

## Individuality meets art: Vario Style, world's first fridge-freezer with exchangeable door fronts, now available with powerful photo print designs

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- ▶ Bosch expands successful Vario Style family
- ▶ Exchangeable door fronts available in 24 colours to date
- ▶ Additional door fronts with striking photo prints to be available from 2020
- ▶ Bosch collaborating with artist Simone Hutsch from Berlin for IFA 2019

**MUNICH, Germany** – Customisation is currently in vogue, especially when it comes to living space and kitchen design. An example of this is the success of Bosch Vario Style, an unique refrigerator system with exchangeable door fronts that is the first of its kind. Since 2017, Vario Style has convinced consumers and won a string of design awards. Now Bosch is taking the next step towards creating the perfect customised home appliance. Starting in 2020, the home appliances manufacturer will be adding eye-catching photo designs for consumers' fridge-freezers to its existing wide range of coloured door fronts.

### Individuality enters a new dimension

Bosch has introduced a colourful variety in fridge door fronts in 2017, offering a choice of 24 different colours. Vario Style makes it quick and easy to change between colours and designs thanks to an attachment system with invisible hooks and magnets. This allows the high-quality, durable door fronts to be replaced in an instant without the need for tools. Simply pull the front gently towards you, lift and remove it, clip on the new door – and you're done! In a few short seconds, the fridge becomes a design statement that can be flexibly adapted to suit the owner's taste and living situation.

### Homage to Berlin

Simone Hutsch hails from Berlin and works in London. The designs used for Vario Style at the IFA 2019 trade show document the graphic

designer's artistic approach of reinterpreting existing Berlin architecture through her photography. "In Vario Style, Bosch has the perfect solution to make customers' wishes come true – both in terms of technology and aesthetics," explains CEO Robert Bosch Hausgeräte GmbH Harald Friedrich. "The new photo print designs based on Simone Hutsch's creative work are a striking example of how we'll be bringing even more individuality into the world of kitchen design in the future." Not least because the designs to be exhibited at IFA are a visual homage to the city that will be hosting the show: Berlin.

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*The name Bosch is known worldwide as a symbol of excellent quality and reliability. For over 85 years, its home appliances have also honoured this claim: Bosch is Europe's leading home appliances manufacturer. Its products are based exclusively on the real requirements of modern households. Thanks to trendsetting technology and surprisingly simple solutions, they effortlessly achieve perfect results and simplify everyday life. In addition, high quality, precisely finished materials and a timeless, internationally acclaimed design ensure noticeable quality and sustainability. A recognised high service quality cements the trust of the user in the brand and underpins the Bosch guiding principle, "invented for life".*

For more information [www.bosch-home.com](http://www.bosch-home.com):