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LIEBHERR SHINES WITH INNOVATIVE NEW FINISH
SmartSteel Maintains the Beauty of Stainless Steel Without the Fingerprints

Burlington, ON: Liebherr's extensive research on making its signature stainless steel finish design more user friendly has resulted in *SmartSteel* being introduced in its 2009 freestanding product offerings. The new *SmartSteel* finish means the refrigerator doors are more scratch resistant, more durable and easier to clean, but importantly, the aesthetics of the stainless steel are not compromised in any way.

"The difference between *SmartSteel* and competitive finishes that don't show fingerprints is the process in which the coating is applied," explains Thorsten Platt, Vice President Liebherr North America. "Competitors use a thermal process to apply the coating. Using heat in this way, the stainless steel is left with a yellowish hue. Our process uses advanced UV technology to apply an exceptionally thin coating maintaining the true look and integrity of the stainless steel. This is especially important in refrigerators where there is such a large, visible surface area."

From the consumer's perspective, *SmartSteel* virtually eliminates fingerprints, and if fingerprints are detected, they can be wiped clean with a dry cloth. In keeping with Liebherr's ActiveGreen commitment, this also eliminates the need for stainless steel cleaners or glass/window cleaners that contain chemicals.

SmartSteel is available on all new freestanding units at 24", 30" and 36" sizes. Contact Leanne Newman to obtain high-resolution images or further product information. Visit www.liebherr-appliances.com to view Liebherr's full product line of freestanding, built-in and fully integrated refrigeration and wine storage products.

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Driven by innovation and characterized by sophisticated, fresh design, Germany-based Liebherr Corporation brings the best of Europe to the refrigeration category in North America. As the worldwide leader in environmentally responsible refrigeration, Liebherr provides outstanding built-in, freestanding, and fully integrated refrigeration and wine storage units.

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