

Liebherr at IFA 2019 – Freshness meets passion

Ochsenhausen (Germany) 2019 – Liebherr-Hausgeräte is taking part in the International Consumer Electronics Fair (IFA) in Berlin from 6 to 11 September 2019. For 65 years, the fridge and freezer manufacturer has been passionate about meeting its customers' requirements for ensuring food is stored at perfect freshness quality. This year's motto is also entirely in keeping with this: 'Your Food. Our Passion'. Liebherr will be presenting a variety of exclusive fridge and freezer appliances over around 1,900 square metres of exhibition space in hall 2.1 (stand 201).

Your Food. Our Passion.

"We are the freshness specialists and have always been passionate about the perfect storage of food," explains Steffen Nagel, Managing Director of Sales & Marketing at Liebherr-Hausgeräte GmbH. While Liebherr's unique DuoCooling technology has already set a high standard in terms of extended storage time in all Liebherr fridge-freezers, BioFresh lies at the heart of the optimal freshness experience. "Healthy nutrition makes an important contribution to the well-being of many people and food's freshness quality plays an important role in this. BioFresh technology provides the perfect climate for food and real added value in everyday life. Food stays fresher much longer and unnecessary throwing away of food due to its short shelf life is a thing of the past – as is the constant need to go shopping for food. This means we are simultaneously picking up on the two social megatrends of health and sustainability." The intelligent SmartDevice technology, with even better networking of your fridges and freezers, completes the perfect food management system.

With a multitude of innovative appliances and a great passion for detail, Liebherr also fulfils individual needs. "Discover our innovative strength for all real-life situations: regardless of whether you are short of space, are living without a cellar, or want to store a lot – we have the right solution to fit seamlessly into your kitchen," says Nagel. We also attach great importance to ergonomics and accessibility.

"There's also an entertaining artistic MyStyle project this year – we have a surprise in store for you!"

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