

**PRESS RELEASE: 9 July 2013**

## **SHARP MAKES BIG IMPRESSION IN KITCHEN STYLE WITH BIGGEST EVER FOUR DOOR FRIDGE**

**London, 9 July 2013** – Sharp Europe today launches the impressive glass-fronted four door fridge, the SJ-FS820VSL, which not only looks great, but also boasts the biggest capacity of its type on the market and an A++ energy rating. Designed to be at home in the trendiest contemporary kitchens, the silver or black fridge also includes Sharp's unique anti-bacterial Plasmacluster technology and Hybrid Cooling system to keep food fresh for longer.

Featuring silver or black glass doors and low energy, powerful LED lights to light up the massive interior, the SJ-FS820VSL really does bring style to any family kitchen. Sharp invented the multi-door fridge concept and this latest four door model maximises storage options, with ultra large compartments and an innovative layout, including an automatic ice maker.

Laurent Giraud, Product Marketing Manager, Health and Environment, Sharp Europe, said, "A fridge is the biggest item in your kitchen, so it needs to not only perform brilliantly, but also look good. Our top of the range SJ-FS820VSL follows the latest trends in kitchen interior design and delivers exceptional refrigeration at an A++ energy rating, showing our passion for products which are better for the environment."

The SJ-FS820VSL includes two important refrigeration technologies unique to Sharp: Plasmacluster, Hybrid Cooling and No Frost, which combine to provide maximum food freshness and less food waste:

- Plasmacluster is a revolutionary active technology which makes fridges more hygienic by restricting the growth of bacteria and moisture. Plasmacluster uses an ion generator which produces the same positive H+ and negative O<sup>2</sup>-ions that our own immune systems release when fighting off an infection. Plasmacluster purifies harmful toxins in the air inside the fridge, and in combination with the carbon filter, helps to eliminate bad smells.
- Hybrid Cooling uses an aluminum plate in the cabinet at the back of the fridge cooled to 0°C to restore moisture in the compartment cooled with No Frost technology. This more gentle cooling system doesn't dry food out, helping fruit and vegetables to keep their appearance and taste fresh for longer.

Designed for open plan living, the SJ-FS820VSL also has one of the lowest sound levels on the market (only 37db).

The Sharp SJ-FS820VSL is available to buy now from major retailers for a recommended retail price of €2,699.

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## **SJ-FS820VSL multi-door fridge**

Silver or black glass facade

LED lighting inside the fridge

Touch-sensitive control panel

Total capacity: 600L

Plasmacluster anti-bacterial technology

Hybrid cooling technology

Inverter technology

Anti-odour nano-deodoriser air filter

Automatic ice dispenser

Noise level: 37 decibels

Dimensions: (Height x Width x Depth ): 1830 x 890 x 770

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## **About Sharp Health & Environment**

*Sharp has been inventing home appliances that improve health and wellbeing for over 50 years. This is Why our microwaves and steam cookers make tasty and healthy cooking simple, and our air purification systems and refrigerators incorporate revolutionary Plasmacluster technology for cleaner air and food that stays fresher for longer. For further information, please visit [www.sharp.eu](http://www.sharp.eu)*