

LOG OF MEETING

Date: July 17, 1995

Place: Maytag/Magic Chef, Cleveland, TN

Attendees:

CPSC: Linda Smith, EHHA
Chuck Smith, EC
Mai Ngo, ESEE

NIST: Rik Johnsson

AHAM: Wayne Morris
Michael Klein

Maytag/Magic Chef:

Don Lorton, President Diversified Products
Isaac Sargunum, Director, Product Design
Ed McCartney, VP, Research & Development
Eric Slotter, Senior Attorney

The meeting was requested by CPSC to acquaint staff with issues related to research, design, and production of ranges. The meeting began with a summary of the facility by Mr. Lorton. They have 1900 employees total, including 55 employees in Research & Development. Maytag/Magic Chef produces both gas and electric products.

A tour of the plant and research and development division followed. All R&D for Maytag is plant specific. Ideas and decisions to pursue innovations or modifications come from a variety of places-- including their competitors' products, manufacturers of new devices and surveys of consumers' desires. They have a new product this year, the Time Saver oven which is microwave assisted and reportedly cooks in half the normal time.

Consumer use issues are handled by the Product Planning Dept- Application Lab. New features are surveyed before production and tested in prototype by consumers.

Smoothtops are expected to remain higher in price. They operate more quickly now than a few years ago. Touchpads are a lot more expensive than older types of controls. Models with downdrafts are being made by several companies. Less than 20% of electrics are smoothtops, 23% of gas ranges have standing pilots. Coil-types are seldom produced in Europe. Europeans reportedly are willing to pay high prices for new technology. There is a market in other countries for used U.S. ranges. Their controls are supplied by Harper Wyman, Eaton, & Robertshaw.

They have not engaged in any independent major consumer education efforts to address safe cooking except in their use and care instructions. However, they have entered into discussions with AHAM and other members of the industry with regard to a combined education effort.

CPSC 6 (b)(1) Cleared
8/14/96
No Mfrs/PrvtlBrs of
Products Identified
Excepted by
Firms Notified, **REVISED**
Comments Processed. **0273**

