

Smart New Kitchen Appliances Make a Big Impression

An Australian household name for over 150 years, IXL Appliances has launched an impressive array of 'must-have' kitchen appliances.

According to Malcolm Owens (IXL's General Manager Marketing), 'Our new kitchen appliances really stand out. The Red range comprises a kettle, blender and toaster. Finished in ruby metallic red and stainless steel, these products exude a sophistication that's guaranteed to appeal to the most discerning fashionista.

'Finished in piano black and chrome, our Elegance range is versatile, powerful and easy to clean. The kettle is shaped like an hour glass for a graceful presence in the kitchen. The blender will let anyone mix with the best – whipping up sauces, smoothies, soups and cocktails in seconds thanks to the specially designed ice-crushing blade system.

'Brilliance combines classic styling with modern features.'

'As innovators of the Tastic® (bathroom, fan, heat and light product range) and with years of experience in the appliance industry, we've produced unique kitchen appliance ranges that excel at every level and are in direct response to our customers' demands.'

Completing the Red, Brilliance and Elegance kitchen ranges is the innovative healthy cooking collection. It comprises a versatile Wok & Steamer for steaming and deep, shallow and stir-frying; plus a Duo Health Grill that flips easily from flat top to griddle, with both surfaces designed to drain fat away from food.

Flip Shelton, triathlete, health advocate and author of best selling healthy living cookbook Green, says IXL's new products are a must for any health-conscious cook. 'Every chef, in the home or at a restaurant, understands the importance of owning reliable appliances. IXL has an unrivalled reputation for quality and is backed by proven Australian know-how. These products make it easy to prepare and enjoy healthy meals in minutes.'

The Australian-owned IXL brand is recognised for stringent quality standards and innovative design. The unique styles and features of these kitchen appliance ranges are a testament to IXL's ability to continually set new benchmarks.

With a splash of red, a spot of brilliance, a touch of elegance and a focus on healthy cooking, these four fresh ranges are set to rival current products on the Australian market.