

PRESS RELEASE

Premium refrigerators from Sharp

Open for all – a new degree of accessibility is on show for two high-quality refrigerator models from Sharp. The SJ-WS360T and SJ-WS320T, which are both available in silver and black, are equipped with Sharp’s own Dual Swing door system, so that they can be opened to both left and right without requiring special installation. At the same time, the 2-door A++ bottom freezers provide the added attraction of highly developed technologies that ensure uniform cooling, comprehensive refrigerator hygiene and high energy efficiency.

Berlin, IFA 2011. Always in the right place: the new Sharp SJ-WS360T and SJ-WS320T refrigerators win applause for their practical dual swing door opening system. This innovation from Sharp allows these stand-alone units to be flexibly positioned anywhere in the kitchen. Users can open the door of both models either to the left or right, as required. Generously dimensioned capacity, energy class A++, hybrid cooling, plasmacluster technology and LED lighting are simply the state of the art for Sharp premium quality refrigerators .

“Sharp has developed a new door fitting for its Dual Swing mechanism, so that refrigerators and freezers can be opened on either side. This feature may sound simple, but in everyday kitchen use it is also extremely practical, “ explains Beate Moresmau, Product Manager White Goods at Sharp Electronics Europe. “When cooking with friends, the Sharp Dual Swing mechanism means that no-one is in the way when you want to open the refrigerator. Also, in open-plan eat-in kitchens, the cooking and eating areas can be practically joined together, or alternatively the two-sided door opening can also help to prevent straying eyes from discovering for example a birthday surprise in the refrigerator. The two-sided door opening system is also handy in smaller kitchens: if the oven door is open one side or a drawer is open on the other side, the user can open the doors of our new refrigerators flexibly, either to the left or right,” continues Moresmau.

Double plus for the environment: The new Sharp SJ-WS360T and SJ-WS320T have been commended for their extremely low energy consumption. These highly efficient Sharp units use an inverter technology that is able to optimise the compressor freezing capacity for maximum energy efficiency. As a result, both models have been awarded the top Energy classification A++ and make a major contribution to environmental protection. At the same time, they save consumers cash.

The functionality of the Sharp SJ-WS360T and SJ-WS320T refrigerators is as important as their lower power consumption and ease of use. The intelligent hybrid cooling system combines the technologies and advantages of two different refrigerating systems – direct cooling using an aluminium panel cooled to approx. zero degrees Celsius, which cools the

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compartment through heat conduction, and a dynamic air-flow cooling system, which ensures a uniform distribution of cold air inside the entire device. With this hybrid cooling system, foods keep their natural texture for longer without drying out. Additionally, the “no-frost” function prevents frosting, so that the tiresome and long task of defrosting the freezer compartment is a thing of the past. Sharp’s own plasmacluster technology also reduces the spread of specific moulds, thereby improving hygiene inside the refrigerator. Unpleasant odours are prevented by the integrated deodorizer. In the separate chilled case with a temperature of around 0 degrees Celsius, even the most delicate foods, such as fish and meat, remain fresh for longer.

Looking good: the new Sharp refrigerators also have outstanding design. They bring a touch of elegance, with optional silver or black premium look. Their refined appearance is complemented by the high-quality finish. The interior is also clearly not afraid of high visibility. The energy-efficient LED lighting system gives an excellent view of the entire refrigeration space. With the integrated LEDs set at the front, adequate lighting is guaranteed at all times, even when the refrigerator is full.

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