

Black Art



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FOR IMMEDIATE RELEASE

Domestic Aesthetic *Fagor Debuts "Black Art" Refrigerator*



Lyndhurst, NJ - Fagor America has introduced a new and exciting refrigerator to its major appliance line called "Black Art".

Taking a bold step beyond traditional white good design, Black Art is a contemporary interpretation of the domestic refrigerator. Functionality and aesthetics align to create this product which boasts a most sought-after column design complimented by a unique reflective finish.

For those that envision their kitchen as a captivating destination, Black Art is an ideal choice to suit your needs. Bold in design and striking in profile, Black Art is as functional as it is beautiful.

The reflective finish is subtle yet striking. The refrigerator will adopt the look of its surroundings, blending harmoniously into any kitchen design or color scheme. In addition to beauty, the finish is kept beautiful with a simple swipe of a moist cloth or paper towel- no harsh chemicals are necessary to preserve its good looks.

The "slim" column design enables the refrigerator to fit flush into a 24" deep installation cutout, allowing for installation that integrates beautifully with surrounding cabinetry. The size is perfect for condos and apartments in urban areas or where kitchen space may be limited. The doors can be installed interchangeably to open from either side, creating a custom fit in your kitchen. Two units may also be installed side by side for added flexibility.

In addition to the refrigerator's bold design, it's also the healthiest refrigerator in the market. Featuring a unique BIO Filter that retains mold and bacteria from the circulating air, it eliminates odors and preserves food longer. An antibacterial drum prevents micro-bacteria from growing in the refrigerator. Independent drawers allow for two unique temperature environments within the refrigerator, one ideal for keeping vegetables crisp, and one for meats and seafood storage at an ideal level of moisture.

The exclusive No-Frost System distributes itself throughout the entire refrigerator, not just the freezer; making the unit different from any other competitive product available in the marketplace. This convenience feature drastically reduces the condensation level within the unit and eliminates the need to periodically de-frost in order to free it from heavy ice build up.

Other unique features include vacation mode. This energy-saving setting will allow you keep your freezer functioning normally while dropping the temperature of the empty refrigerator space and keeping it just cold enough to prevent odors and bacteria from forming.

Two other notable features are fast cooling and super-freezing capabilities. These settings temporarily lower the refrigerator or freezer temperature in order to allow you to introduce large quantities of food to the unit at once. By doing so, you maintain a constant temperature and avoid internal temperature from rising too high to accommodate for newly introduced items.

Suggested Retail Price for the new "Black Art" refrigerator is \$2499.00 USD.

For More Information, please visit: www.fagoramerica.com, or call 201.804.3900.

About Fagor America Inc.

Fagor America Inc, headquartered in Lyndhurst, NJ, USA is a wholly owned subsidiary of Fagor Electrodomesticos, Spain. The Fagor brand is marketed in 100 countries. Fagor Electrodomesticos employs more than 12,000 people in 17 countries and operates 16 factories in three continents. Fagor is the worldwide leader in built-in induction cook tops, the leading appliance manufacturer in both Spain and France and the fifth largest appliance manufacturer in Europe.

Present in the US since 1992 with high-quality stainless steel cookware as the core product offering, today Fagor's North American appliance line consists of induction, gas & radiant cooktops, refrigerators, dishwashers, convection ovens & range hoods. Fagor products bring together efficient, eco-friendly European styling tailored to American consumer's needs. They are distinguished for having beautifully designed products constructed from the finest materials, and are user friendly and consistently reliable. For more information visit: www.fagoramerica.com

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