

Press release

## **Customised and energy-efficient: Fridge-freezers from Liebherr in energy efficiency class A, now in MyStyle**

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**Incredibly energy-efficient and can now be customised to your needs: Liebherr-Hausgeräte also offers its new fridge-freezers in the best energy efficiency class A in the online configurator MyStyle. Liebherr customers benefit from exceptionally low energy consumption and at the same time can design their appliance according to their own personal requirements – inside and out. The MyStyle configurator itself was recently awarded the iF Design Award for its ease of use and user-friendly interface.**

Ochsenhausen (Germany), 03 August 2023 – Modern fridges need to be able to do much more than just keep food fresh: They should save resources and energy– and at the same time meet the increasing demands for comfort and aesthetics. Liebherr-Hausgeräte has been specialising in precisely these requirements for many years. The most recent example is fridge-freezers with the highest energy efficiency class available, A: With the MyStyle configurator, Liebherr customers can customise the pioneering, energy efficient models CBNamy 5723 (RRP from 1,249 EUR) and CBNamy 5753 (RRP from 1,899 EUR) – according to their preferences. Both the features and the design can be customised – you could, for example, select one of Liebherr's five MyStyle design directions, choose your favourite colour from a selection of over a million options or use your own photo template.

### **Incredible savings, long term**

The fridge-freezers in energy efficiency class A only need 116 kWh per year, meaning that they help your household to use less energy. By comparison, a model\* of the same size with the same features in energy efficiency class D requires 226 kWh per year, i.e. 110 kWh more. The secret to low energy consumption, in addition to optimally tuned electronics and compressor performance, is vacuum insulation panels with silica: They ensure that energy consumption stays low long term.

### **Freshness technology saves resources**

In addition to energy efficiency, Liebherr's freshness technologies also ensure greater cost savings and environmental friendliness: Thanks to the BioFresh safe, fruit, vegetables, meat, fish and dairy products stay fresh for a very long time while preserving 100% of their flavour. In addition, all appliances are equipped with DuoCooling – with two completely separate cooling circuits. This stops food drying out as much, keeping it tasty for longer. That's how the fridge-freezers from Liebherr help to reduce food waste and save you money as well as resources.

### **Customise your appliance using MyStyle**

To ensure that the new A-rated energy efficiency fridge-freezers perfectly meet all your needs and suit every living environment, customers can design their appliance according to their own preferences: With the help of the MyStyle online configurator, both the design and the interior features can be easily customised – for instance, with BioFresh safes, by selecting the model, with flexible storage options in the appliance or the interior door such as a bottle shelf, or with an IceMaker or EasyTwist-Ice, which enable you to always have a supply of ice cubes ready with or without a plumbed-in connection. The

\*Fridge-freezer with BioFresh and NoFrost CBNd 5723

Liebherr appliances from MyStyle can also be connected thanks to SmartDeviceBox, which can be integrated into any appliance. Using the SmartDevice app, various functions and settings can then be conveniently set up at any time using a smartphone or tablet.

## **Attractive designs for every style**

MyStyle opens up a world of extraordinary designs: The “Wanderlust” style is bursting with vibrancy and rich colours. They evoke the patterned wallpaper and furniture designs of the classic country house. The “Madeira” design, with its generous ornamentation, brings a floral touch to any kitchen. The warm earth tones of “Galápagos” add a subtle accent to your kitchen. “Zanzibar” draws on Africa’s vibrant flora and fauna. The industrial look of “Industrial” is consciously raw: a nod to the 1920s and ’30s that gives your kitchen a charmingly rugged edge. “ArtDeco” is also inspired by the style of this era and is extravagant and magnificent in its ornamentation. “Japandi” is perfect for minimalists: Here, patterns inspired by Japan meet clean Scandinavian designs in light tones. “Mason” introduces a timelessly elegant marble and concrete look. They seamlessly blend modernity with natural character and are well suited to minimal, puristic interiors.

## **Your customised appliance in four steps**

You can design your own appliance online using the MyStyle configurator in just a few easy steps: First, select the desired appliance and then choose your colour, the design or a motif you have uploaded. The third step is to determine the preferred features. A preview of the custom-designed fridge is displayed at the end before it is simply and directly delivered to your house. The idea and operating panel of the MyStyle configurator was recently awarded the iF Design Award 2023. The configurator impressed 133 members of an international jury of experts for the product category User Experience (UX), and secured the renowned seal of approval.

## **MyStyle: Individuality meets the quality of German engineering**

As with all Liebherr appliances, customers can also rely on the perfect balance of efficiency, volume, refrigeration performance and comfort for A-rated energy efficiency models. Liebherr stands for high quality German engineering: All appliances are designed in Germany and have to prove that they meet the high demands in a strict test series. That is why Liebherr can offer a ten year warranty on its new appliances in good conscience.

Further information on the individual Liebherr refrigeration solutions with MyStyle is also available at [home.liebherr.com](https://home.liebherr.com).

## **About Liebherr-Hausgeräte GmbH**

Liebherr-Hausgeräte GmbH is one of eleven divisional controlling companies of the Liebherr Group. The Appliances division employs more than 6,700 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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