

Kitchen Resource Announces Authorized Bosch Universal Mixer Dealer Logo

SALT LAKE CITY, June 13th, 2002 – Kitchen Resource today announced a unique identifying logo that provides authorized Bosch Universal Mixer dealers with the recognition and differentiation required in the competitive and sometimes misleading retail mixer environment.

“It has come to our attention that many unauthorized wholesalers are representing themselves as Authorized Universal Mixer Dealers,” said Steve Blaser, CEO of Kitchen Resource. “It seems only right to make consumers aware of the risks involved in purchasing from a ‘black market’ dealer who is trying to represent themselves as an authorized wholesaler.”

All authorized dealers must understand the following and communicate it to unauthorized dealers: “The Bosch warranty is limited to the original consumer purchaser and is not transferable.” Any unauthorized dealer that purchases a Bosch Universal mixer from an authorized dealer is considered the original purchaser. Therefore, upon resale of the mixer from that purchaser the manufacturers warranty is forfeited. **There will be no exceptions.**

The kitchen machines of Bosch have earned a world wide reputation for unmatched features, performance and durability. While Bosch ensures their lead in kitchen machine design through superior engineering, Kitchen Resource, their exclusive distributor for the Bosch Universal, protects it’s customers by distributing the Bosch Universal Mixer products through businesses that have earned the title, “Authorized Bosch Universal Dealer” through Kitchen Resource.

Wholesalers, wanting to capitalize on the Bosch reputation, divert small numbers of Bosch Kitchen Machines from legitimate channels and offer them to unsuspecting consumers. The problem is that some unauthorized dealers often remove or alter the machine’s serial number, which voids the product warranty.

Kitchen Resource expects of their dealers the highest standards of service excellence and ethical business practice. Consumers can find a list of Authorized Dealers on the Kitchen Resource corporate web page www.kitchenresource.net. Authorized Dealers may download the “Authorized Bosch Universal Dealer Logo” at the same web address under the “downloads” tab. It is Kitchen Resource’s commitment to offer the best possible experience in the purchase and ownership of the Bosch Universal Kitchen Machine.

About Kitchen Resource

Kitchen Resource, <http://www.kitchenresource.net/>, is the Exclusive North American Distributor of the Bosch Universal Mixer, distributor for other Bosch products, the EQP product line, the Herbal Ethics product line, grain mills, dehydrators, and other kitchen accessories and consumables. Kitchen Resource has a stated goal of providing high quality products at affordable prices for Specialty Kitchen Appliance Retailers. Kitchen Resource currently supplies products and services to hundreds of kitchen retail stores.

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