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**Gaggenau launches the new Vario cooling 200 series.**

**A cooling experience for the design conscious.**

**Munich, January 2021: Gaggenau, the luxury brand for professional-grade home appliances, presents the new Vario cooling 200 series; beautifully designed cooling devices which appeal to the style conscious individual. The new range of built-in cooling products includes a refrigerator, fridge-freezer and freezer, each crafted to effortlessly enhance the kitchen experience, through a subtly elegant design. Having perfected the performance of its cooling appliances, Gaggenau goes beyond, to explore the experience created by offering cooling products, which are as considered as the kitchen itself.**

Gaggenau designed its newly launched Vario cooling 200 series to appeal to the serious private chef, who believes in creating and storing cuisine in an aesthetic space. The light bronze coloured details of the fridge's minimalist interior, combined with warm LED lighting and maple wood bottle holders, offers an inviting glow to the appliances. By using high quality and warm-toned materials, Gaggenau is using its design to warm its technology and add a "human touch" to the kitchen – a space often dominated by impersonal equipment.

The interior of the newly launched cooling 200 series features components in the colour Gaggenau Light Bronze; a sophisticated metal hue with a satin finish, which offers an elegant yet understated look to the appliances. The shelves and door bins, follow the same colour profile, thus providing robust storage with a luxurious feel. The interior fridge and freezer drawers, never look cluttered due to their graduated frosted fronts and have built-in cushioned rails for a soft opening and closing, offering a blissfully sophisticated cooling experience.

The cooling products open to reveal a minimalist interior and clean design. The appliances have a large usable volume and with the added benefit of near invisible glass shelves and warm lighting illuminating the interior, all edibles can be easily stored without losing track of what is inside – lowering the chance of food wastage. New to

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the Vario cooling 200 series appliances, the freezer is designed with the same elements as the refrigerator; mirroring the open shelving at the top with deep drawers below, to offer an aligned appearance when the refrigerator and freezer are displayed side by side.

The refrigeration appliance offers solid maple wood bottle trays to house prized wine bottles, with the care they deserve. The tactile holders click quietly together and are magnetically modifiable – ensuring there are no visible connections between the segments; maintaining a streamlined feel to the interior and offering its user complete flexibility, depending on their individual storage requirements. Gaggenau believes that the keen private chef should be equipped with tools which enable them to cool in the same way professionals do. To achieve this, up to five bottle holders can be placed on a shelf and house both standard and magnum sized bottles. The maple wood bottle holders perfectly complement the light bronze accents in the fridge interior – furthering Gaggenau's commitment to creating professional-grade cooling appliances for those seeking the aesthetically advanced. For the true wine aficionados the newly launched products can be combined with a wine climate cabinet from the same series – creating an impressive cooling wall.

The addition of warm white LED lighting illuminates the cavity of the cooling appliances, shining through the shelving to enhance the true colour of fresh produce. The flattering lighting cascades through both the cooling and freezing products – offering a balanced showcase for any stored ingredients and the design aesthetic.

The appliance shelving is crafted from almost invisible optiwhite glass plates, with each of the shelves being height adjustable. Optiwhite glass has a high light transmission, ensuring that the soft interior lighting gently filters throughout the appliance and warms the soft hues of the metal.

The elegant Vario 200 cooling series offers an unrivalled freshness system. The fridge has an integrated, fresh cooling drawer with a temperature close to 0 °C. Adding to the professional-grade cooling experience, the humidity in the upper drawer of the

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fridge is manually adjustable using an intuitive light bronze jog dial. The ability to manually adjust the humidity presents the ideal conditions for keeping produce fresher for longer. The freezer provides advanced no frost and fast freezing technology.

All appliances in the Vario cooling 200 series were designed to be fully integrated into the standard 178 cm niche, with distinctive design elements that elevate the cooling experience and perfectly suit the kitchen environment, regardless of size.

Sven Baacke, Head of Design, Global Brand Gaggenau, says: "With our newly launched Vario cooling 200 series, we wanted to explore and develop the user experience that these appliances offer the kitchen landscape. We believe that the kitchen is the heart of the home and Gaggenau is the soul of the kitchen, so we used warm design features to emulate this and to humanize an environment which can often be dominated by cold, advanced technology. The enhanced experience guarantees a high quality, effortless cooling experience with each use."

**Notes to editors**

Please note that the products mentioned and displayed have the following energy ratings valid until end February 2021:

RB 289 300 | Fridge-freezer | A+++\*

RC 289 300 | Single door fridge | A+++\*

RT 289 200 | Fridge-freezer with freezing compartment | A+++\*

RF 287 200 | Single door freezer | A++\*

\* Energy efficiency class: at a range of energy efficiency classes from A+++ to D.

New energy ratings valid from March 2021:

RB 289 300 | Fridge-freezer | D\*\*

RC 289 300 | Single door fridge | D\*\*

RT 289 200 | Fridge-freezer with freezing compartment | E\*\*

RF 287 200 | Single door freezer | E\*\*

\*\* Energy efficiency class: at a range of energy efficiency classes from A to G.

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Gaggenau is a manufacturer of high-quality home appliances and acknowledged as an innovation leader in design and technology “Made in Germany”. The company, with a history dating back to 1683, has revolutionised the domestic kitchen with its internationally acclaimed products. Gaggenau’s success is founded on technological innovation and a clear design language combined with high functionality. Gaggenau has been a subsidiary of BSH Hausgeräte GmbH in Munich since 1995 and is currently represented in more than 50 countries with 24 flagship showrooms in major cities around the world.

The difference is Gaggenau.

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## **Gaggenau launches the new Vario cooling 200 series – captions.**

### **01 The new Vario cooling 200 series.**

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### **02 The new Vario cooling 200 series.**

The light bronze coloured details of the fridge’s minimalist interior, combined with warm LED lighting and maple wood bottle holders, offers an inviting glow to the appliances.

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The refrigeration appliance offers solid maple wood bottle trays to house prized wine bottles, with the care they deserve.

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**04 The new Vario cooling 200 series.**

The interior features components such as the door bins, in the colour Gaggenau Light Bronze; a sophisticated metal hue with a satin finish, which offers an elegant yet understated look to the appliances.

**For more information, imagery or interview opportunities, contact:**

**Stephanie Chen**

Stephanie.chen@bshg.com

Tel: +44 7785 253700

**Daniel Alexis-Rochefort**

dan@limecreative.com

Tel: +44 207 378 3456

**Natasha Finn**

tash@limecreative.com

Tel: +44 207 378 3465