



# HISTORY *of* INNOVATION

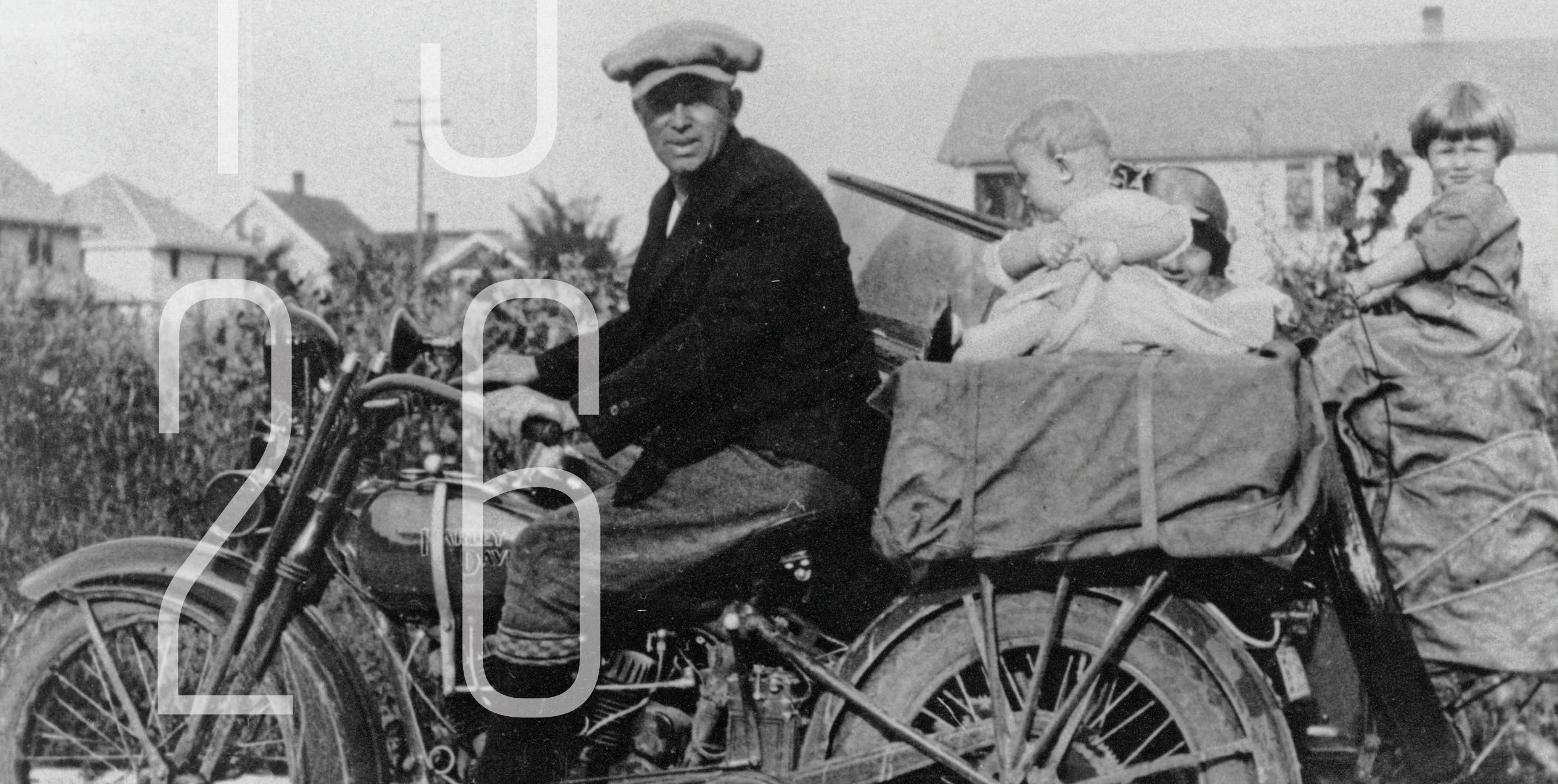




# 19

In 1926, Westye F. Bakke packed up his family and their belongings, and moved from Northern Wisconsin to Madison in search of new opportunities.

# 26







# 1945

Armed with a strategy to build the best, highest quality refrigeration, Westye founded Sub-Zero Freezer Company in August of 1945.



# 1943

A self-taught engineer, Westye built his first freestanding freezer in the basement of his home in 1943. Born of scrap metal and hand-bent coils, it was the genesis of what would become the world's premium food preservation brand.







# 1960s

The phrase "Sub-Zero kitchen" enters the American real estate lexicon as shorthand for "a home that gets all the high-end details right."

# 1950s

No more fishy ice cubes. Sub-Zero pioneers dual refrigeration — separate, sealed systems for refrigerator and freezer.

Sub-Zero unveiled its first built-in unit in 1954. Now referred to as Classic, this cabinet-depth, flush-mounted style revolutionized the integration of appliances into kitchen design. It is the iconic look that has been associated with Sub-Zero ever since.





# 1970s

Sub-Zero leads the way in making energy-efficient products. Today, the average Sub-Zero consumes less energy than a 75-watt light bulb.



# 1980s

Our aim is true. Sub-Zero's award-winning 500 Series nails temperature control within 1° for superior food preservation.



# 1990s

A disappearing refrigerator? We perfected the concept. Sub-Zero introduced the revolutionary design in 1995 and has since expanded it to include columns of a uniform height, for design flexibility wherever food preservation is needed.





# 1999

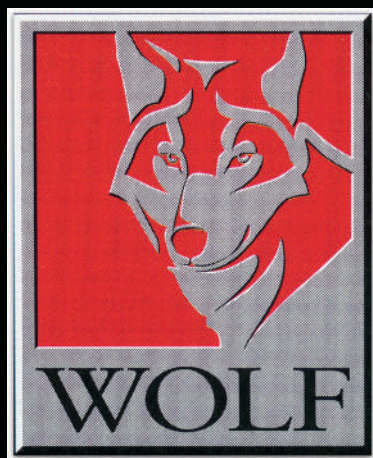
Cheers! Sub-Zero uncorks the first wine storage system that does more than just cool the bottles — it protects wine from its four enemies: UV light, heat, vibration, and improper humidity.

# 2000

Sub-Zero acquires the residential side of Wolf, a legend in commercial kitchens. Two specialists, now corporate companions and kitchen soul mates.

Now, residential ranges, ovens, cooktops, and ventilation offer performance home chefs have never experienced.

Wolf races to the top of homeowners' wish lists for cooking equipment.



# 2003

Wolf introduces its first dual fuel range: gas cooking above, dual convection electric ovens below.



# 2008

Adapting technology used by NASA, Sub-Zero introduces an air purification system that scrubs the air of ethylene gas and odor every 20 minutes.



# 2012

World's smartest oven? Wolf's convection steam oven amazes with crusty steam-baked loaves, and leftovers rejuvenated to just-made deliciousness.



# 2013

Largest new-product rollout in the company's history. New technologies. New décor possibilities. New ways to use refrigeration anywhere from patio to home gym. Quality and longevity continue as pillars of the Sub-Zero and Wolf brands—products are engineered and tested to perform for at least 20 years.



# 2015

Wolf introduces Wolf Gourmet, a line of countertop appliances, cookware, and cutlery embodying the same emphasis on workmanship and precision control as their larger Wolf counterparts.





# 2018



On a mission to conquer clean, the company announces its newest brand, Cove. Engineered with the same commitment to quality, innovation, and design flexibility as its kitchen counterparts, Cove sets a new standard in luxury dishwashing.





*If you build a quality product,  
you will always have customers.*

— WESTYE F. BAKKE



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