

Job Aid: Bosch Refrigeration – Features & Benefits

Refrigeration Overview

Whether you choose full depth or a counter depth refrigerator, Bosch refrigerators deliver a clean, integrated look in your kitchen. Bosch offers freestanding and specialty refrigerators in a variety of sizes and styles to integrate into any kitchen design. From replacing a standard size fridge to optimizing a small space with our 24" bottom freezer refrigerator, Bosch has a solution for everyone.

Qualifying Questions

Here are some qualifying questions you may ask to help you recommend the refrigeration products that best meet the customer's needs:

- **How limited are you on space in your kitchen?** We can offer the customer our 24" x 80" counter depth refrigerator as well as our 36" wide full depth 4-Door refrigerator.
 - **Do you prefer a built-in look for your refrigerator?** We can offer the customer our counter depth refrigerators with hidden hinges that will give them a built-in look.
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Top Features

Key product features and benefits of Bosch refrigeration products:

HydroFresh

The HydroFresh drawer keeps fruits and vegetables fresh twice as long by controlling humidity. Optimum humidity levels allow moisture to be retained or reduced, depending on your settings, which you can be set based on the type of fresh food you're storing. By keeping the food fresh longer, it reduces the amount of food that goes bad and saves customer money.

Multi-flow Shower Cooling System

An ingenious airflow system employs a special ventilation channel that allows air to pass over and around the produce drawers. Temperatures remain at consistent, ideal levels keeping your food well chilled and preserved. This prevents hot or cold spots that can occur in the fridge.

24" x 80" Counter Depth

Style can fit anywhere. These slim units are ideal for compact kitchen layouts in lofts, condos and cottages. They also make a great second refrigerator in a bar.

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BOSCH

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All Level LED Lighting

Bright, fully integrate LED lighting illuminates the interior from above, from inside the produce drawers, from inside the deli drawer, and from inside the bottom freezer. This lighting gives the customer a full view of what they have in their refrigerator.

Hidden Hinges

The hidden door hinges present uninterrupted stainless steel luxury while providing sturdy support and smooth, easy opening.

Wine Rack

A convenient rack stores wine at the proper angle and prevents it from being excessively disturbed.

External Water & Ice Dispenser

Flush Stainless Steel Touch control water and ice dispenser for ease of use.

4-Door Design

Two refrigerator and two freezer doors for easy access to fresh and frozen foods.
