

COOL NEWS

Summer 2011

from **LIEBHERR**



To celebrate the introduction of the new single-door 36" 2060 series, Liebherr and ALMO, one of the leading U.S. distributors of major appliances and consumer electronics, [held a welcome cocktail party](#) for design trade and press at the [2011 Architectural Digest Home Design Show](#) on Thursday March 17, 2011, at 6 pm on Pier 94 in New York City. Guests were invited to be the first to use Liebherr's new mobile product catalog, as well as get a sneak peak at the upcoming 48" unit which features Water and Ice through the door.

[DIFFA's DINING BY DESIGN NY 2011](#) was a spectacular display of 40+ dining environments, presented in conjunction with the Architectural Digest Home Design Show. This year Liebherr was proud to host for the first time a one-of-a-kind dining environment for the showcase designed by [organicarchitect](#) Eric Corey Freed. Utilizing natural, reclaimed and recycled materials, fresh fruits and plants, Liebherr's table demonstrated that green design can also be beautiful and functional. All materials from Liebherr's table installation were donated and given a second life after the show.



LIEBHERR
...in the news



Liebherr's 2060 series was featured in [Article on REALTOR Magazine Blog](#). In the entry entitled "What's 'In' and 'Out' in the Kitchen: 10 Trends to Watch," they noted: "Gaining steam:

Design With Liebherr Grand Prize Contest Winner architectural interior designer Philippe Beuparlant of [Beuparlant Design](#), Toronto Canada, celebrates with Thorsten Platt, Liebherr's VP of Refrigeration North America and Matthias Heckenberger, Product Manager of Liebherr-Haugerate GmbH at the Architectural Digest Home Design Show, which took place March 17–21, 2011, on Pier 94 in New York City. Liebherr's first-ever design contest rewarded innovation, creativity and eco-conscious choices encompassing Liebherr refrigeration.

For his award-winning kitchen redesign using the C1650 30" built-in refrigerator & freezer, Beuparlant was awarded a cash prize and trip for two to the luxurious [Interalpen Hotel & Spa](#) in Austria, owned by Liebherr.



LIEBHERR *online banner ads*



Liebherr has launched new [Click to see all the banners](#) that are currently being featured on Architectural Digest and other online sites. Check out the new banner ads by clicking the photo.



Liebherr Refrigeration North America's 2011 Mobile Catalog, launched on March 1, 2011, allows users to view and compare Liebherr's entire product inventory of smart, sleek cooling refrigerators and freezers, wine refrigerators and cigar humidors, directly on their smartphone mobile devices. Users access the mobile catalog through a specially designed Liebherr QR code, or they can also access the site using a unique URL at <http://m.refrigeration.liebherr.us>.

French door and side-by-side refrigerators. Losing steam: Freezer-top refrigerators and freezer-bottom models."

...awards



Liebherr is pleased to announce it has received top honors from two leading design industry awards. The [2011 Awards for Design Excellence](#) presented Liebherr three Platinum Awards, ADEX's highest honor. Liebherr's HC 2062 refrigerator, the patented BioFresh technology found in the CBS 2062 refrigerator and the WS 1200 wine cabinet were all honored with an ADEX 2011 Platinum Award. Liebherr also won a Gold Award for the CBS 2062 refrigeration unit. Sponsored by trade magazine Design Journal, the ADEX Awards is the largest and most prestigious awards program for product design of furniture, fixtures and finishes.

Liebherr was also recognized with an Honorable Mention by the [2011 KBCULTURE Awards](#) in the Refrigerator category for its 2060 single door freestanding and fully integrated refrigerators. Launched this spring, the 2060 series is the latest addition to Liebherr's large capacity product line. The KBCULTURE Awards honors products on the basis of aesthetic excellence and technological innovation.



Liebherr's mobile catalog allows designers, architects and everyday consumers to choose from the many customizable units to find the right fit for one's kitchen and in line with their lifestyle.



save the date!
If you are in the Los Angeles area, be sure to visit Liebherr at Almo Specialty Booth #221 during **Dwell on Design**, the West Coast's largest annual modern design event, June 24–26 at the LA Convention Center.

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