

Press release

BluRoX from Liebherr revolutionises refrigeration and freezing

Ochsenhausen (Germany), 01. September 2022 – Liebherr Appliances will be the world's first manufacturer to expand its range of freezers to include models with recyclable vacuum perlite technology for extremely energy-efficient insulation from January 2023. For the very first time, the innovative BluRoX technology makes it possible to produce freezers with the energy efficiency class "A" and "B". In addition to Liebherr appliances keeping food fresher for longer, appliances with BluRoX also offer greater volume, effective resource conservation, and are recyclable.

"Our innovation BluRoX makes it possible to manufacture refrigerators and freezers with unprecedented energy efficiency classes. As a specialist in refrigeration and freezing, Liebherr is thus once again demonstrating its high innovative strength and continuing to move consistently in the direction of a circular economy," says Steffen Nagel, Managing Director Sales & Marketing at Liebherr-Hausgeräte GmbH.

Functionality and advantages of BluRoX

Rather than using conventional foam elements, BluRoX insulates using a vacuum in combination with finely ground lava stone, known as perlite. Energy-wise, a vacuum provides the best possible insulation. Due to its crystalline microstructure, perlite has a very low thermal conductivity. This combination of vacuum and perlite creates an incomparably energy-efficient and simultaneously compact solution for cold insulation. Due to the particularly effective insulation, Liebherr can design the walls of a BluRoX freezer to be about a third thinner than the walls of a conventional foam-insulated appliance. For an appliance fully equipped with vacuum perlite technology, the result is about 25 percent greater capacity compared to refrigerators and freezers with the same external dimensions.

In addition: The raw material perlite is available in almost unlimited quantities. Compared to the production of conventional insulating materials from petroleum-based polyurethane, the entire process from the extraction of the lava stone to its use as an insulating material takes up fewer resources. At the end of the lifespan of a BluRoX refrigerator or freezer, the perlite can be removed from the appliance and reused without significant processing. Moreover, because the BluRoX insulation is not bonded to the surrounding components, the outer shell and inner container can also be easily processed and reused.

BluRoX hybrid appliance makes the start

In 2023, Liebherr will initially launch a freezer in which the door will be equipped with the patented BluRoX technology. The walls of this FNb 5056 hybrid model are insulated by conventional foam insulation. This freezer will be the first of its kind in the world with an efficiency class "B" as per the new EU energy label. Over the next two years, Liebherr will present the first BluRoX freezer completely equipped with vacuum perlite technology. This appliance will be even more energy-efficient and have a more volume that is around 25 percent larger.

Energy efficiency particularly important to consumers

A sustainable lifestyle is increasingly important to more and more people who want to save energy and conserve resources. With the incredibly energy-efficient and recyclable BluRoX freezers, Liebherr is fulfilling the desire of a growing number of consumers to make their everyday lives more sustainable. According to GfK¹ (Growth from Knowledge), energy efficiency is the decisive factor for most consumers when making a purchasing decision. The outstanding features of BluRoX freezers with their renowned Liebherr "Made in Germany" quality make them real customer magnets.

Further information on Liebherr's exclusive BluRoX technology is also available at home.liebherr.com/blurox

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 2021, it employed more than 49,000 staff and generated total revenue of over €11.6 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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¹ Source: <https://www.gfk.com/de/presse/Energy-Labels-Germany>