

Press release

Liebherr: Cliff freezer awarded ‘Red Dot Design Award’

Ochsenhausen (Germany), 21.05.2024 – the new Cliff plug-in freezer from Liebherr receives the renowned ‘Red Dot Design Award’. Every year, the award recognises products of impressive and extraordinary design quality, and is awarded on the basis of the four fundamental principles of good design: quality of function, attractiveness, user friendliness and sense of responsibility. Food retail customers also benefit from low operating costs, productive use of space and low maintenance.

‘Cliff was designed specifically for the special requirements in supermarkets. We’re delighted that the clever benefits of the freezer impressed the “Red Dot Design Award” jury,’ says Steffen Nagel, Managing Director Sales & Marketing, Liebherr-Hausgeräte GmbH. ‘Our customer companies can improve their productivity and sales while supermarket customers enjoy a convenient and pleasant shopping experience’.

Functional product design in a nutshell

The award-winning Cliff freezer combines first-class design and functionality. It’s a great example of how Liebherr meets the myriad needs of food retail and sets new standards.

Cliff is outstanding at presenting goods and has incredible use of space. In addition to the very productive use of space, the all-rounder doesn’t need much maintenance when deployed in a sales environment. The operating costs are kept low, not least because of the incredible energy efficiency that stands out on the market. The three-door appliance model, for instance, at 15.9 kWh per day uses less power than similar products and runs reliably over a long product life.

The supermarket appliance is also impressive when it comes to access and flexibility. The unique ‘low-front construction’ provides barrier-free access to the goods, improving food retail customers’ shopping experience. An automatic door ensures greater convenience and less loss of cold air. The variable presentation options mean retailers can be flexible in how they present their products. This makes it a lot easier to implement campaigns and special offers than with permanently positioned furniture.

The award-winner has been available since January 2024

Cliff has been on the market since January 2024. Being awarded the ‘Red Dot Design Award 2024’ emphasises its outstanding quality and user-friendliness impressively. It proves that it’s not just supermarkets that think this product is amazing: so does the jury of a renowned design prize. The ‘Red Dot Design Award’ can look back on almost seven decades of successful history. The award is given out annually and is split into three categories, including ‘Product Design’ – the category that honoured the Cliff freezer from Liebherr.

For more on the Liebherr Cliff freezer, see 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 6,800 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 – 75 years of moving forward

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 150 companies from every continent. In 2023, it employed more than 50,000 staff and generated total revenue of over €14 billion. Liebherr was founded by Hans Liebherr 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. The Group celebrated three quarters of a century in 2024 under the motto '75 years of moving forward'.

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