

HOME FURNISHINGS

## Thermador furnishes the new American dream for International Builders' Week

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*Thermador will showcase its products during IBS. Image credit: Thermador*

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By STAFF REPORTS

Luxury appliance maker Thermador is exhibiting its most innovative products to a group of builders, designers and remodelers for inspiration.

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During this year's International Builders' Show, the National Association of Home Builders is building what it calls The New American Home to showcase the best products to inspire attendees. Thermador has been selected to furnish the showcase home with cooking, cooling, cleaning and ventilation appliances.

Appliance innovation

Taking place Feb. 19 to 21, IBS will present The New American Home, featuring a variety of Thermador products including its new Thermador Connected Experience by Home Connect, among other brands.

"Thermador has taken the luxury consumer's lifestyle to unforeseen heights with a diverse collection of appliances that make a grand statement in their homes and empower them to tell their unique culinary stories," said Beatriz Sandoval, director of brand marketing for Thermador, in a statement. "In the 2019 New American Home, Thermador fulfills the luxury entertainer's dream, delivering an elevated living experience both inside and outside of the kitchen, with products that seamlessly integrate into every aspect of their exceptional lives."



*Thermador line of appliances. Image credit: Thermador*

The appliance maker recently shared that it is hoping to turn affluent homeowners into professional cooks with innovative appliance features.

Thermador Connected Experience by Home Connect is the appliance maker's latest product launch, featuring newly designed ovens and cooktops. Thermador says its Freedom Induction Cooktop is the largest usable cooking surface on the market ([see story](#)).

The New American Home will be featured in Ascaya in Henderson, NV, created by Sun West Custom Homes. The home is 8,226 square feet, showcasing the best products for the year, allowing attendees registered at 2019 IBS and KBIS to tour.

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