

Press release

## **Liebherr at the Küchenmeile 2021: futuristic features meet outstanding product design**

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Ochsenhausen – From 18 to 23 September 2021, Liebherr-Hausgeräte GmbH will be presenting its product innovations for 2022 at the “Küchenmeile” trade fair in Löhne. The architecture workshop for the premium kitchen market is located just off the A30 motorway. In a dedicated area of over 300 m<sup>2</sup>, selected trade partners can get to know the latest fully integrated appliances and new products from the high-end Monolith segment, as well as the new Outdoor Cooler from Liebherr. This year there is a special focus on the new refrigerators and freezers, which combine innovative and resource-saving freshness technology with an outstanding design.

Liebherr presented a new generation of fully integrated appliances at the beginning of the year. This is now completed with new appliances that meet the entire spectrum of customer needs as well as the demand for environmentally friendly use. They include the new full-space BioFresh refrigerator, which has been rated in the best energy efficiency class A, which has been in force since March 2021. The entire interior of this model comes with Liebherr’s patented BioFresh technology. The combination of temperature and humidity provides ideal conditions for storing and cooling fruit and vegetables to keep them fresh for an even longer period. A new freshness technology that Liebherr introduced is the special BioFresh Professional Fish & Seafood safe: a separately controlled compartment that is ideal for storing fish and seafood at -2 °C. The entire safe or just a part of it can also be set to 0 °C for preserving meat and dairy products.

“With our energy-efficient appliances we meet the needs of consumers to always be able to enjoy fresh food in an environmentally friendly way,” explains Steffen Nagel, Managing Director for Sales & Marketing at Liebherr-Hausgeräte GmbH. “In addition, our BioFresh technology allows to optimally store food in different ways, depending on its nature and keep it fresh for as long as possible. With this we also want to make our contribution to reducing food waste.”

Another highlight that Liebherr-Hausgeräte will be presenting is the unique AutoDoor function – automatic opening and closing of the appliance doors when your hands are full. All it takes is a gently tap, a voice command or activation via the SmartDevice app, and the door opens automatically. These and other clever functions combined with an exquisite product design characterise the new generation of fully integrated appliances from Liebherr. A timeless, clear design is reflected in high-quality materials such as stainless steel, glass and aluminium.

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Manufactured with high precision, these design highlights can be integrated into a modern living environment and have won this year's international design awards, the RedDot Award: Best of the Best and the IF Award.

The new generation of fully-integrated appliances is further completed with freezers in various niche heights and all equipped with the convenient NoFrost technology, which keeps food and the freezer compartment ice-free, thus eliminating the need for defrosting. Party fans in particular can look forward to the innovative IceTower, where bottles and pizza boxes can be kept upright in two vertical safes, while an integrated IceMaker produces enough ice for drinks.

For all the fun of an outdoor party, Liebherr is also presenting the Outdoor Cooler, which is being launched in Germany, at this year's Küchenmeile. The compact outdoor refrigerator allows hosts to store cool drinks and snacks outdoors without any limitations or interruption to the event

In addition to the completed series of fully integrated appliances, a further new product from the high-end segment complements the product innovations: The Monolith Bottom Freezer combines outstanding quality and pioneering technologies in an impressive niche height of 2.13m to make a bold statement in the kitchen. The combinations – available in the FrenchDoor or in the LargeDoor format – promise exclusive kitchen design at the highest level.

Information on the exhibition, admission regulations and tickets can be found at: <https://architekturwerkstatt.com>

## **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.

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