

Press release

## **IFA 2022: Liebherr presents the future of sustainable refrigeration and freezing**

**Liebherr-Hausgeräte will present its innovations at this year's IFA under the motto, "Shaping the future of freshness". The products and freshness solutions are geared fully toward a sustainable future. They have been designed with a long service life, energy efficiency and food waste reduction very much in mind. In addition, the specialist for refrigeration and freezing will be demonstrating at its stand (#201 in Hall 2.1) that its wide range of products can fulfil every wish: with elegant designs, smart everyday helpers or a personalised refrigerator. A pioneering world premier to be unveiled at the IFA will once again demonstrate Liebherr's strength in innovation.**

Ochsenhausen (Germany), 03. August 2022 – The theme of Liebherr-Hausgeräte at IFA 2022 from 2-6 September in Berlin will be "shaping the future of freshness". The refrigeration and freezing specialist will present forward-looking innovations for a more sustainable lifestyle at its stand. Liebherr will be showcasing everything from energy efficiency, freshness solutions, smart technologies and the timeless, elegant design of its appliances.

"A lot has happened since the last time we participated at IFA: We have further developed our appliances and technologies in a more sustainable manner. The introduction of our new fully integrated and freestanding appliances brings us another great step further towards a more eco-friendly future. Now we are looking forward to presenting our world of freshness to the public at the prestigious IFA trade fair and including everyone in a world premiere," says Steffen Nagel, Managing Director Sales & Marketing at Liebherr-Hausgeräte.

### **At Liebherr, sustainability is nothing new**

Liebherr has always developed its appliances with the aim of using resources responsibly and achieving the highest possible classes of energy efficiency. Resource requirements are a crucial factor for the environment as well as for customers using refrigerators, freezers or fridge-freezers which operate 24 hours a day, 365 days a year. At IFA, the manufacturer will emphasise the central role of high-quality materials when it comes to energy efficiency.

Responsible product development does not stop at energy efficiency: With innovative freshness technologies, Liebherr is helping their customers reduce food waste. Food is stored under the best possible conditions in the EasyFresh, BioFresh and BioFresh Professional freshness safes. It can be stored for longer and there is less waste. In 1991, Liebherr introduced its patented BioFresh technology for storing various foodstuffs fresher and longer and has only been improving it ever since.

Another factor that has a decisive impact on eco-friendliness of a cooling appliance is its service life. Liebherr products are designed and tested to be used for at least 15 years. This is only possible if they

are manufactured from the highest quality materials. From the smallest detail to the design; there is no compromising quality.

Liebherr is also paving the way for refrigerators and freezers designed with the environment in mind through its presentation of a new, groundbreaking technology – thus helping to shape the future of the industry, for which the thoughtful use of resources is crucial.

## **Fulfilling the desires of design**

Timeless design which retains its elegance for many years: this, too, is a feature of well thought-out, long-lasting products. The line between dining and living areas is becoming ever finer and, for that reason, more important. The puristic design language of a Liebherr impresses with elegant, clean surfaces and a no-frills silhouette. A classic look that allows our appliances to blend seamlessly into any modern kitchen.

For the modern and handle-free kitchen, Liebherr will present the world's first built-in appliances with AutoDoor, which open and close automatically. All it takes is a gentle tap, a voice command or activation via the SmartDevice app, and the fridge or freezer door opens automatically.

When it comes to personalised design, anything is possible with a Liebherr: You can design your own appliance on the inside and out according to your wishes with the MyStyle configurator. Those who wish to discover the stylistic design of Liebherr, winner of numerous design awards, can explore the new Wanderlust, ArtDeco and Industrial design templates at IFA.

## **Smart, everyday helpers with your groceries in mind**

The advantages of connectable domestic appliances help make everyday life easier and contribute to a more environmentally conscious lifestyle. By simply controlling individual functions or notifying that an appliance door is open, the SmartDevice app helps ensure that food is being perfectly cooled. All models of Liebherr's new generation of fully integrated and freestanding appliances are equipped with the SmartDeviceBox either at the factory or can be retrofitted.

Liebherr already starts before the food reaches the fridge: The shopping list app HNGRY is a basically free, everyday assistant that not only helps with shopping but also with storage, both for fresh and non-perishable groceries. HNGRY will present an innovation at Liebherr's stand that literally keeps an eye on everything and takes food storage to the next, smart level.

All current information about Liebherr-Hausgeräte at IFA 2022 can be found at the website: [Liebherr at IFA 2022 | Liebherr](#).

## **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 fridges 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 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 around 49,000 staff members, and in 2021 generated consolidated total sales of over €11.6 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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