

THE RETAIL observer

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AN EYE ON THE INDUSTRY SINCE 1970

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ZEPHYR

ZEPHYR INTRODUCES 24-INCH SINGLE ZONE, DUAL ZONE, AND PANEL READY REFRIGERATOR DRAWERS

Featuring quick chill to instantly lower temperature and presets for produce, beverage, and wine modes

Zephyr, the company that has transformed the kitchen with design, discovery, and customer care, introduces its new collection of Presrv™ Refrigerator Drawers. Zephyr believes a luxury kitchen should deliver innovative solutions while keeping design and technology at the forefront. The Presrv Refrigerator Drawers are a perfect example of an ingenious appliance by Zephyr that offers convenient cold storage where you need it, at an attainable price point.

From storing the latest farmers market haul to kids' snacks, Champagne before the big night, and quick access to appetizers, Presrv Refrigerator Drawers ensure that always-on-hand items are easily accessible and customized to your needs. Refrigerator Drawers are an extension of the main refrigerator, offering additional refrigerated storage in a more accessible location under the countertop. With the convenient addition of Presrv Refrigerator Drawers, the main refrigerator shelves are uncluttered, and perishable items are no longer pushed to the back and forgotten.

The perfect addition to a busy kitchen, media room, or ADU, Presrv Refrigerator Drawers are the ultimate in customization, innovation, and accessibility. The large-capacity Refrigerator Drawers maintain distinct temperature zones with PreciseTemp™ temperature control, and all models have a temperature range of 33° - 65° F. The units are loaded with features like Quick Chill that lowers refrigerator temperature instantly, and convenient presets that include Produce, Beverage, and Wine modes. Full-extension soft-close drawers ensure safety for little hands reaching inside, and adjustable drawer dividers slide back and forth, making smaller items such as cheese or yogurts easy to locate.

"We launched the new Refrigerator Drawers in direct response to a market demand for more accessibility to refrigerated items," said Luke Siow, Zephyr president. "With many households needing additional space for food and beverage storage, Presrv Refrigerator Drawers give them an innovative, flexible solution, whether for entertaining or everyday refrigeration needs."

The ENERGY STAR® Certified Refrigerator Drawers are available in Single Zone, Dual Zone with dual evaporators, and Panel Ready for a seamless design built into cabinetry. The units feature a stainless steel or white interior drawer finish. Additional features include 3-Color Electronic Touch Controls, 3-Color LED Lighting in Cloud White, Deep Blue, and Amber, and a Door Open Alarm. An easy-to-clean, non-stick silicone drawer mat offers added convenience (Dual Zone models).

Visit www.zephyronline.com for more information.



ZEPHYR



Elevate your lifestyle—with the Lux Connect and Zephyr Connect technology. Convenience and luxury work seamlessly together for hands-free voice activation of fan speed, lighting and more.

Featuring the Zephyr Presrv[®] Beverage Cooler.

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