

Press release

## **Innovative and individual: Liebherr launches a new range of fully integrated appliances**

**Liebherr reveals the future of refrigeration and freezing with its new fully integrated appliances: The specialist is focusing more strongly than ever on technical innovations, exemplary energy efficiency and intelligent features in its new generation of appliances. With these developments, Liebherr has made the almost impossible possible. Not only will individual model groups and niches be launched, the specialist manufacturer will also convert the complete range of fully integrated appliances to the new generation from April.**

Ochsenhausen (Germany), 25 February 2021 – *“We haven’t reinvented the refrigerator. But we almost did.”* Liebherr is launching its new range of fully integrated appliances with this bold slogan – and at the same time showing customers what they can expect: A variety of innovations that make life easier and more convenient. Because this is where design meets functionality. All features have been specifically designed to meet customer needs. “For us, a refrigerator is more than just an appliance. It should be a reliable partner that provides assistance, thinks for itself, takes over tasks and helps make work easier. That’s why we asked ourselves at the beginning of the development project: How can we make our appliances even more efficient, intuitive and contemporary?” says Steffen Nagel, Managing Director of Sales & Marketing at Liebherr-Hausgeräte GmbH.

Liebherr provides the answers to this question in four series, on a scale from Pure, Plus, Prime and Peak. Whether it’s a basic or high-end appliance: All new models are full of smart features and are all of the highest quality. That’s because Liebherr, as a traditional family-owned company, stands for longevity and sustainability. Solid “Made in Germany” and high-quality materials are the basis of every single appliance. Even the smallest details meet this high quality standard.

“Before we approve a door hinge, for example, it must undergo at least 100,000 opening cycles. That’s the equivalent of more than 15 years of use. After all, we want our customers to enjoy their refrigerators for a long time,” explains Nagel.

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## More freshness every time the door is opened

The new **HydroBreeze** function, for example, is likely to be particularly popular with customers: Each time the door is opened, the fruit and vegetables in the BioFresh safe are covered with a fresh, cold mist that spreads over the produce like a protective balm. This gentle layer of moisture, combined with a temperature of just above 0 °C, increases the surface tension and preserves the structure of the food.

And there's even more freshness in the new refrigerators: for example, the **IceMaker**, which produces up to 130 ice cubes a day. This is an ample amount of ice for cocktails and successful garden parties. Another innovation in the fully integrated appliances is the **InfinitySpring** – a water fountain in the fridge: The integrated water dispenser provides filtered cold water at all times.

The specialist manufacturer also sets standards in terms of **noise levels**: Some of the appliances are extremely quiet and only emit 29 dB(A) of noise, meaning that they can be labelled in the best noise category, class A. This makes them barely perceptible, even to noise-sensitive ears. As kitchen spaces are increasingly merging with living areas, this is an important advantage that is becoming more and more relevant in modern living concepts.

And even although the fully integrated models are full of technical refinements and conveniences, they still occupy top positions in the efficiency rankings. "Due to new measurement procedures and calculation methods, the values of the old energy label are no longer comparable with the new values," explains Steffen Nagel. "As we have been manufacturing particularly energy-efficient refrigerators at Liebherr for many years now, the latest range of fully integrated appliances with the new label also consistently achieves top ratings – up to class B."

Of course, one thing goes without saying: The new fully integrated appliances are, without exception, "smart". All models are either pre-equipped for networking at the plant or can be connected to a WiFi network later via a **SmartDeviceBox**. Customers can use the SmartDevice app to integrate their refrigerator quickly and conveniently into an existing smart home environment.

Thanks to the multitude of new and enhanced features, the fully integrated appliances from the refrigeration specialist based in Ochsenhausen, southern Germany, are true all-rounders that not only reliably keep food fresh, but also offer more convenience in everyday life. At the same time, they are economical and sustainable.

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You can find more information at: [Liebherr Innovation 2021](#)

### **About Liebherr-Hausgeräte GmbH**

Liebherr-Hausgeräte GmbH is one of eleven divisional controlling companies of the Liebherr Group. The domestic appliances division employs more than 6,200 staff and develops and produces a wide range of high-quality fridges and freezers for the household and commercial sectors at its headquarters in Ochsenhausen (Germany) and in Lienz (Austria), Marica (Bulgaria), Kluang (Malaysia) and Aurangabad (India).

### **About the Liebherr Group**

The Liebherr Group is a family-owned technology company with a broad and diverse range of products. The company is one of the biggest manufacturers of construction equipment in the world, but also offers high-quality, user-oriented products and services in many other areas. Today, the corporate group comprises over 140 companies on all continents and employs more than 48,000 staff members, and in 2019 generated consolidated total sales of over €11.7 billion.

Since it was established in 1949 in Kirchdorf an der Iller in southern Germany, Liebherr's goal has been to win over its customers with sophisticated solutions and contribute to technological progress.

### **Images**



#### **Caption:**

The latest generation of smart Liebherr fully integrated appliances has an impressive array of clever features, top levels of energy efficiency, modern design and a low noise level.



#### **Caption:**

Constantly fresh vegetables – the HydroBreeze function covers fruit and vegetables in the BioFresh Professional safe with a cold mist with a Liebherr. Food stays fresh and crisp for longer with a Liebherr.

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**Contact**

Claudia Meindl

External Relations

Telephone: +49 170 5627661

E-mail: [claudia.meindl@liebherr.com](mailto:claudia.meindl@liebherr.com)

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home.liebherr.com