

Miinus Press Release

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HEADLINE

The Ecological Kitchen Launches At The Finnish Embassy

SUMMARY

To an invited group of industry guests, Puustelli Group, the Finnish manufacturers of Miinus, a kitchen range developed entirely on ecological grounds, had it's UK launch at the Finnish Embassy in London.

BODY

The Finnish Embassy in London served as the venue for the official UK launch of the Miinus Kitchen range manufactured by Puustelli Group of Harjavalta in Finland.

A group of invited guests that included, designers, retailers, architects and journalists were offered a warm welcome by Madame Ambassador, Päivi Luostarinen before the speakers took to the stage to acquaint guests with the range.

First to speak was Puustelli CEO, Jussi Aine, who provided guests with an insight into the history and background of the range and of the company, Puustelli, the largest kitchen manufacturer in Finland.

The following speaker, Miinus Project manager, Tony Lonqvist, took guests on a journey through the development of the range and expanded upon the eco components that go into the making of a Miinus kitchen. Guests were then invited to participate in an impromptu question and answers session with Lonqvist who is overseeing the introduction of Miinus to the UK and Irish kitchen sectors.

There then followed a musical interlude as guests were treated to a classical set played by a award winning father and son duo, Robert and Jonathan Roozeman performing on the piano and cello.

The final speaker to take to the stage was Puustelli's first UK kitchen retailer, Ian Sandford, a long established Leeds showroom owner who provided attendees with the reasons he was eager to offer the Miinus range to his clients.

Following the speeches a period was set aside for informal discussions and networking among the guests who mingled with Puustelli members before the event drew to a close.

The launch coincided with Puustelli's first appearance at Ecobuild in London's ExCeL and a number guests visited the exhibition the following day to see the Eco Kitchen making its UK exhibition debut.

QUOTES

Commenting after the event, Puustelli CEO Jussi Aine said, "We're delighted with the reception and the positive feedback about our kitchen from the industry professionals who attended here tonight"

UK Project Manager Tony Lonqvist stated, "It was important for us to convey the difference in our Eco kitchen range and this event along with our appearance at Ecobuild offered us a great opportunity to do this" he continued, "Miinus is a very different kitchen developed entirely with the future health of our planet in mind and our ethos extends to all who will become part of the Miinus family here in the UK"

Speaking as the first retailer to offer the range in the UK, Ian Sandford said, "Miinus presents us with a kitchen range that sets a new standard for the future at a time when more and more consumers are making decisions based on environmental concerns and a kitchen that is built to such a strict eco criteria will satisfy that need. We're delighted to become part of this pioneering story".

ENDS

NOTES TO EDITOR

The Puustelli Miinus kitchen's carbon footprint is up to 50 per cent smaller than that of a conventional kitchen.

The new kitchen range is, on average, 200 kilograms lighter than current kitchens allowing a reduction in emissions during transport.

The biocomposite, recyclable frame is called UPM ForMi and consists of 60 per cent polypropylene and 40 per cent wood fibre

The mix tolerates great variations in temperature, from -25 degrees up to +90 degrees centigrade.

The kitchen carcass frames are injection moulded and can be dismantled and re-erected several times.

Further information can be found at www.puustellimiinus.com/en

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