

# THE KNOWLEDGE

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**SIEMENS**

Siemens' cooling: "technology within"

**S**iemens has a comprehensive range of fridges, freezers and fridge freezers designed to suit most requirements and complement any home, with long-door designs, in-door electronics and a choice of colour finishes to choose from: white, stainless steel and a steel-look finish which remains fingerprint free and wipes clean easily. Whichever one your customer chooses, you can rest assured it will be packed with clever ideas, smart solutions, valuable features and intelligent technology.

## A+

### for all-round performance

When it comes to refrigeration products, premium appliances manufacturer Siemens understands that quality needs to be guaranteed. It is an expensive business filling a fridge freezer, and it can be an expensive business running a fully-loaded appliance; therefore, consumers should not be expected to compromise. Choosing an appliance that guarantees food safety and low energy consumption will save your customers money in the long run, so a well-constructed product offering intelligent technology that protects against temperature fluctuations, while caring for the environment at the same time, is worth investing in.

#### QUALITY FIRST

When trading up to an appliance guaranteeing superior quality and valuable, intelligent features, consumers need to understand just what they are getting for their money. So let's look at quality first.

Siemens' confidence in offering extensive warranties stems from a long history and development in manufacturing practices, and rigorous product test procedures that leave no stone unturned:

- All appliances are tested before leaving the factory
- Components are tested to their maximum tolerances
- Doors are opened and closed by the handle 200,000 times
- Drawers are weighted with 20kg and opened and closed 10,000 times
- Each component has a specially devised, harsh test-procedure to ensure it will withstand, with ease, the rigors of everyday family life

**All Siemens appliances have a 2-year warranty as standard, and many hold a 5-year warranty.**

## ENVIRONMENTALLY-FRIENDLY = CONSUMER-FRIENDLY

Caring for the environment by doing away with harmful materials in the manufacture of products is one side of the environmental equation. Conserving energy is the other. Confident in its ability to perform in both these areas, Siemens offers retailers and consumers an **Environmental Pledge:**

"All Siemens cooling appliances use recyclable plastics and are HFC and CFC free (HFC and CFC are the gases that cause long-term damage to the ozone layer). Siemens aims for the lowest-possible energy consumption for appliances."



*An ingenious enticement, and genuine offer, of 5 years' free electricity*

In accordance with this pledge, the majority of Siemens' freestanding cooling range is A+ rated.

**Key sales point:** A+ models use 25% less energy than A-rated appliances, thereby saving consumers money, and, caring for the environment.

### Demonstrating confidence

Until 15th September, Siemens is running a national cooling promotion offering cost savings of up to £170 to consumers buying any Siemens A+ rated cooling appliance. The enticing offer to "earn up to five years' free electricity" is open to participating Siemens dealers.

A direct mail and e-mail campaign is aimed at over 60,000 consumers. Further information can be obtained at: [www.freeleccy.com](http://www.freeleccy.com) or by telephoning 0800 496 9799.

## INTELLIGENT CONTROL SYSTEMS

Having a clear understanding of Siemens' intelligent control systems and the food safety, energy conservation and user convenience benefits they provide will equip retailers to sell up to a Siemens model.

### The technology inside:

#### multiAirflow system

Internal ventilation shafts provide a powerful flow of air around the fridge to ensure even temperatures at all levels. Quick cooling (40% quicker than a standard fridge), less humidity and no condensation build up means food stays fresher for longer.



*Greater airflow provides food safety and energy efficiency*

#### Chiller drawer

Full width chiller drawers within the range provide the perfect environment for storing fresh meat, poultry, fish and even ready-meals. With the internal temperature at 3°C lower than the rest of the fridge, food retains freshness and taste for longer.



*Siemens' Chiller Drawer keeps food at 3°C lower than that in other parts of the fridge to retain the taste and freshness for longer*

#### airFresh filter

Cold air blown around fridge sections goes through a honeycombed charcoal filter which absorbs and neutralizes strong-smelling food odours. The result is a fresh and clean-smelling fridge and a reduction in the risk of odour transfer between foodstuffs.

#### bacteriaKontrol

There's no hiding place for unwanted organisms in Siemens refrigerators. The internal walls incorporate a natural anti-bacterial system that lasts for the lifetime of the appliance.

#### Super cool function

Adding new or warm food to the fridge can lead to an increase in internal temperatures and in existing food temperatures. Switching on the Super cool function before placing new items in the appliance – for example: before a shopping trip – ensures the fast and safe cooling of added foodstuffs and the protection of existing items.

#### Frost free

Frost free models provide a dry environment for food with no buildup of ice in the freezer section. The advantages are manifold: food packs don't stick together; labels remain clear so are easy to read; ice cubes will not stick to the tray.

**Key sales point:** Siemens' frost free function is electronically monitored and adjusted so it only operates when the appliance requires it to. The result is a considerable saving in energy consumption.

#### Bright interior lighting

Bright, twin interior lighting in fridge freezers ensures items can be easily identified and labels on foodstuffs clearly read. Krypton light – a stronger light than that used in standard fridges – is a feature of Siemens' tall fridge models.



*A picture of intelligence:  
Siemens 60cm KG39NA90GB*

## THE LATEST SIEMENS MODELS WITH ADVANCED SENSOR-TECHNOLOGY

The latest addition to the Siemens range is a pair of fridge freezers boasting advanced sensor-technology for more accurate temperature control. Models KG34NA90GB and KG39NA90GB are both A+ rated appliances, so provide 25% more energy efficiency than an A-rated appliance and at least 40% more efficiency than a B-rated model.

Notable features on these two new fridge freezers include multiAirflow cooling; frost free freezer; bacteriaKontrol; Super cool/Super freeze functions and airFresh filter.

Models

KG34NA90GB and KG39NA90GB both qualify for Siemens' "Earn up to five years' free electricity" promotion.



*The subtle approach:  
Siemens' in-door electronics – intelligence doesn't need to be "paraded"*