

## The fridge's new clothes: Bosch Vario Style becoming even more customisable thanks to five new and up-to-date colour versions

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- ▶ Vario Style: the first fridge-freezer combination with replaceable coloured door fronts.
- ▶ NEW: five vibrant shades of colour – pearl aubergine, pearl bronze, pearl anthracite, pearl green and light grey.
- ▶ Selection of 24 colours allows customers to follow their own style with ease, making a clear design statement in their kitchen.
- ▶ Magnets and brackets make changing door fronts a simple task.
- ▶ VitaFresh freshness system ensures fresh foods stored in perfect conditions.

**MUNICH, Germany** – Designing indoor spaces with the latest sought-after colours is increasingly becoming part of how we express our personal style and outlook on life. Creating the Vario Style system has enabled Bosch to develop the ideal, surprisingly straightforward package to bring that personality to life in the kitchen. It is the first fridge-freezer combination with easy-to-replace coloured door fronts. Launched in 2017, Vario Style soon won consumers' hearts, as well as a string of design awards.\* Now the quick-change act is adding five new shades to its repertoire, reflecting the latest home style trends. Along with the 19 existing colours, consumers can now choose from an even wider range of options.

### Subtle shades, warm surfaces

Pearl aubergine, pearl bronze, pearl green... the names alone have a tasteful and alluring ring to them. But more important is what goes into them: "We develop our colours with contemporary home and lifestyle trends in mind," says Robert Sachon, principal designer at Bosch Home Appliances. "Those trends are currently driven by warm and cosy environments with subtle shades and interesting, iridescent surfaces," he explains. The new Vario Style colours are a perfect fit, standing out thanks to their velvety, pearlescent finish while radiating elegance and style. "Our

new colours now offer households even more options to express their personality in their own living environment,” the designer adds.

### **From cosy to elegant**

In pearl aubergine and pearl green, Bosch is adding two strong colours perfectly suited to the heritage style currently in vogue. These can provide either a warm and cosy or an impressive and elegant aesthetic depending on the surroundings and accessories. The timeless metallic hue of pearl bronze is no less stylish in its look. This is the ideal choice to combine with untreated wood, black furniture and anodised steel. Pearl anthracite is another contender, offering a cooler, more classic and understated appearance. Meanwhile, the light grey version claims its place as part of the grey trend currently sweeping through all living areas. This can add a touch of character even to ultra-simple kitchen settings.

### **Colourful variety made easy**

In 2017, Bosch managed to create a huge impact and present great variety to households by achieving a world first with the Vario Style and its 19 attractive colours – all the more impressive considering the speed and ease of changing between colours. For example, thanks to an attachment system with concealed brackets and magnets, the high-quality, durable door fronts can be replaced in an instant without using any tools. Simply pull the front gently towards you, lift and remove it, and hook on the new door – and you’re done! The unit will make a new and colourful impression within seconds. By releasing the Vario Style, Bosch is fully living up to its promise of offering households intelligent and surprisingly simple solutions.

### **Keeping things fresh**

While the exterior is fully flexible, the interior performance of Bosch’s Vario Style fridge-freezer remains constant. The VitaFresh system and its two different air handling zones work to preserve the texture and wholesome flavour of fresh foods. The top VitaFresh zone offers the perfect conditions for storing meat and fish with its uniformly low temperature of around 0°C and low humidity. In the lower VitaFresh zone, fruit and vegetables benefit from two different settings to ensure ideal humidity. The new Vario Style offers everything that makes a modern Bosch cooling appliance stand out: convenient interior design, LED lighting, electronic temperature control and optimum air circulation. The perfect product to ensure freshness and variety in your kitchen!

\* Including the Red Dot Design Award and iF Design Award 2018

## New colour versions

### ***From autumn 2018:***

Pearl bronze  
Pearl anthracite  
Pearl green  
Light grey  
Pearl aubergine

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*The name Bosch has stood for generations for ground-breaking technology and outstanding quality. Bosch Home Appliances have been committed to this high standard for more than 80 years: Bosch is Europe's leading home appliances brand. Consumers worldwide associate the brand with efficient functionality, reliable quality and an internationally acclaimed design. Treating people and nature with respect, reflected not least in the guiding principle of "technology for life", is a matter of course for Bosch. This can be seen, among other things, in sustainable products and resource-friendly processes.*

Find out more at [www.bosch-home.com](http://www.bosch-home.com).