

Press release

## **IFA 2023: Liebherr innovations for improved sustainability in sleek design**

Liebherr-Hausgeräte will present its innovations at this year's IFA under the motto, 'Enter the circle of freshness'. High-quality products that minimise environmental impact throughout their entire life cycle: This is the declared goal and the central theme of all of the innovations and freshness solutions presented. In addition to circularity, which is a key part of the pioneering BluRoX technology concept, long-term energy efficiency plays an important role. Liebherr is setting new standards in this field with a fridge-freezer that is ten percent more efficient than appliances of the highest energy efficiency class (class A). In addition, the specialist in refrigeration and freezing will be demonstrating that the wide range of products leaves nothing to be desired in terms of design and convenience – for a stylish living environment that makes life that little bit simpler. The company's exhibits can be found in the usual location: stand 102, hall 2.1.

**Ochsenhausen (Germany), 26 July 2023** – The new products and features from Liebherr that are being presented at the IFA showcase innovation in terms of energy efficiency, noise level, freshness technologies and smart convenience as well as design and customisation. 'As a specialist in refrigeration and freezing in the premium segment, we aspire to be a leader in the development of sustainable and high-quality solutions in this field. We would like to show visitors to our IFA stand in September what we have already achieved and in which direction we are heading,' says Steffen Nagel, Managing Director Sales & Marketing at Liebherr-Hausgeräte GmbH. 'We are particularly looking forward to meeting and chatting to so many of you in person. For us, the IFA is characterised by valuable exchange, feedback and inspiration.' Discover the long list of innovations in detail at the IFA. For now, here is a sneak peek:

### **BluRoX: Circular product design**

Last year, the groundbreaking BluRoX insulation technology celebrated its world premiere at IFA, and this year it is once again an integral part of Liebherr's IFA exhibit. Rather than insulation foam, the revolutionary BluRoX technology developed by Liebherr-Hausgeräte uses a pure, full-vacuum body, which is stabilised with perlite. The raw material perlite, finely ground lava stone, is available in almost unlimited quantities in nature. Once a BluRoX appliance has reached the end of its service life, the perlite can be removed completely and reused without the need for significant processing. Moreover, because the BluRoX insulation is not bonded to the surrounding components, the outer shell and inner container of the appliances can also be easily processed and reused.

In addition to this new circular product design, appliances that are fully equipped with BluRoX offer further advantages for consumers: Since the vacuum perlite body does not have any integrated technical components, the compact technology module is located in the base of the BluRoX appliance as a replaceable unit. Should any repairs be necessary, this makes them easier, quicker and more convenient. An appliance fully equipped with vacuum perlite technology also has thinner walls, which means that its cooling volume is around 25 percent greater than that of conventionally insulated fridges and freezers with the same external dimensions. Last but not least, perlite has a very low thermal conductivity due to its crystalline microstructure. This all contributes to the technology's particularly high energy efficiency.

The FNb 5056, the first model featuring this patented BluRoX technology, was released on the German market this year. The door of this freezer is made of BluRoX, while the walls of the hybrid model are still insulated using conventional foam insulation with vacuum panels.

## **Long-lasting, high energy efficiency: fridge-freezers 10 percent more economic than class A, freezers in class B**

For many customers, having the best possible energy efficiency rating is an important criterion when making a purchase decision, especially for electrical appliances. Liebherr-Hausgeräte aims to meet these requirements using different technologies that share one common goal: to reduce electricity consumption as much as possible. In addition to the BluRoX technology, this is achieved through conventional insulation featuring durable vacuum insulation panels with silica that are integrated into the foam insulation.

By using this design, Liebherr is currently the only manufacturer to offer two freezers in the current highest energy efficiency class for this segment: class B. Alongside the FNb 5056 with a BluRoX door, the current highlight with conventional insulation is the FNb 4655 freestanding freezer – and from next year, its connected FNb 465i variant. The 145-cm-tall FNb 4655 is equipped with NoFrost, offers five drawers with integrated guides, EasyTwist-Ice, SpaceBox, EasyOpen, FrostProtect, LED lighting and many other features from the Liebherr Prime series.

One product truly showcases the many efficiency improvements that Liebherr is continuously implementing into its broad portfolio of freestanding and fully integrated appliances: The CBNbsa10 575i fridge-freezer with a height of 201 cm is ten percent more efficient than A-rated appliances, the highest energy efficiency class. Thanks to the long-lasting, stable insulation behaviour of these integrated vacuum panels with silica, Liebherr is setting new standards in the field. For customers, this means that energy consumption remains permanently low over many years.

Energy efficiency class A is now also available in the MyStyle configurator. With the MyStyle configurator, Liebherr customers can now customise both the interior and exterior of the pioneering, economical CBNamy 5723 and CBNamy 5753 models themselves. The MyStyle configurator itself was recently awarded the iF Design Award for its ease of use and user-friendly interface.

## **Even bigger models: More space to keep your food fresh**

Continuously developed for decades, Liebherr BioFresh technology creates the perfect storage conditions for fresh food so that it stays fresh for significantly longer, retains its vitamins and nutrients, and needs to be thrown away less often.

The 75-cm-wide freestanding fridge-freezers, which are being presented for the first time, take this freshness to a new dimension: Thanks to their generous size, they are perfectly suited for large families with an even bigger weekend grocery shop. Featuring the largest BioFresh safe ever in a freestanding appliance, it offers sufficient space and optimal storage conditions for fresh fruit, vegetables, meat and dairy products. Despite its size, InteriorFit means it can still be elegantly and seamlessly fitted into a kitchen niche – just like any other Liebherr.

The new CBNsfc 57vi is specially designed for the needs of vegetarians. Thanks to the two Fruit & Vegetable safes, this Liebherr offers garden-fresh storage conditions and plenty of space for fruits and vegetables, a feature that is also very much in demand among nutrition-conscious consumers.

## **Design: Stylish aesthetic meets convenient smart technologies**

For Liebherr, elegant design goes beyond visuals – it's also about technology. At this year's IFA, the appliances are offering something new for the eyes and something record-breaking for the ears.

New variants of Liebherr's freestanding and fully integrated appliances feature a high-quality BlackSteel interior to perfectly complement the modern, dark kitchen aesthetic and offer an exciting accent. The back of the appliance and the inner door feature elegant black stainless steel surfaces with a unique vertical brushed texture. The trim also comes in BlackSteel to complete the overall dark look.

The boundaries between the kitchen and living areas are becoming more blurred in modern households. This underscores how particularly important it is for appliances to not be noisy. For this reason, the Liebherr product portfolio offers a wide range of extremely quiet appliances, marked as "UltraSilent". Five of our fully integrated appliances have taken the title of the quietest Liebherr appliances of all time at just 27 dB. At the IFA 2023, consumers will be able to see for the first time how they can enjoy the sound of silence from next year.

AutoDoor is a digital solution that combines design and convenience: Fully integrated appliances with AutoDoor are able to fully open and close using a voice assistant, such as Alexa. This is not only helpful if you have your hands full in the kitchen, it also allows you the perfection of a fully touch-free kitchen. The SmartDevice app allows you to customise settings such as the opening angle and how long the door stays open for before it automatically closes. If necessary, the door can also be opened and closed via the app, via a knocking signal - or simply manually.

## **Brand new product range: Wine tempering fridges and undercounter appliances**

At IFA 2023, Liebherr will give specialist retailers an exclusive preview of the brand new range of undercounter appliances, which will be launched on the market in 2024. The innovative products represent efficiency and quality in even the smallest spaces. The new models are characterised by best-in-class energy efficiency in this segment as well as their adaptability: The robust and durable worktops are removable, meaning that these appliances can fit under any kitchen counter.

Furthermore, the newly launched portfolio of Vinidor wine tempering fridges will be presented to retailers. Like the new wine storage fridges that have already been presented, these new appliances also meet the five conditions for perfect wine storage: temperature, humidity, protection against UV rays, protection against foreign odours and vibration-free storage. In addition, Vinidor wine tempering fridges have up to three individually adjustable temperature zones. The wooden shelves, which can be adapted to the sizes of the bottles, are also flexible. Thanks to this feature, which is known as FlexFit, even a Magnum can easily and safely be stored. Another of the numerous highlights of the new Vinidor series is the SommelierBoard. This is an elegant area with glass holders, decanting zone and utensil tray, designed specifically for presenting and handling your wine.

## **SmartDevice: Convenient cooling**

SmartDevice is the connectivity solution for your Liebherr fridge and freezer. All Liebherr fridges and freezers will either feature connectivity ex works or it will be possible to add this functionality to these appliances by retrofitting the SmartDeviceBox. You benefit from all of the features available in the SmartDevice app, as well as the integration of any Liebherr appliance into your existing smart home. Important status and alarm notifications are sent directly to your smartphone, for example notification of an open fridge door via the door alarm. Another advantage is that the SmartDevice app can tell you where best to keep your groceries so that they stay fresh for longer. The app helps Liebherr customers to benefit from these technical refinements on a daily basis by improving energy efficiency and keeping their food as fresh for as long as possible.

## **About Liebherr-Hausgeräte GmbH**

Liebherr-Hausgeräte GmbH is one of eleven divisional controlling companies of the Liebherr Group. The Appliances division employs more than 6,500 staff and develops and produces a wide range of high-quality refrigerators and freezers for the domestic and professional 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-run technology company with a broad and diverse range of products. The company is one of the largest manufacturers of construction equipment in the world. However, it also provides high-quality, user-oriented products and services to many other sectors. Today, the group comprises over 140 companies from every continent. In 2022, it employed more than 50,000 staff and generated total revenue of over €12.5 billion. Liebherr was founded in 1949 in the southern German town of Kirchdorf an der Iller. Since then, its goal has been to win over its customers with sophisticated solutions and contribute to technological progress.

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