

Press release

Premier atmosphere in the Architekturwerkstatt exhibition and trade centre. Liebherr displays its new fully integrated appliances for the first time

The excitement is growing: Liebherr will be providing a first glimpse of its “Fully Integrated” product line - the brand new generation of Liebherr integrated refrigerators and freezers - at the “Küchenmeile” trade fair in the Architekturwerkstatt exhibition and trade centre from 19 to 24 September.

Ochsenhausen (Germany), 8 September 2020 - At the world's largest kitchen trade fair for trade and industry professionals, Liebherr will be presenting its innovations as well as classic products in refrigeration and freezing.

There's a real premier feel on the Liebherr stand. Following an intensive phase of development, the new Liebherr fully integrated appliances are now appearing in public for the first time. Individuality and high quality are particularly important factors - alongside the perfect freshness experience - when choosing the right refrigerator and freezer. Liebherr always has its customers' needs in mind, and with its new range of integrated appliances provides the right solution for every kitchen style and requirement.

During development, the specialists have paid particular attention to future viability and sustainability. For example, the appliances are not only very energy-efficient, but also help to keep food fresh for longer. Some even do this with a “wow” effect. For example, the “HydroBreeze” function provides food with a cold refreshing mist, which is also visually attractive.

The new refrigerator with “OpenStage” drawers is both aesthetically pleasing as well as pioneering in a functional sense. In line with the principle of the pharmacy cabinet, it not only offers plenty of space, but also guarantees a perfect overview and easy access to all food at all times. In this way, everything is always in view - and this avoids throwing things away unnecessarily.

Steffen Nagel, Managing Director Sales & Marketing of Liebherr-Hausgeräte GmbH can hardly wait to present the new fully integrated line at the Küchenmeile: “We are very much looking forward to giving the visitors a first look - and of course are curious about the reactions.” The specialist will also be delighting visitors with new luxury Monolith wine cabinets. “With the expansion of our exclusive Monolith range, wine lovers can not only store their stock optimally and cool it efficiently, but they can also present it in a stylish manner.”

The fact that the Architekturwerkstatt exhibition and trade centre is opening its doors this year for the Küchenmeile is due to a comprehensive hygiene and safety concept. “Unlike large trade fairs, the Küchenmeile has a clearly laid out setting. This makes it easier for us to ensure hygiene and safety for exhibitors and visitors,” explains Steffen Nagel. Guests have been invited in an organized fashion in order to ensure an uncontrolled rush of visitors is avoided. “All the more reason for us to look forward to meeting our dealers and partners at the Küchenmeile and to exchanging ideas with them, while keeping the appropriate distance, of course,” adds Steffen Nagel.

About Liebherr-Hausgeräte GmbH

Liebherr-Hausgeräte GmbH is one of eleven divisional controlling companies of the Liebherr Group. The Domestic Appliances division employs more than 6,200 staff and develops and produces a wide range of high-quality fridges and freezers for the household and commercial 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-owned 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 more than 48,000 staff, and in 2019 generated consolidated total sales of over € 11.7 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 contributing to technological progress.

Images



liebherr-monolith-weinschrank.jpg

The Monolith wine cabinet: a collector's dream for wine connoisseurs



liebherr-steffen-nagel.jpg

Steffen Nagel, Managing Director of Sales & Marketing at Liebherr-Hausgeräte GmbH

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