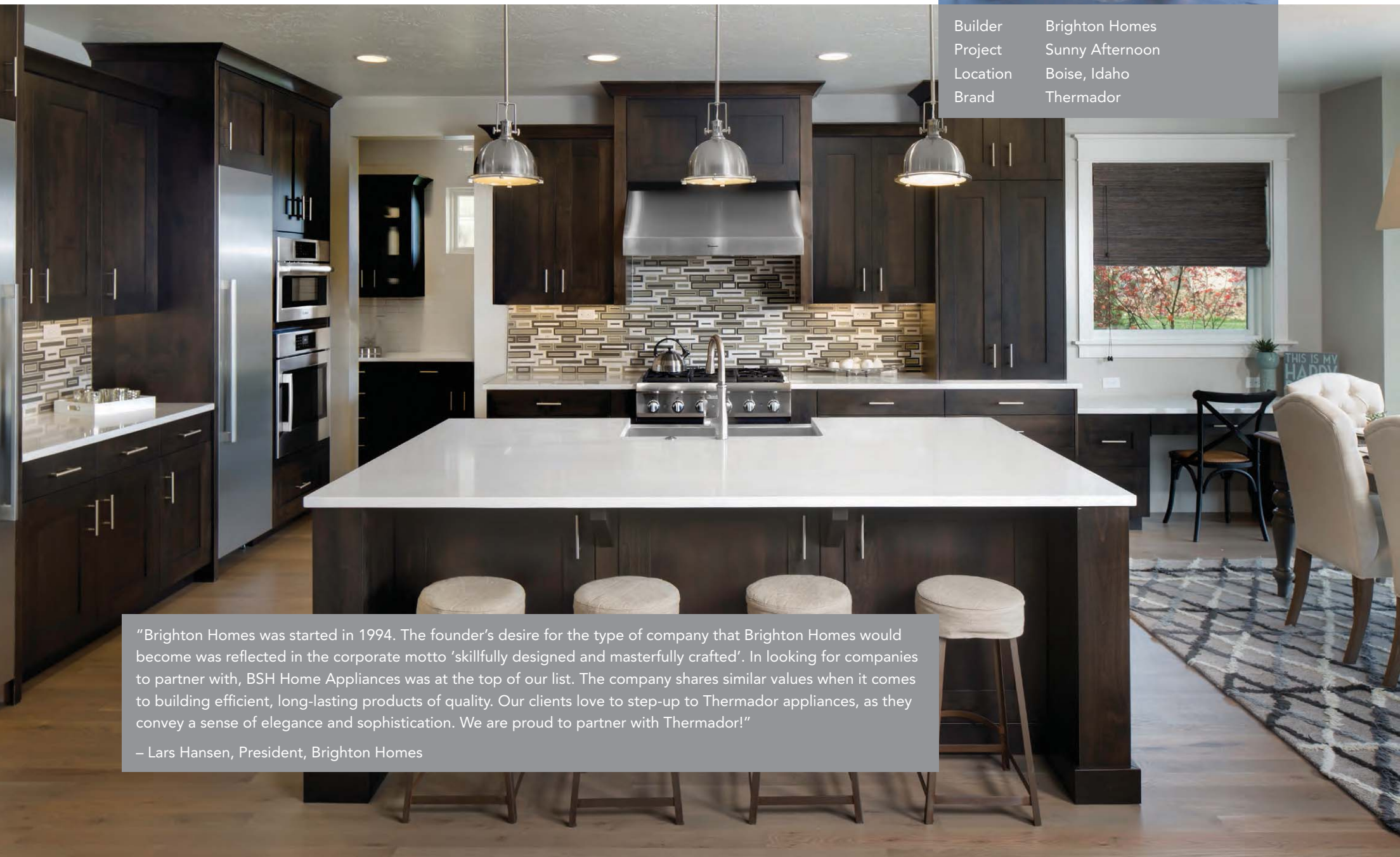


"Eppright Homes has quickly established itself as one of the finest custom home building teams in the greater Austin area, ranked among the Top Custom Residential Builders by the Austin Business Journal for 15 years in a row. Our goal is to continually provide customer service that far exceeds expectations. And, exceeding expectations is what makes Thermador such a valuable partner. The styling, innovation, and quality all blend very well into our designs and support our commitment to customer satisfaction."

– Doug Clark, President of Eppright Homes, LLC



Builder	Brighton Homes
Project	Sunny Afternoon
Location	Boise, Idaho
Brand	Thermador

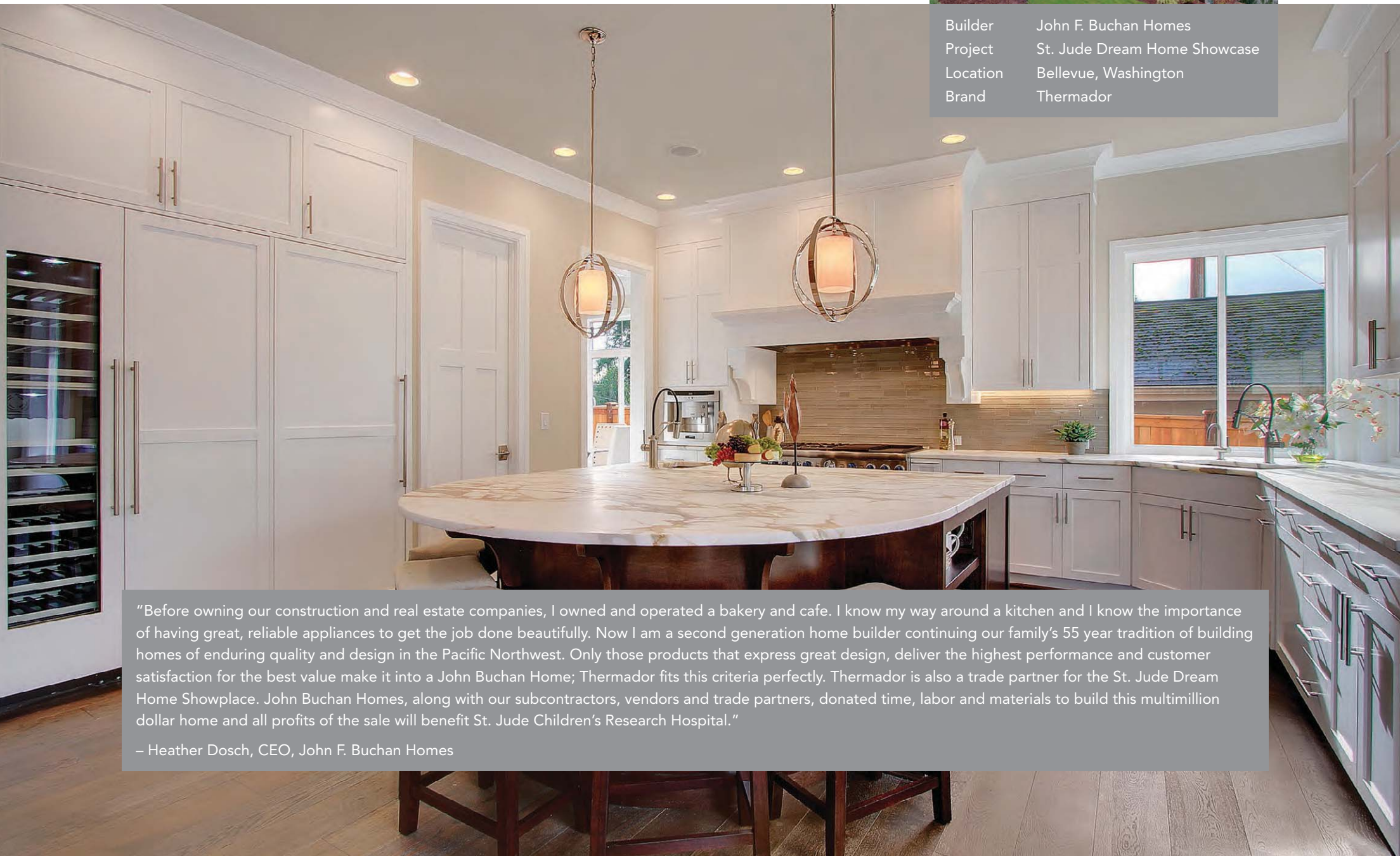


"Brighton Homes was started in 1994. The founder's desire for the type of company that Brighton Homes would become was reflected in the corporate motto 'skillfully designed and masterfully crafted'. In looking for companies to partner with, BSH Home Appliances was at the top of our list. The company shares similar values when it comes to building efficient, long-lasting products of quality. Our clients love to step-up to Thermador appliances, as they convey a sense of elegance and sophistication. We are proud to partner with Thermador!"

– Lars Hansen, President, Brighton Homes



Builder	John F. Buchan Homes
Project	St. Jude Dream Home Showcase
Location	Bellevue, Washington
Brand	Thermador

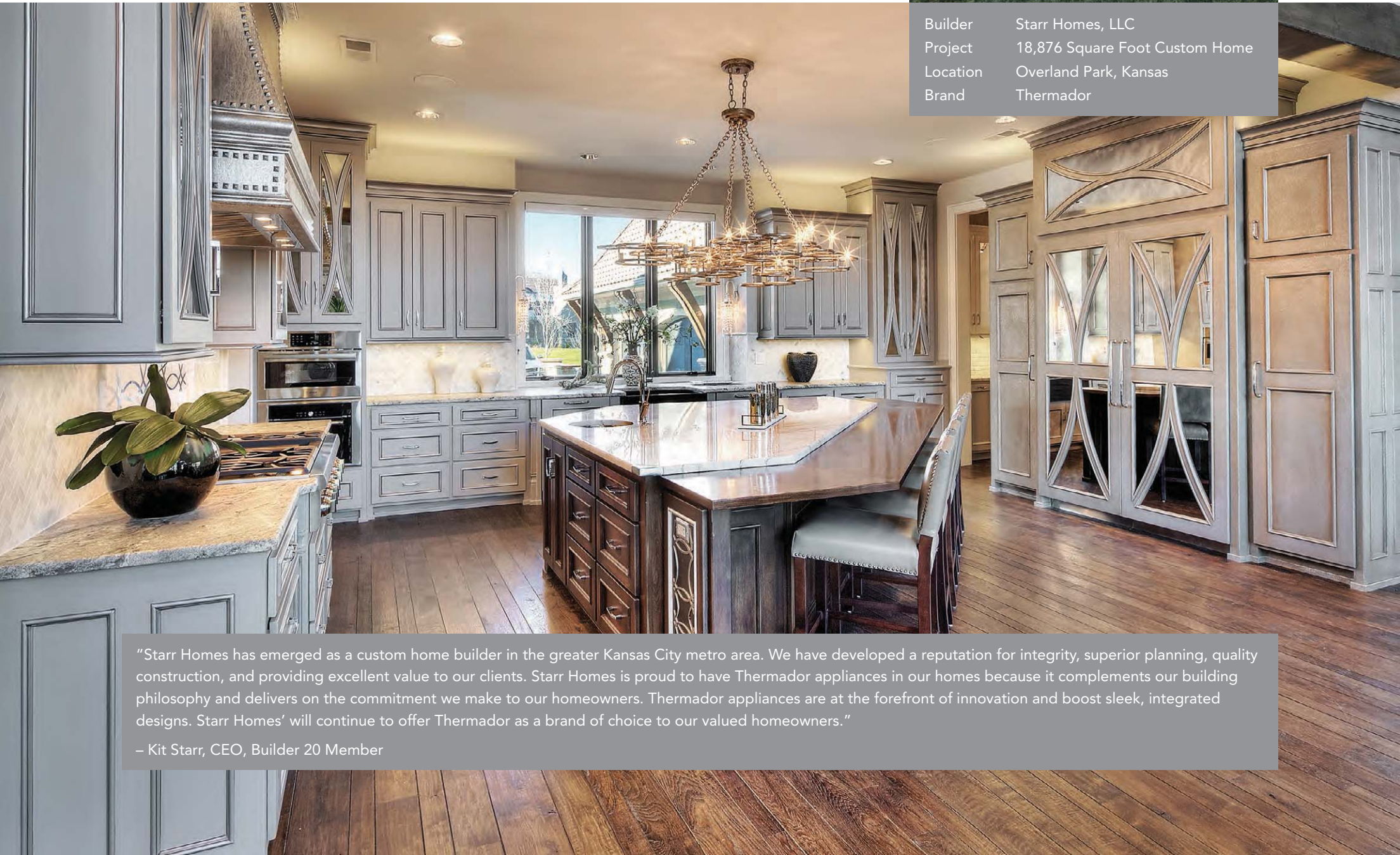


"Before owning our construction and real estate companies, I owned and operated a bakery and cafe. I know my way around a kitchen and I know the importance of having great, reliable appliances to get the job done beautifully. Now I am a second generation home builder continuing our family's 55 year tradition of building homes of enduring quality and design in the Pacific Northwest. Only those products that express great design, deliver the highest performance and customer satisfaction for the best value make it into a John Buchan Home; Thermador fits this criteria perfectly. Thermador is also a trade partner for the St. Jude Dream Home Showplace. John Buchan Homes, along with our subcontractors, vendors and trade partners, donated time, labor and materials to build this multimillion dollar home and all profits of the sale will benefit St. Jude Children's Research Hospital."

– Heather Dosch, CEO, John F. Buchan Homes



Builder	Starr Homes, LLC
Project	18,876 Square Foot Custom Home
Location	Overland Park, Kansas
Brand	Thermador

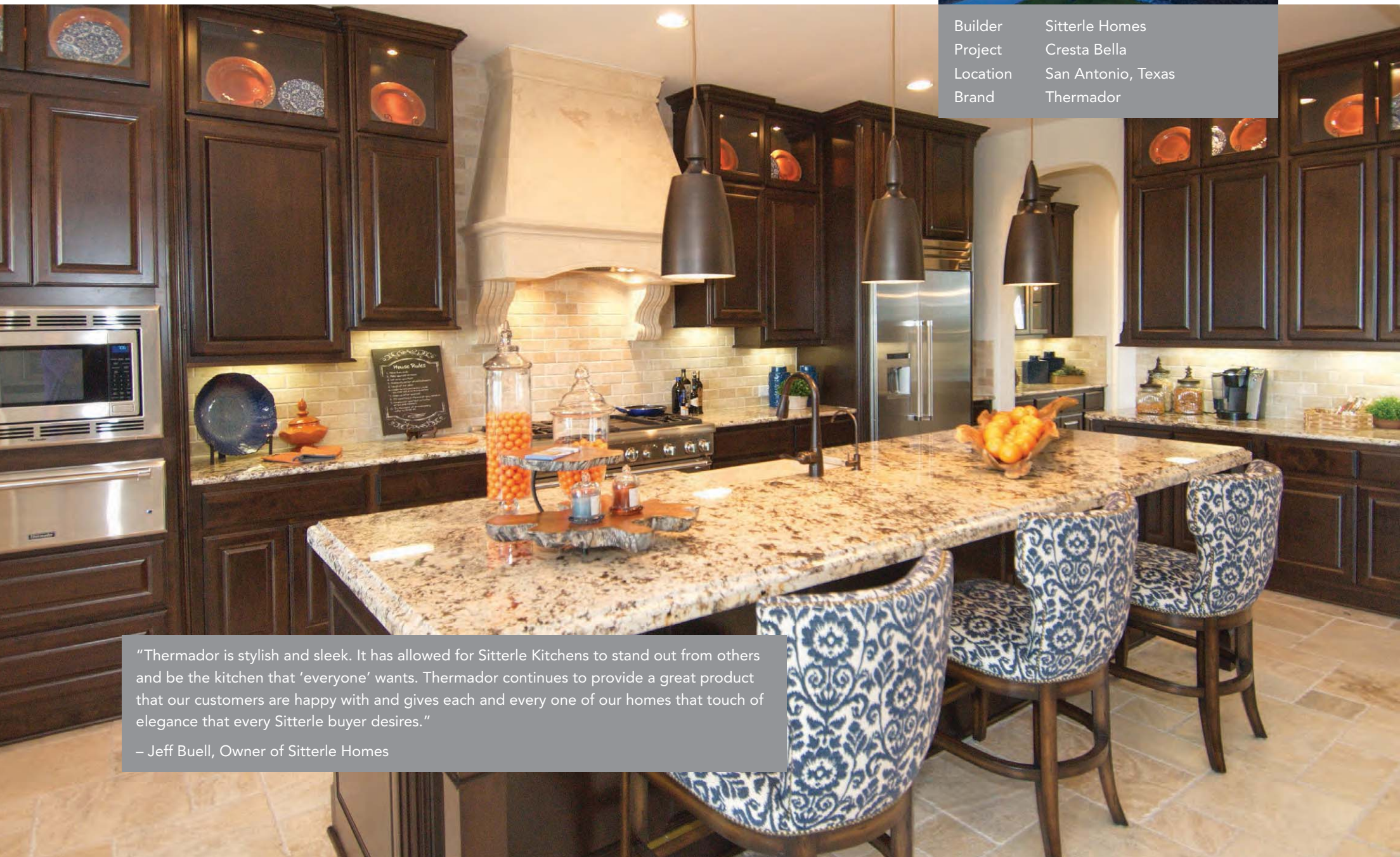


"Starr Homes has emerged as a custom home builder in the greater Kansas City metro area. We have developed a reputation for integrity, superior planning, quality construction, and providing excellent value to our clients. Starr Homes is proud to have Thermador appliances in our homes because it complements our building philosophy and delivers on the commitment we make to our homeowners. Thermador appliances are at the forefront of innovation and boost sleek, integrated designs. Starr Homes' will continue to offer Thermador as a brand of choice to our valued homeowners."

– Kit Starr, CEO, Builder 20 Member



Builder	Sitterle Homes
Project	Cresta Bella
Location	San Antonio, Texas
Brand	Thermador

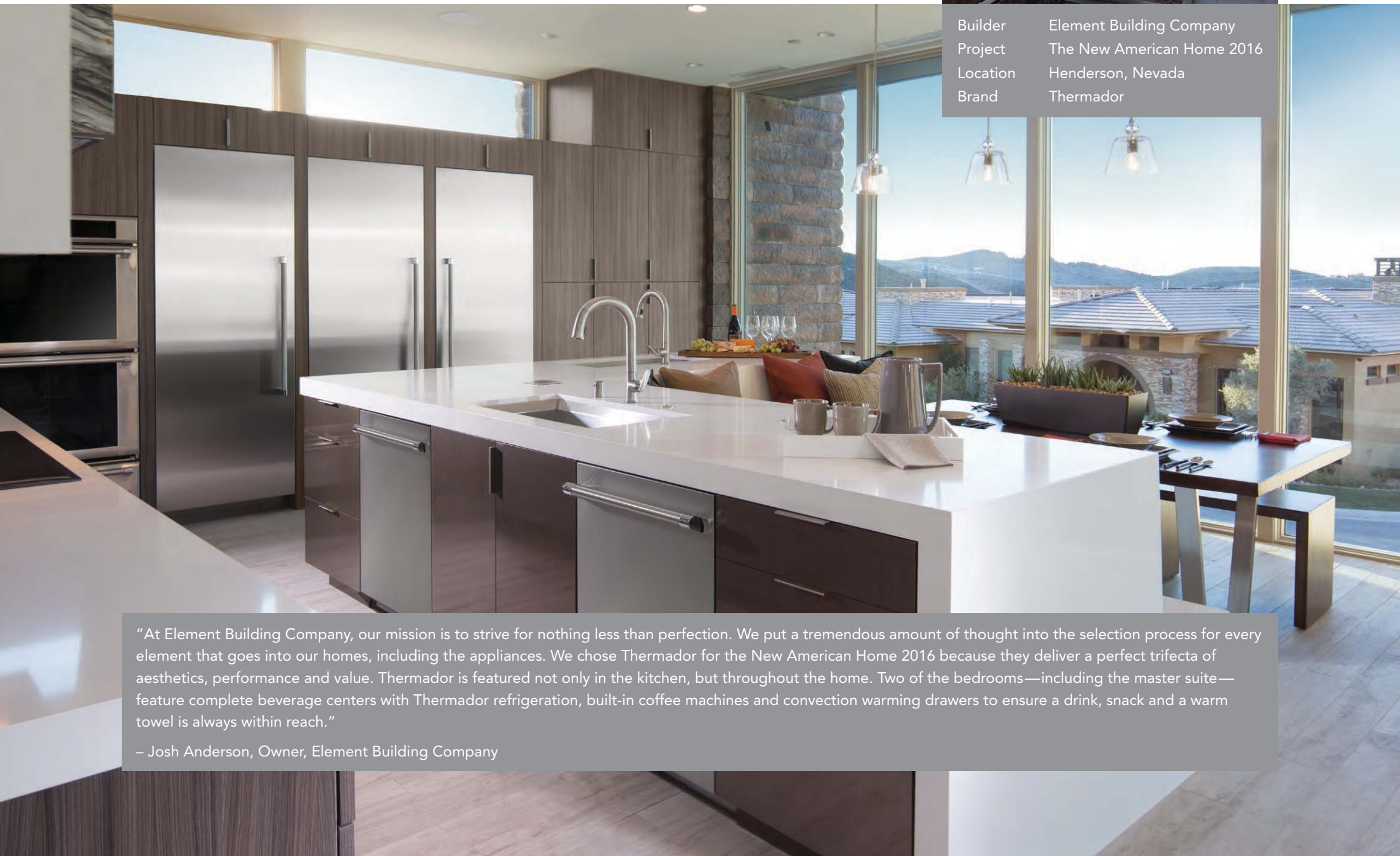


"Thermador is stylish and sleek. It has allowed for Sitterle Kitchens to stand out from others and be the kitchen that 'everyone' wants. Thermador continues to provide a great product that our customers are happy with and gives each and every one of our homes that touch of elegance that every Sitterle buyer desires."

– Jeff Buell, Owner of Sitterle Homes



Builder	Element Building Company
Project	The New American Home 2016
Location	Henderson, Nevada
Brand	Thermador

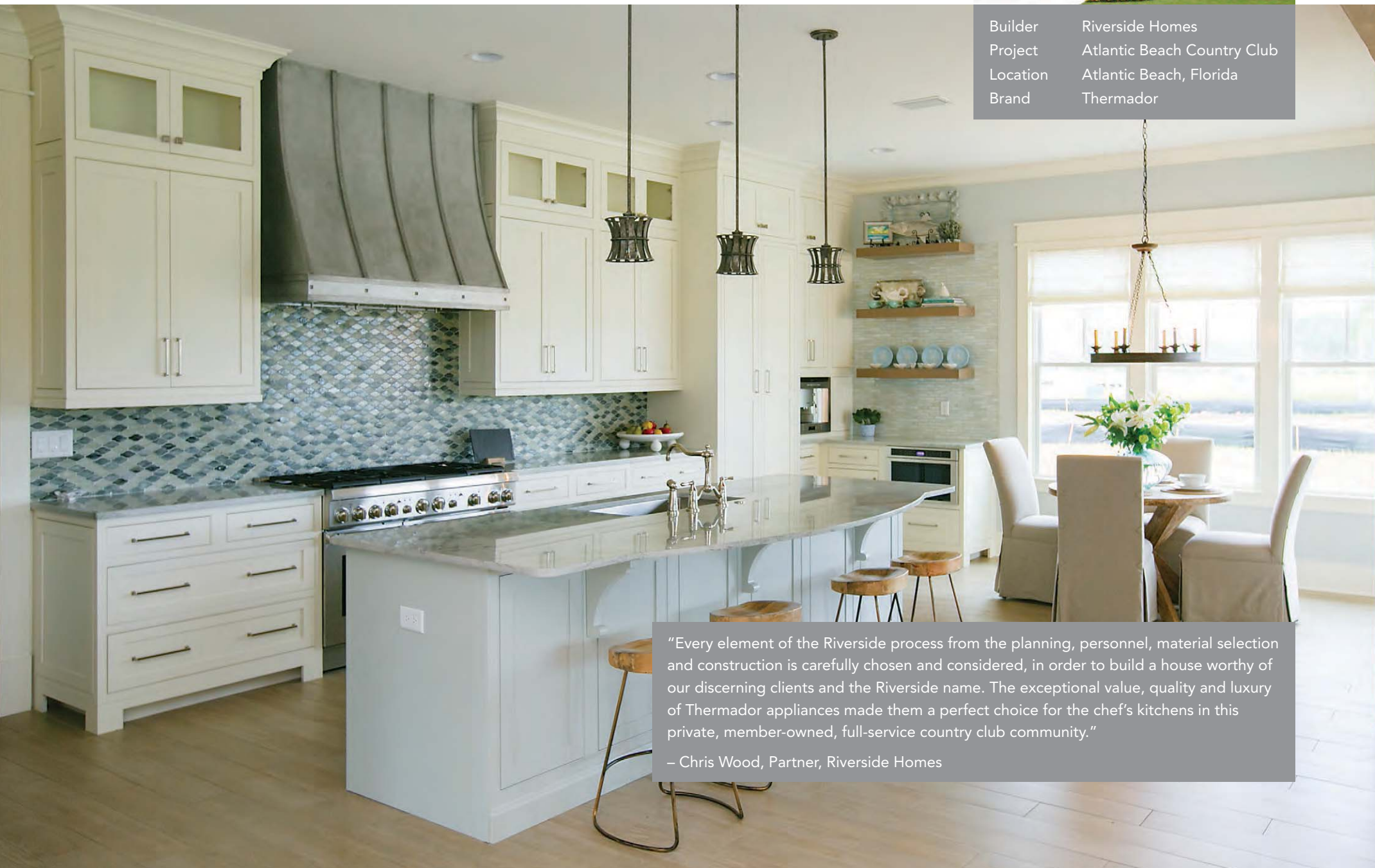


"At Element Building Company, our mission is to strive for nothing less than perfection. We put a tremendous amount of thought into the selection process for every element that goes into our homes, including the appliances. We chose Thermador for the New American Home 2016 because they deliver a perfect trifecta of aesthetics, performance and value. Thermador is featured not only in the kitchen, but throughout the home. Two of the bedrooms—including the master suite—feature complete beverage centers with Thermador refrigeration, built-in coffee machines and convection warming drawers to ensure a drink, snack and a warm towel is always within reach."

– Josh Anderson, Owner, Element Building Company



Builder	Riverside Homes
Project	Atlantic Beach Country Club
Location	Atlantic Beach, Florida
Brand	Thermador

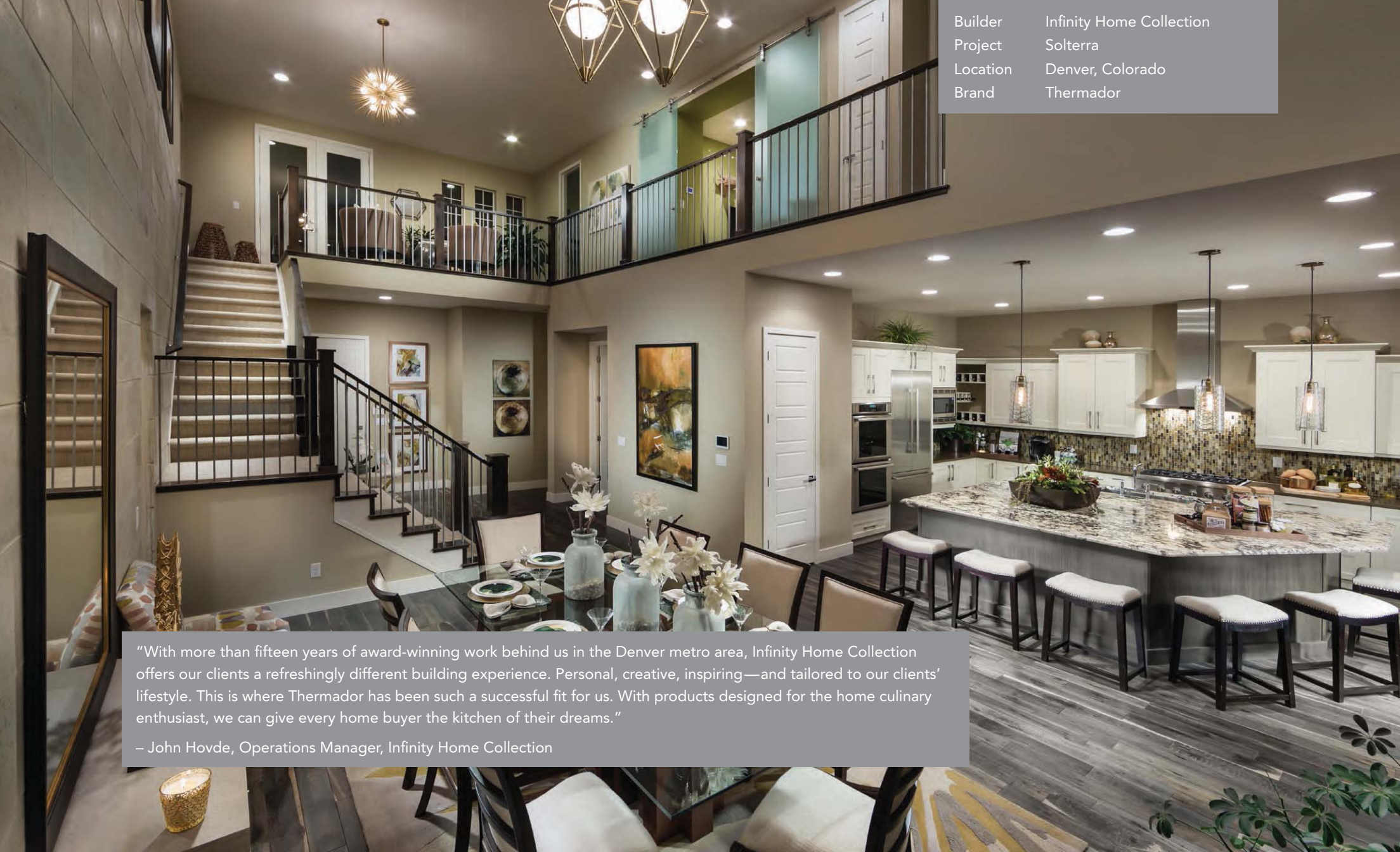


"Every element of the Riverside process from the planning, personnel, material selection and construction is carefully chosen and considered, in order to build a house worthy of our discerning clients and the Riverside name. The exceptional value, quality and luxury of Thermador appliances made them a perfect choice for the chef's kitchens in this private, member-owned, full-service country club community."

– Chris Wood, Partner, Riverside Homes



Builder	Infinity Home Collection
Project	Solterra
Location	Denver, Colorado
Brand	Thermador

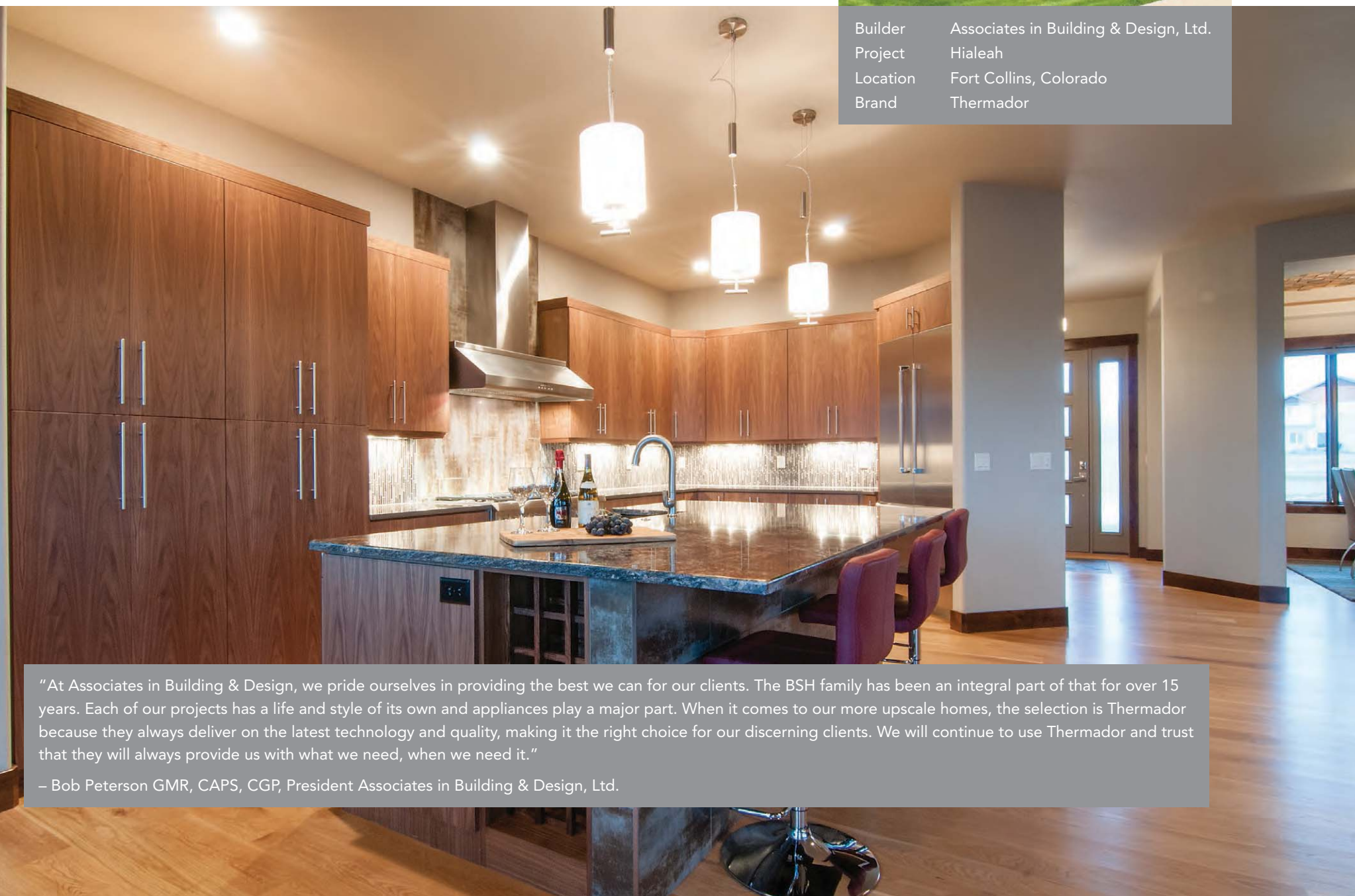


"With more than fifteen years of award-winning work behind us in the Denver metro area, Infinity Home Collection offers our clients a refreshingly different building experience. Personal, creative, inspiring—and tailored to our clients' lifestyle. This is where Thermador has been such a successful fit for us. With products designed for the home culinary enthusiast, we can give every home buyer the kitchen of their dreams."

— John Hovde, Operations Manager, Infinity Home Collection



Builder	Associates in Building & Design, Ltd.
Project	Hialeah
Location	Fort Collins, Colorado
Brand	Thermador

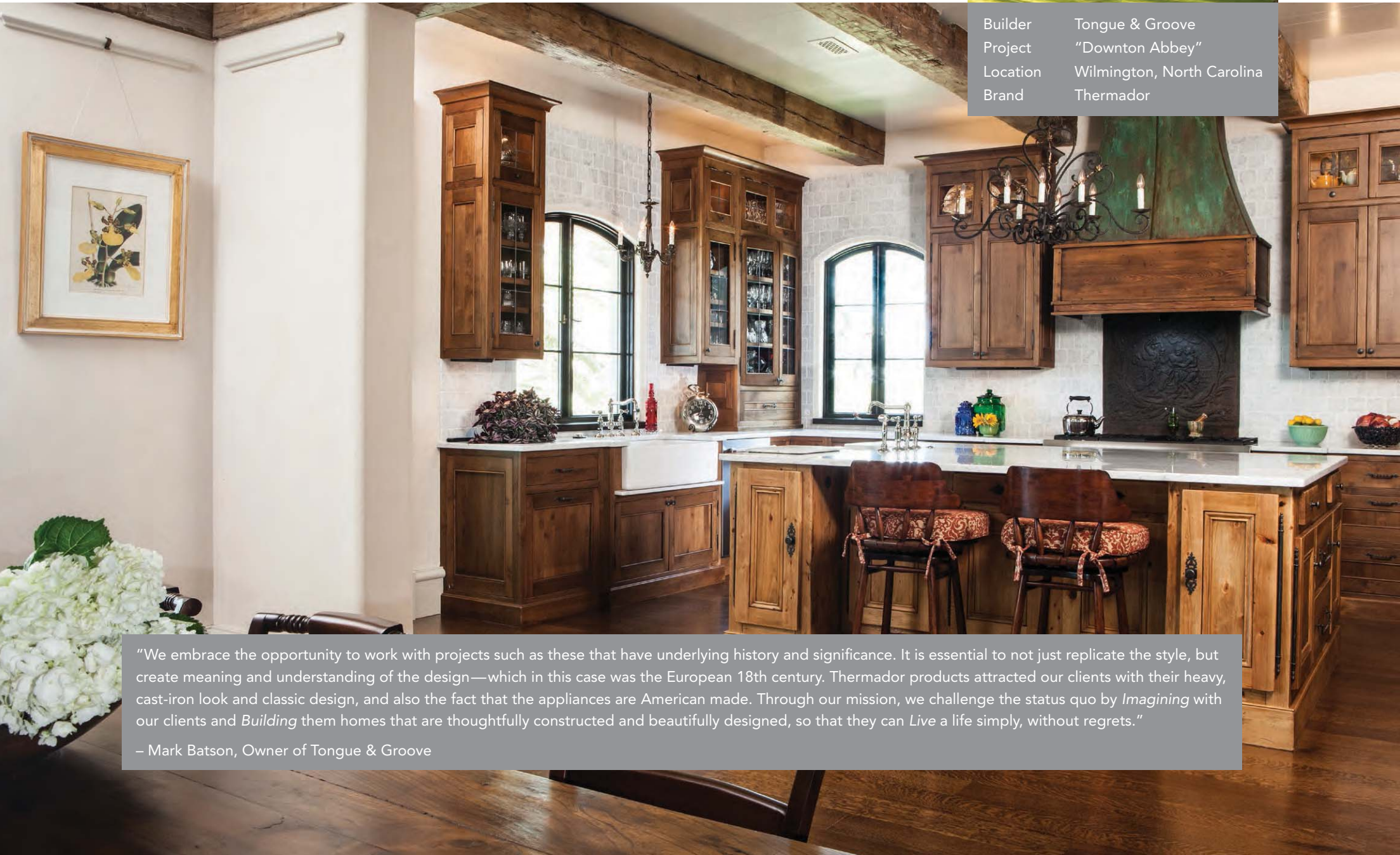


"At Associates in Building & Design, we pride ourselves in providing the best we can for our clients. The BSH family has been an integral part of that for over 15 years. Each of our projects has a life and style of its own and appliances play a major part. When it comes to our more upscale homes, the selection is Thermador because they always deliver on the latest technology and quality, making it the right choice for our discerning clients. We will continue to use Thermador and trust that they will always provide us with what we need, when we need it."

– Bob Peterson GMR, CAPS, CGP, President Associates in Building & Design, Ltd.



Builder	Tongue & Groove
Project	"Downton Abbey"
Location	Wilmington, North Carolina
Brand	Thermador

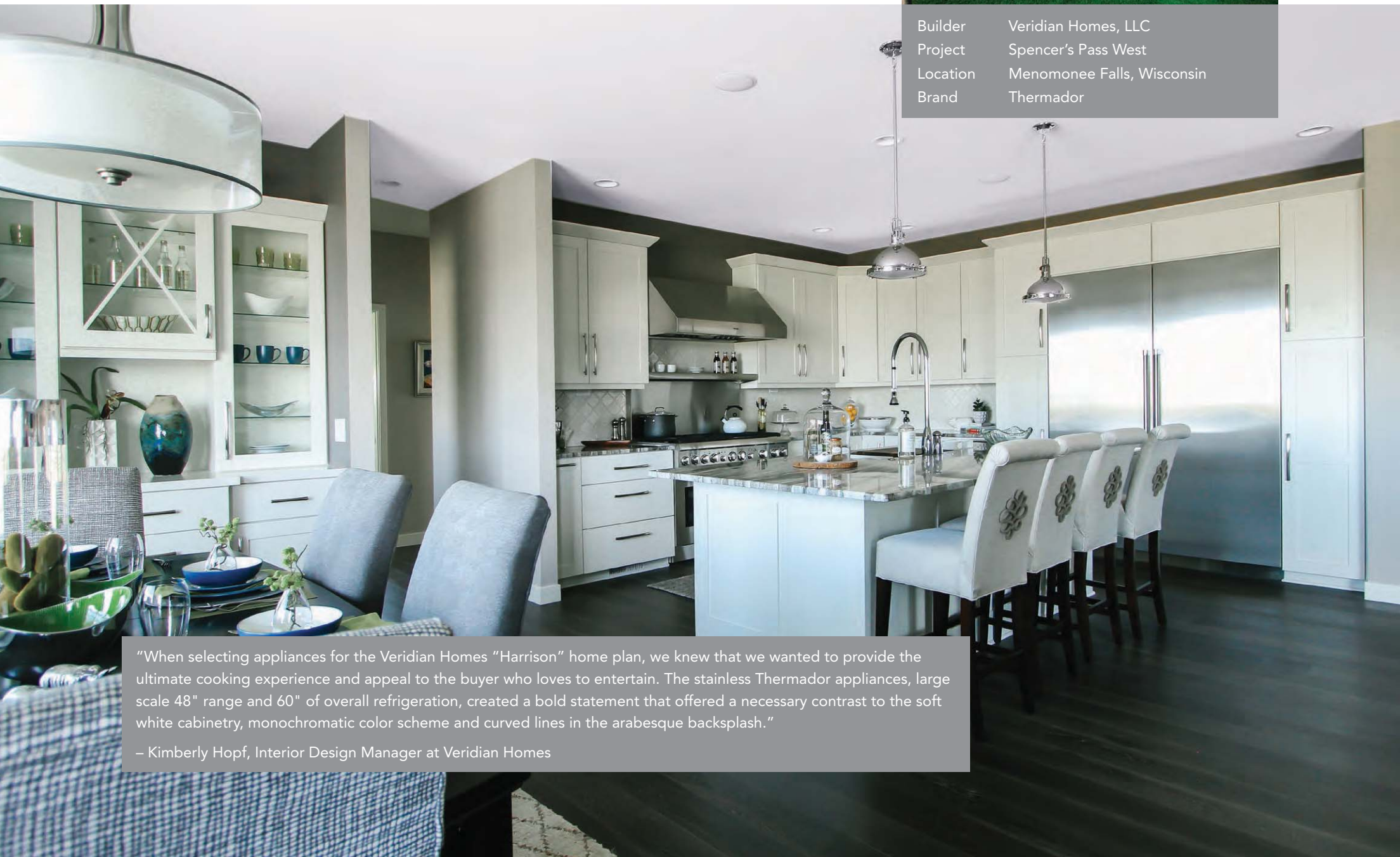


"We embrace the opportunity to work with projects such as these that have underlying history and significance. It is essential to not just replicate the style, but create meaning and understanding of the design—which in this case was the European 18th century. Thermador products attracted our clients with their heavy, cast-iron look and classic design, and also the fact that the appliances are American made. Through our mission, we challenge the status quo by *Imagining* with our clients and *Building* them homes that are thoughtfully constructed and beautifully designed, so that they can *Live* a life simply, without regrets."

– Mark Batson, Owner of Tongue & Groove



Builder	Veridian Homes, LLC
Project	Spencer's Pass West
Location	Menomonee Falls, Wisconsin
Brand	Thermador

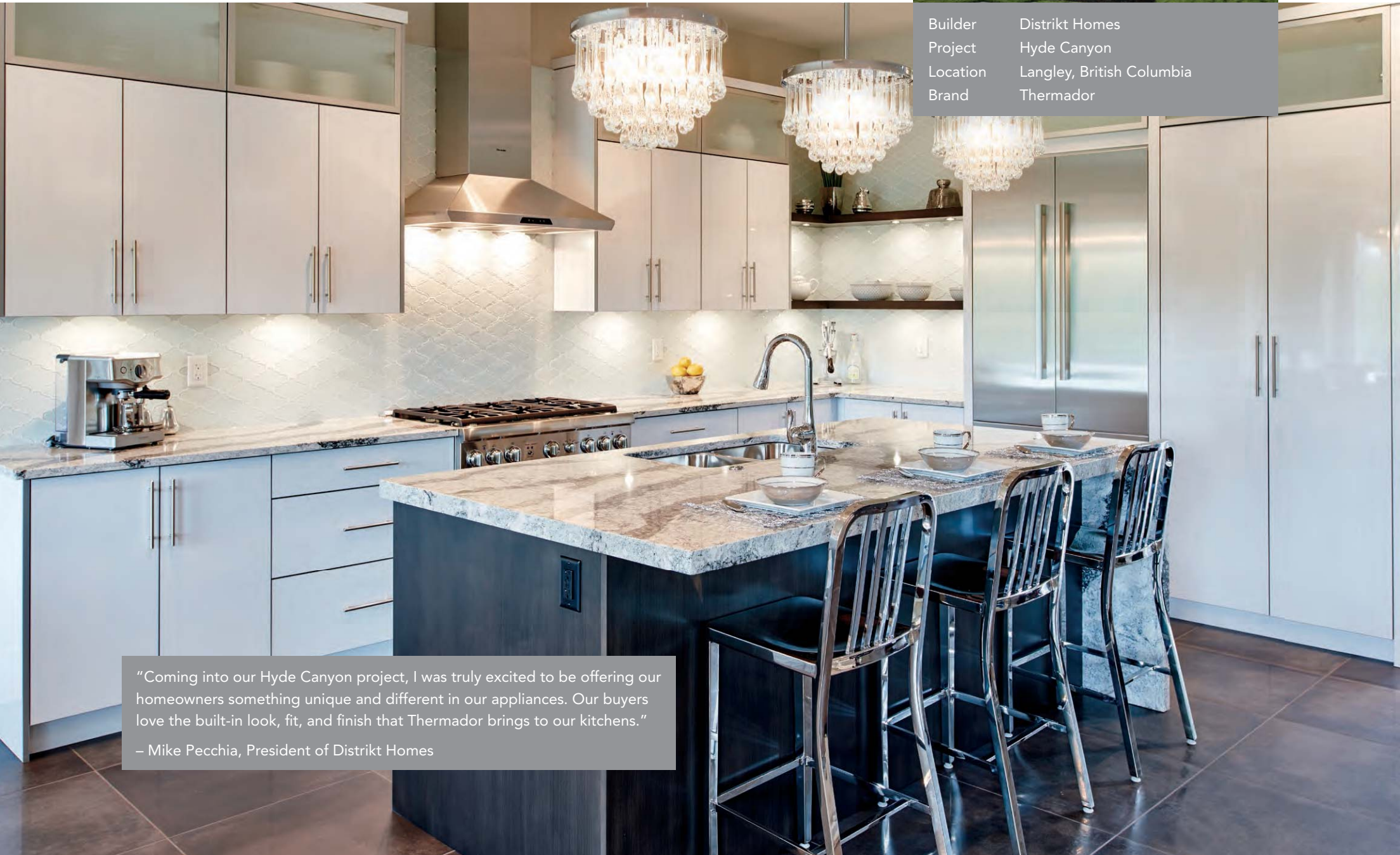


"When selecting appliances for the Veridian Homes "Harrison" home plan, we knew that we wanted to provide the ultimate cooking experience and appeal to the buyer who loves to entertain. The stainless Thermador appliances, large scale 48" range and 60" of overall refrigeration, created a bold statement that offered a necessary contrast to the soft white cabinetry, monochromatic color scheme and curved lines in the arabesque backsplash."

– Kimberly Hopf, Interior Design Manager at Veridian Homes



Builder	Distrikt Homes
Project	Hyde Canyon
Location	Langley, British Columbia
Brand	Thermador



"Coming into our Hyde Canyon project, I was truly excited to be offering our homeowners something unique and different in our appliances. Our buyers love the built-in look, fit, and finish that Thermador brings to our kitchens."

– Mike Pecchia, President of Distrikt Homes



Developer	Cape Advisors, Inc.
Project	Watchcase Factory Condominiums
Location	Sag Harbor, New York
Brand	Thermador



Watchcase is a thoughtfully articulated "village-within-a-village". The restoration of this historic factory building was conceived by Cape Advisors with world-renowned Beyer Blinder Belle Architects. Their design extends to the Homes at Watchcase Factory, inspired by the architecture of Sag Harbor's Historic District, which enjoy the services of Watchcase with the privacy and space of single family home. Celebrated designer and long-time Sag Harbor resident Steven Gambrel artfully integrated Thermador stainless steel appliances in designing the kitchens at Watchcase in order to create spaces that are mindful of the past but fully-outfitted for a luxurious 21st-century lifestyle.

**Simplicity is
the new luxury.**





Perceivable Quality: Extraordinarily high level of engineering quality that's perceivable by all the senses. Unsurpassed fit and finish extend throughout our product lines, adding an immaculate feel of quality while enabling perfectly flush installations for a clean, uncluttered look.

Surprisingly Simple Solutions: Bosch simplifies life by giving customers a peace of mind. With surprisingly simple solutions, Bosch provides a place for those hard to fit items by adding a flexible 3rd rack on our dishwashers, while SideOpening doors on our wall ovens offer better ergonomic access to the oven cavity.

Perfect Results: Through purposeful European design and the precision of German engineering, Bosch delivers perfect results. Our steam convection oven prepares dishes that are tender on the inside and crispy on the outside.

Authentic Modern Design: Clean. Modern. Purposeful. Inspired by the Bauhaus art movement, Bosch appliances reflect the design principle of form following function. Simple, authentic designs seamlessly integrate into kitchens ranging from modern to transitional, and install flush with existing cabinetry to perfectly complement today's home.

Partnership: Dedication. Commitment to the trades. Bosch will continue to work hard to help build your success. As the definitive European kitchen brand for the premium market, Bosch offers builders a sleek, streamlined look that complements modern, transitional and traditional kitchen styles. Put simply, a Bosch kitchen elevates any project. With our heritage in quality German engineering, a Bosch kitchen is the precise balance of form and function.



BOSCH
Invented for life





Builder	Brighton Homes
Project	Nuburgh
Location	Boise, Idaho
Brand	Bosch



"Our clients want beauty and functionality, and Bosch is the perfect fit. Bosch also shares our passion for the environment. As a two-time winner of the National ENERGY STAR® Partner of the Year award, we value partnerships with brands that share our same values. We are constantly impressed with their commitment to the program and the environment."

– Lars Hansen, President, Brighton Homes



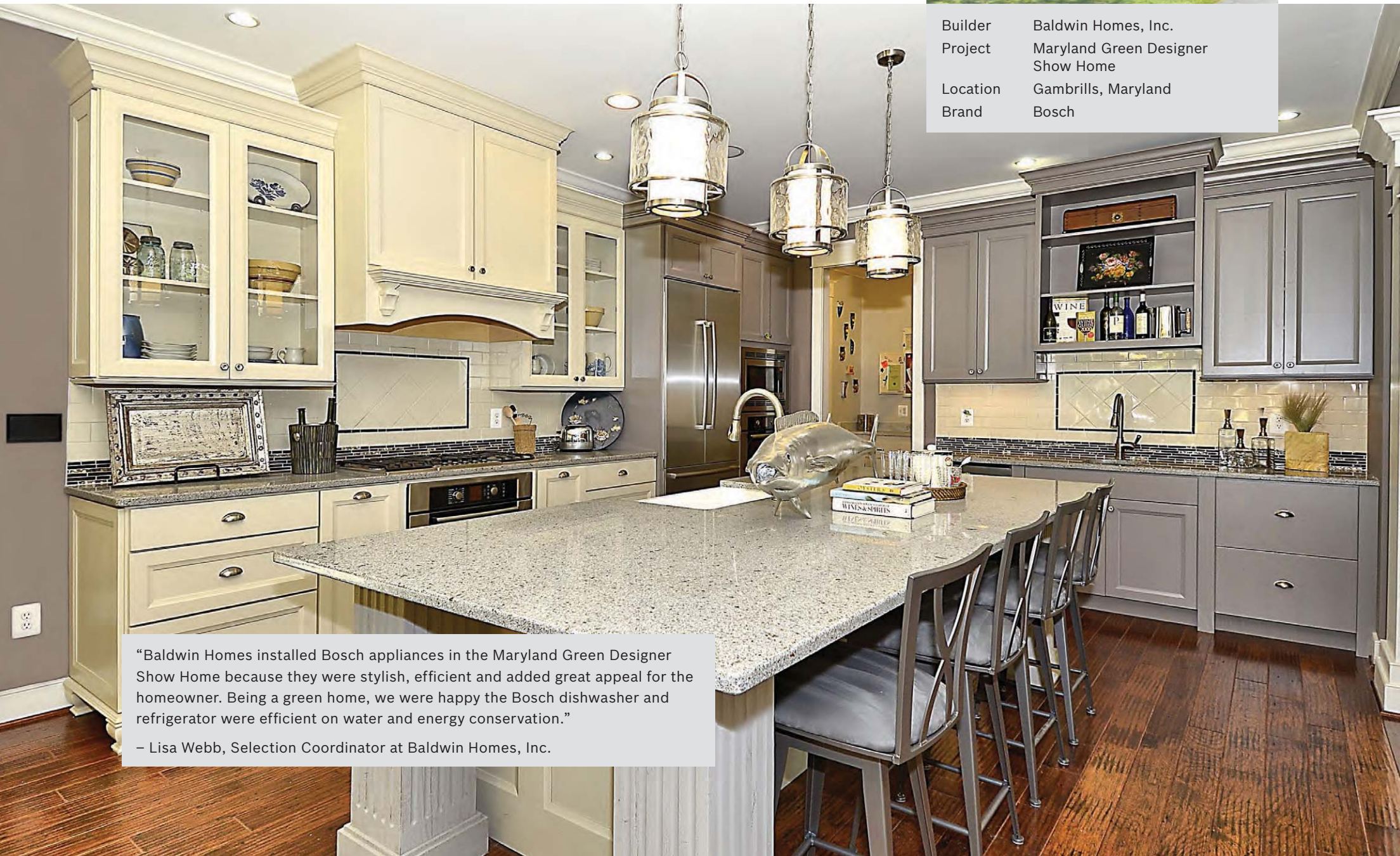
Builder	Blue Heron Design Build
Project	The New American Home 2015
Location	Henderson, Nevada
Brand	Bosch

"As the leader in European kitchen design, Bosch is a perfect fit for The New American Home's showcase of the most cutting-edge building products. Since more Americans are demanding sleek, modern appliances that bring the best in both quality and performance, we were proud to feature a full kitchen suite from the award-winning Benchmark line. The Bosch Benchmark kitchen sets a new standard in kitchen design with the introduction of products such as SideOpening Wall Ovens, the quietest dishwashers on the market, and appliances with a perfectly flush finish that works perfectly in a contemporary design."

– Tyler Jones, Owner/Co-Founder, Blue Heron Design Build



Builder	Baldwin Homes, Inc.
Project	Maryland Green Designer Show Home
Location	Gambrills, Maryland
Brand	Bosch

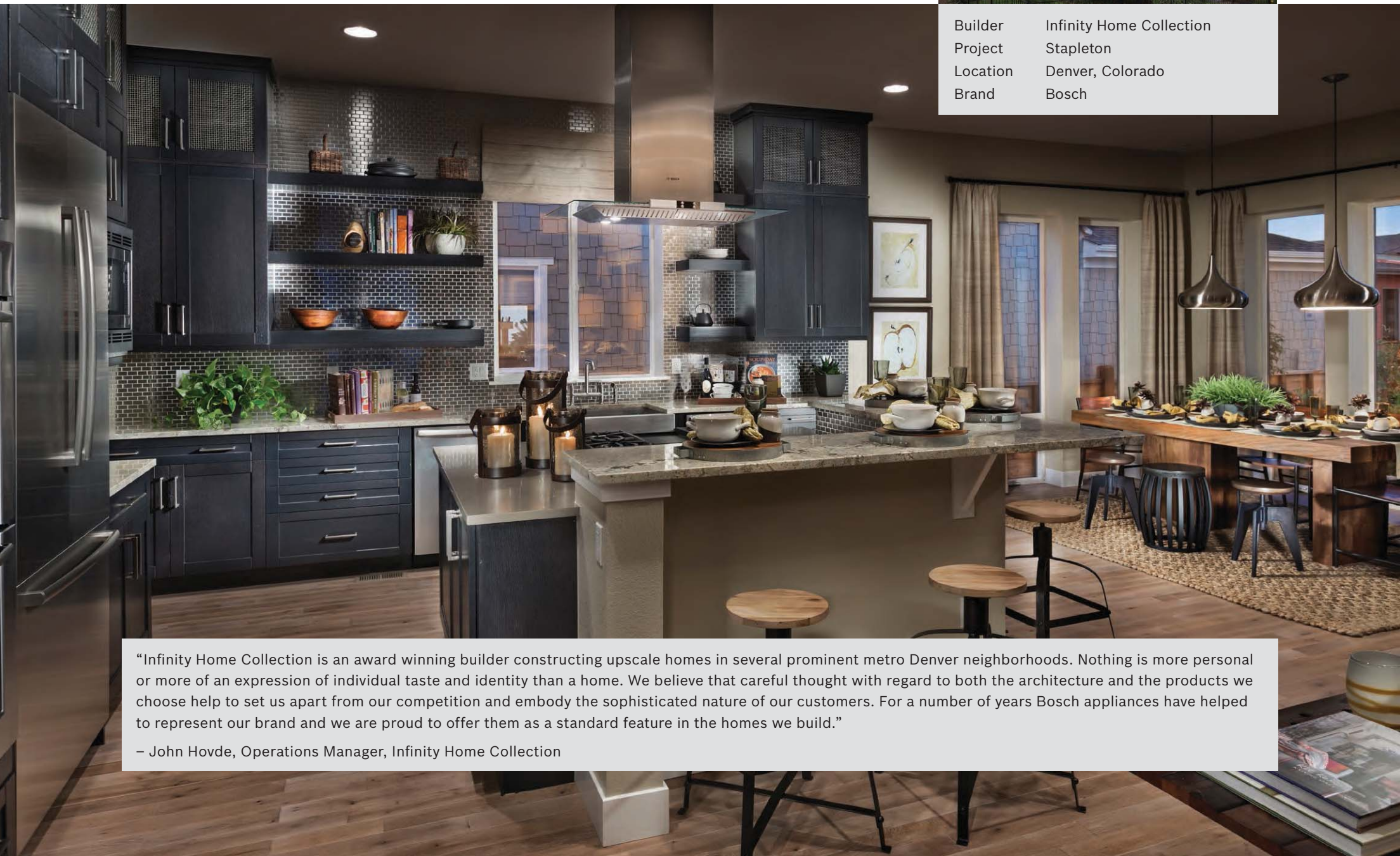


"Baldwin Homes installed Bosch appliances in the Maryland Green Designer Show Home because they were stylish, efficient and added great appeal for the homeowner. Being a green home, we were happy the Bosch dishwasher and refrigerator were efficient on water and energy conservation."

– Lisa Webb, Selection Coordinator at Baldwin Homes, Inc.



Builder	Infinity Home Collection
Project	Stapleton
Location	Denver, Colorado
Brand	Bosch

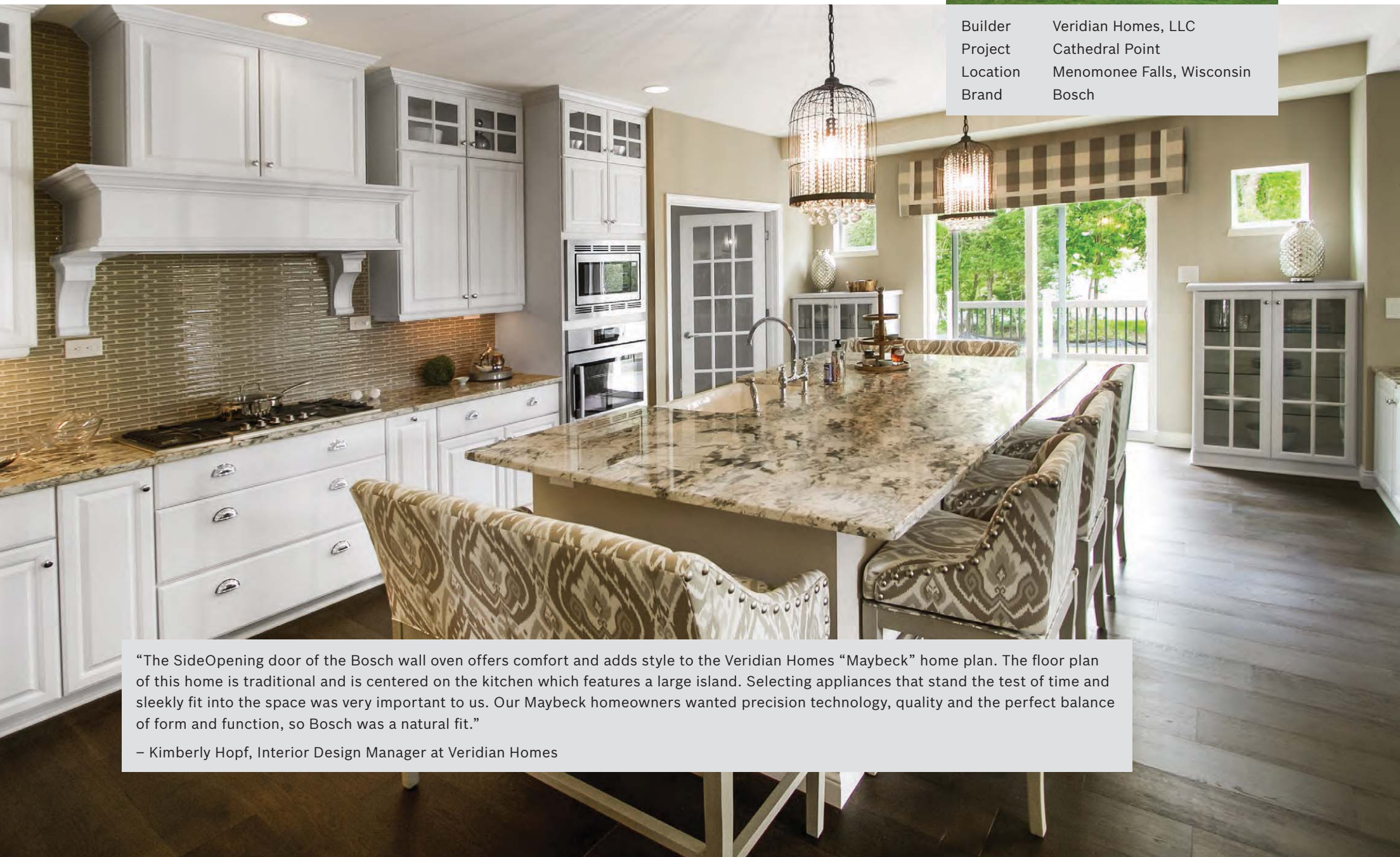


“Infinity Home Collection is an award winning builder constructing upscale homes in several prominent metro Denver neighborhoods. Nothing is more personal or more of an expression of individual taste and identity than a home. We believe that careful thought with regard to both the architecture and the products we choose help to set us apart from our competition and embody the sophisticated nature of our customers. For a number of years Bosch appliances have helped to represent our brand and we are proud to offer them as a standard feature in the homes we build.”

– John Hovde, Operations Manager, Infinity Home Collection



Builder	Veridian Homes, LLC
Project	Cathedral Point
Location	Menomonee Falls, Wisconsin
Brand	Bosch

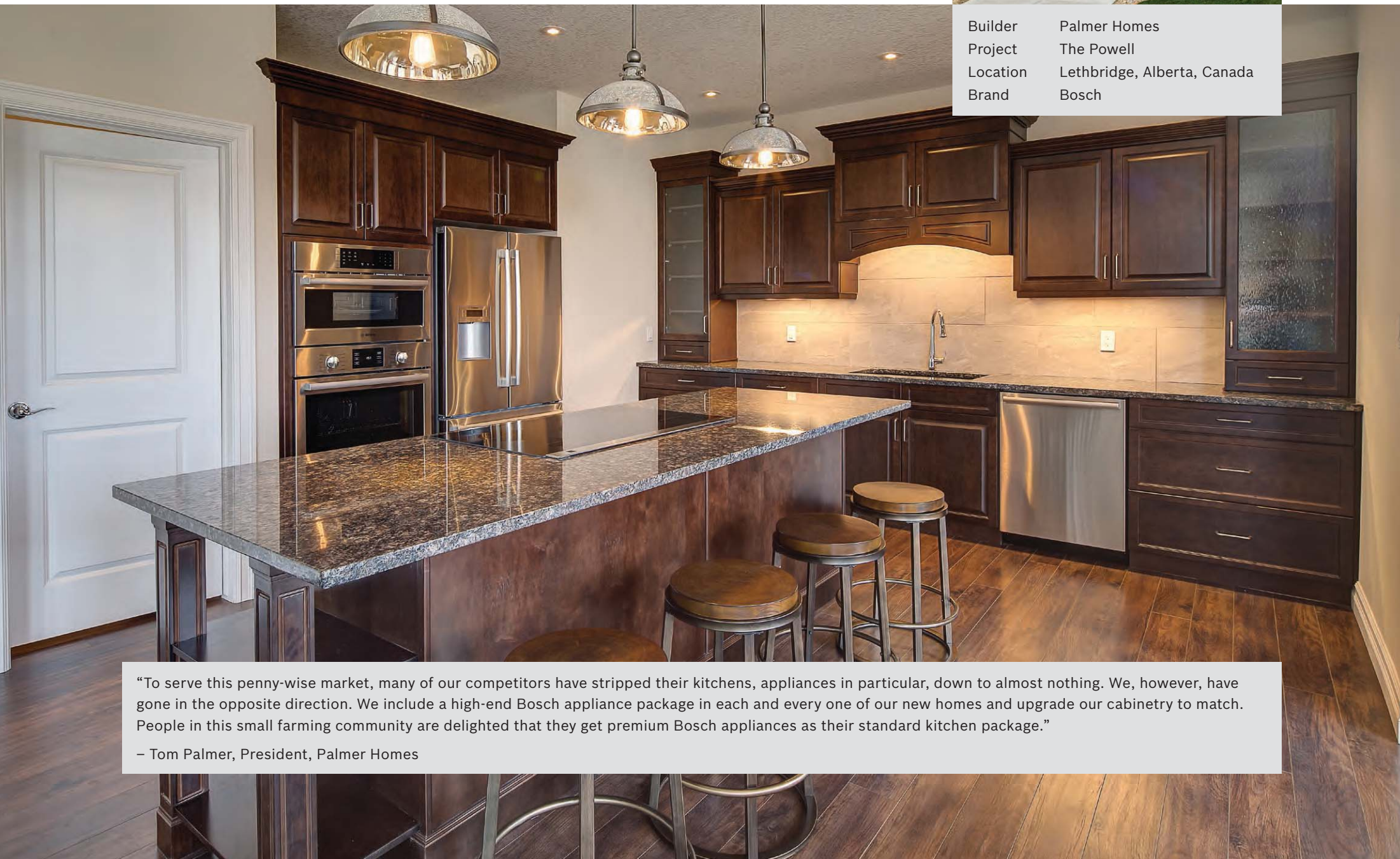


“The SideOpening door of the Bosch wall oven offers comfort and adds style to the Veridian Homes “Maybeck” home plan. The floor plan of this home is traditional and is centered on the kitchen which features a large island. Selecting appliances that stand the test of time and sleekly fit into the space was very important to us. Our Maybeck homeowners wanted precision technology, quality and the perfect balance of form and function, so Bosch was a natural fit.”

– Kimberly Hopf, Interior Design Manager at Veridian Homes



Builder	Palmer Homes
Project	The Powell
Location	Lethbridge, Alberta, Canada
Brand	Bosch

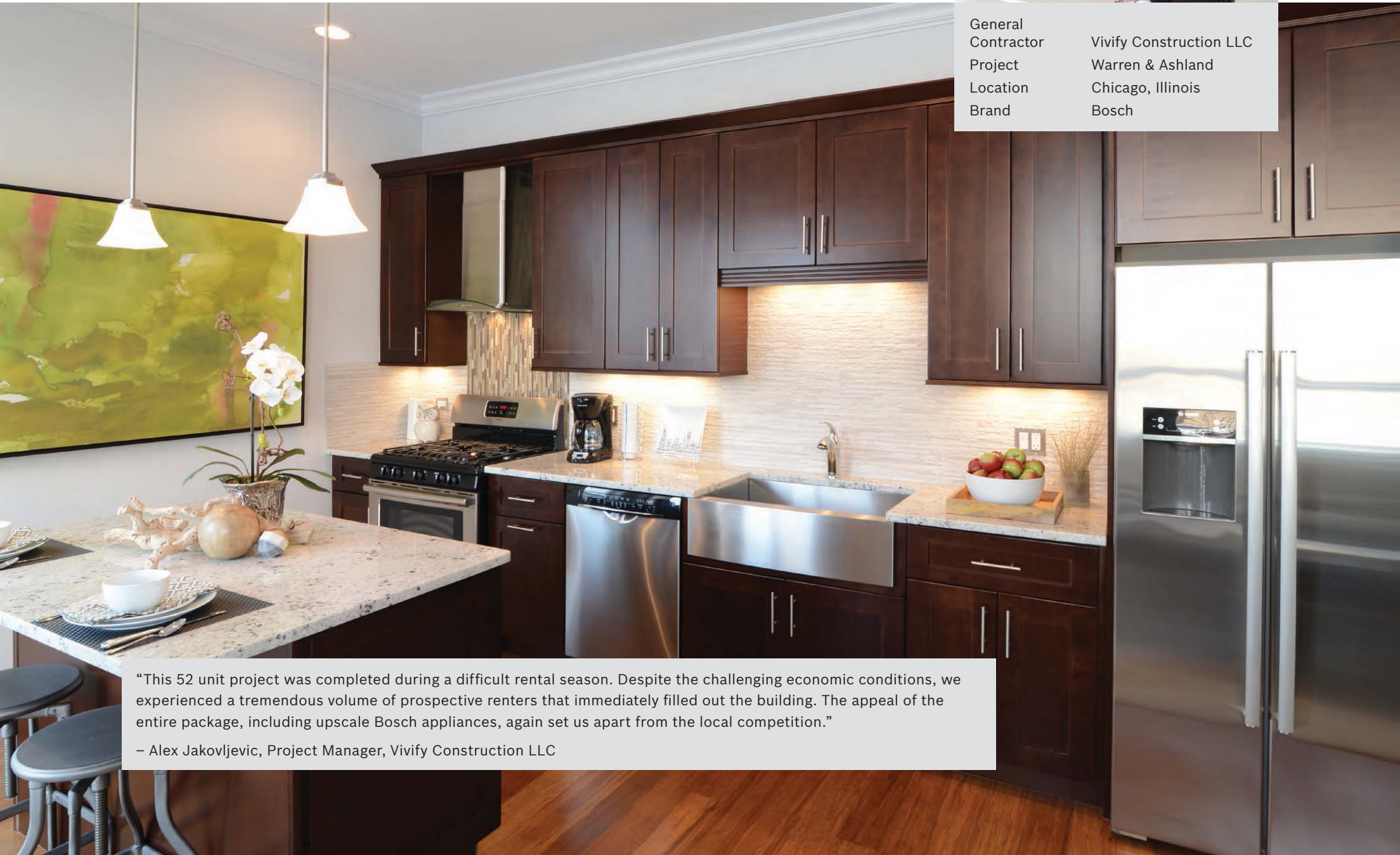


“To serve this penny-wise market, many of our competitors have stripped their kitchens, appliances in particular, down to almost nothing. We, however, have gone in the opposite direction. We include a high-end Bosch appliance package in each and every one of our new homes and upgrade our cabinetry to match. People in this small farming community are delighted that they get premium Bosch appliances as their standard kitchen package.”

– Tom Palmer, President, Palmer Homes



General Contractor	Vivify Construction LLC
Project	Warren & Ashland
Location	Chicago, Illinois
Brand	Bosch

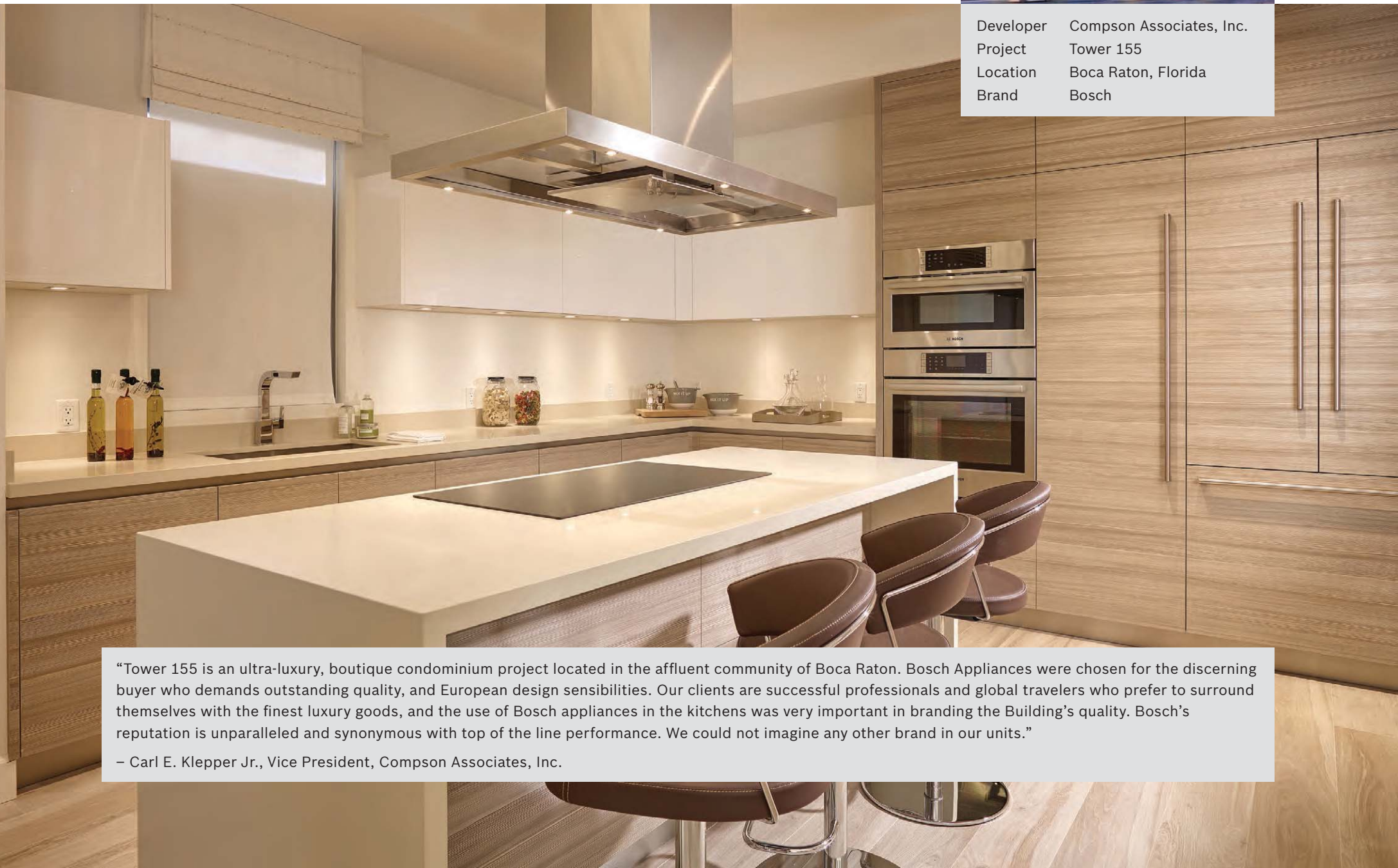


"This 52 unit project was completed during a difficult rental season. Despite the challenging economic conditions, we experienced a tremendous volume of prospective renters that immediately filled out the building. The appeal of the entire package, including upscale Bosch appliances, again set us apart from the local competition."

– Alex Jakovljevic, Project Manager, Vivify Construction LLC



Developer	Compson Associates, Inc.
Project	Tower 155
Location	Boca Raton, Florida
Brand	Bosch

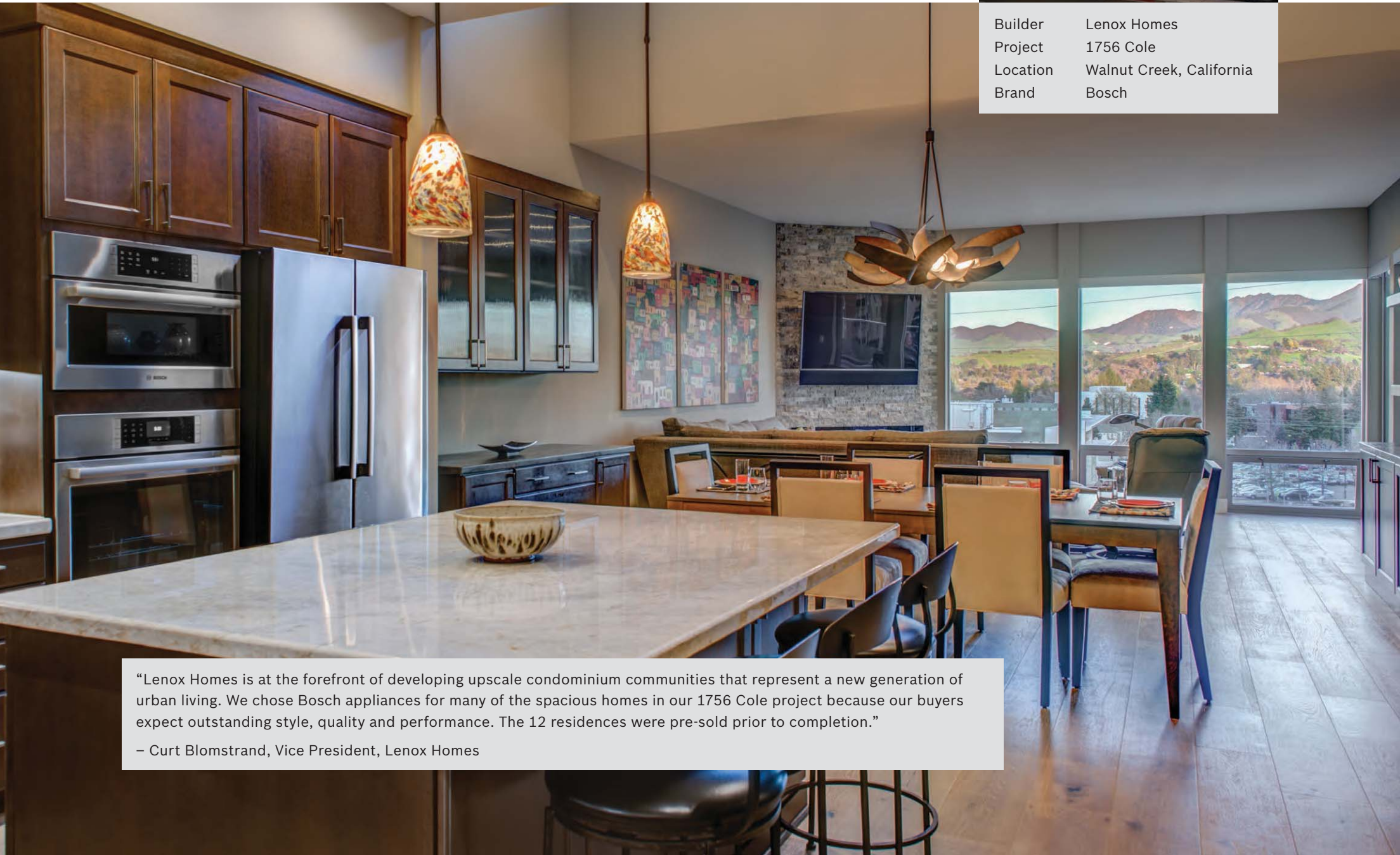


“Tower 155 is an ultra-luxury, boutique condominium project located in the affluent community of Boca Raton. Bosch Appliances were chosen for the discerning buyer who demands outstanding quality, and European design sensibilities. Our clients are successful professionals and global travelers who prefer to surround themselves with the finest luxury goods, and the use of Bosch appliances in the kitchens was very important in branding the Building’s quality. Bosch’s reputation is unparalleled and synonymous with top of the line performance. We could not imagine any other brand in our units.”

– Carl E. Klepper Jr., Vice President, Compson Associates, Inc.



Builder	Lenox Homes
Project	1756 Cole
Location	Walnut Creek, California
Brand	Bosch

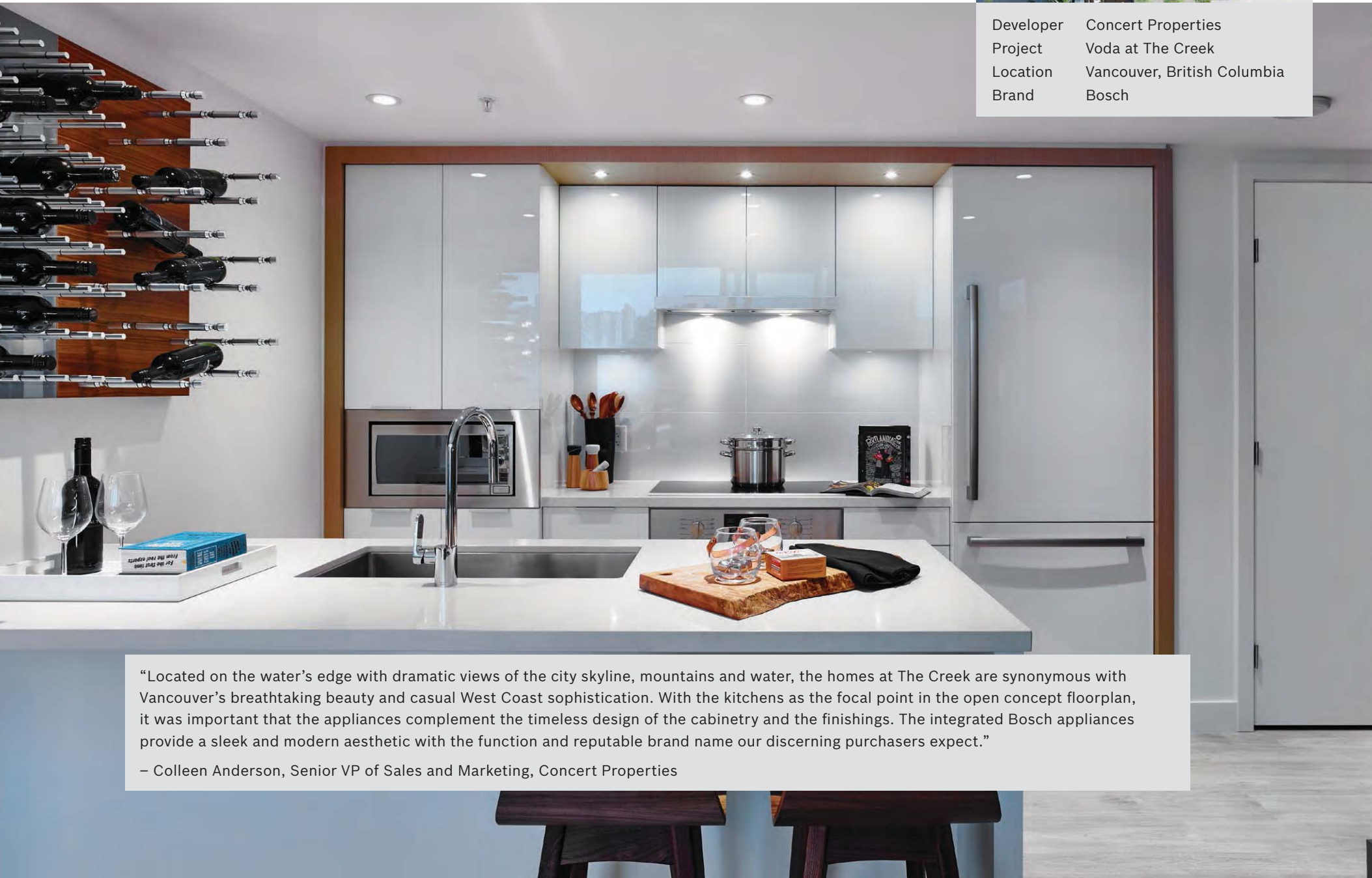


“Lenox Homes is at the forefront of developing upscale condominium communities that represent a new generation of urban living. We chose Bosch appliances for many of the spacious homes in our 1756 Cole project because our buyers expect outstanding style, quality and performance. The 12 residences were pre-sold prior to completion.”

– Curt Blomstrand, Vice President, Lenox Homes



Developer	Concert Properties
Project	Voda at The Creek
Location	Vancouver, British Columbia
Brand	Bosch



“Located on the water’s edge with dramatic views of the city skyline, mountains and water, the homes at The Creek are synonymous with Vancouver’s breathtaking beauty and casual West Coast sophistication. With the kitchens as the focal point in the open concept floorplan, it was important that the appliances complement the timeless design of the cabinetry and the finishings. The integrated Bosch appliances provide a sleek and modern aesthetic with the function and reputable brand name our discerning purchasers expect.”

– Colleen Anderson, Senior VP of Sales and Marketing, Concert Properties

GAGGENAU**BOSCH**

A Distinct Brand Portfolio. Under One Roof.



Developer	Habitat Metro
Project	Portland on the Park
Location	Phoenix, Arizona
Brands	Gaggenau and Bosch



“Downtown Phoenix is experiencing an unprecedented rebirth that is being led by the Arts & Culture community, an emerging Biotech industry and the growing presence of Arizona State University’s Downtown Campus. Portland on the Park, our follow up to phase one, ‘Gold Nugget’ award winning Portland Place Condominiums, continues our development efforts in Downtown with a focus on contemporary design and differentiating quality to establish the luxury standard for Downtown. The high performance, contemporary design and reliability of the Bosch brand and the ultra-quality of Gaggenau products make them natural components to fulfill our vision in creating *The Art of Urban Living*.”

– Tim Sprague, Principal of Habitat Metro



Thermador 



BOSCH

53

Developer Hoffman-Madison Waterfront
Project The Wharf
Location Washington, DC
Brands Thermador and Bosch



“PN Hoffman continues to select Bosch and Thermador products for our condominium developments based on the brand lift that these products provide. VIO and 525 Water are two of PN Hoffman’s condominium developments at The Wharf—a world-class, mixed-use waterfront community underway in the District of Columbia’s Southwest waterfront. The luxury condominium residences at VIO feature high-end modern finishes, exceptional amenities and services, and waterfront views. We selected a Thermador appliance package for VIO based on the modern design aesthetic and high quality performance, which meets our buyers’ expectations. 525 Water is a serene, park-front condominium development at the edge of The Wharf development and these residences feature a Bosch appliance package, selected for brand recognition as a modern and quality product.”

– Shawn Seaman, Principal and Senior Vice President of Development, PN Hoffman

Builder Concierge Service

We welcome the opportunity to meet with you personally to further discuss our brand portfolio, new products and to share our unique programs for builders and developers. To schedule a meeting, reach out to your BSH representative or send an email to our builder concierge desk: MBX-IRV-bltr-support@BSHG.com.



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Thermador 

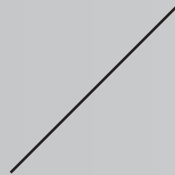
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BOSCH

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Build Success with our World-Class Brand Portfolio



BSH Home Appliances Corporation (BSH), headquartered in Irvine, California, is a wholly owned subsidiary of BSH Hausgeräte GmbH based in Munich, Germany. BSH is the largest manufacturer of home appliances in Europe and one of the leading companies in the sector worldwide.