



FOR IMMEDIATE RELEASE

For more information, contact  
Tim Tyler  
Viking Range, LLC, 662.451.4123

## **New Viking Professional 7 Series Fully Integrated Refrigeration with Exclusive BlueZone® Fresh Preservation**

**Greenwood, MS, January 2017** - Viking Range, LLC, a leader in kitchen technology, is pleased to announce the rollout of a new Viking Professional fully integrated built-in refrigeration product line in 2017 with the exclusive patented BlueZone® Fresh Preservation Technology and other industry exclusive features. The introduction will begin with the 36" wide bottom freezer refrigerator and expand into additional models.

This new line of fully integrated refrigeration fits flush seamlessly into cabinetry with no visible hinges or grills and appears hidden, disappearing into the cabinetry.

Ultimate temperature and humidity control can be achieved by using the most innovative and advanced purification technology available to purify the air; the Viking BlueZone Fresh Preservation Technology. Viking's Bluezone Fresh Preservation Technology strips microbes, ethylene, hydrocarbons, odors and other contaminants inside the refrigerator to provide the ultimate in food preservation.

BlueZone Fresh Preservation Technology is like no other air purification available on the market. Initially designed for the United States Army, this BlueZone Preservation Technology is also used commercially to extend the shelf life of fresh fruits and vegetables in transport containers, cold storage rooms, walk-in refrigerators, reach-in refrigerators and general food storage areas along the global food supply chain of storage, distribution, transport, and retail sale. In this application, Bluezone Technology removes the decay-producing chemical and microbial agents from the air without introducing any chemicals or gases to the fresh fruits and vegetables storage space.

Now, this unique, exclusive and patented commercial air purification technology is available for your home, only from Viking with the new 7 Series Refrigeration line. Significantly fresher, longer lasting foods are possible with this government grade food preservation technology that has been incorporated into Viking Professional residential refrigeration.

Other BlueZone Fresh Preservation Technology benefits include:

- Significantly extends shelf life and quality of produce
- Saves money as food lasts longer
- Minimizes waste
- Fresh preservation for organics
- Optimized ventilation for CO<sub>2</sub> – No ethylene build-up
- Many times a green bag is used to prolong life of fruits and vegetable. BlueZone eliminates the ethylene and no green bag is needed.

Additional innovative features for the new 7 Series refrigerator include glass capacitive touch electronic controls, innovative shelving, two full extension soft-close freezer drawers with dividers, temperature and humidity controlled drawer with separate electronic control, spillproof plus shelves with Nano Technology, internal filtered feather-touch leak proof water dispenser, and Bluetooth® connectivity. The Viking Connect app enables connectivity from the mobile phone to the refrigerator/freezers to monitor temperatures, settings and allows the consumer to receive various alerts, such as door open and water

filter replacement. Bluetooth connectivity will be demonstrated at the 2017 Kitchen Bath Industry and will be available in future releases of the product.

The maintenance-free ProChill™ Temperature Management System provides two variable speed DC Overdrive™ Compressors which quickly chills food and saves energy. This variable speed compressor system is one of the quietest, most technologically advanced compressors available. With two individually controlled compartments these two variable speed DC Overdrive Compressors automatically and quickly recover cold temperature maintaining the integrity of your foods.

The articulating hinge with dampener allows for a soft smoothness when opening the door. These articulating hinges also help with the seamless flush fit and have micro-level horizontal and vertical adjustment to allow superior fit.

Exclusive aluminum metal door bins maintain a consistent cold temperature for drinks and condiments that reside in the door. Water filter for both the water and ice ensure that the freshest ice and water is served.

The latest in spill control technology, the new Spillproof Plus™ Shelves with Nano technology, create an invisible barrier to contain spills and make cleanup easy while maximizing usable space. The thick tempered glass shelves provide industry leading durability.

“With the flush integrated design, BlueZone technology, temperature controls, compressors, lighting and connectivity, the new Viking Professional fully integrated 7 Series refrigerator/freezers have set a new standard for ultra-premium refrigeration for the home,” said Kevin Brown, President of Viking Range, LLC. “Viking Professional refrigerator/freezers with exclusive, cutting edge food preservation technology blend seamlessly into cabinetry with custom panel option that match your cabinetry or makes a design statement with seven exclusive finishes available.”

The Viking 7 Series fully integrated refrigeration will be available soon at a local authorized Viking dealer.

Viking Range, LLC originated ultra-premium commercial-type appliances for the home, creating a whole new category of home appliances. Committed to innovative product design, unrivaled performance and peerless quality, Viking is headquartered in Greenwood, Mississippi, and is a subsidiary of The Middleby Corporation, a long-time leader in commercial kitchen technology. Viking appliances are recognized globally as the foremost brand in the high-end appliance industry and are sold through a network of premium appliance distributors and dealers worldwide.

For additional product information, to locate a Viking dealer in your area, or to request a quote, please visit [www.vikingrange.com](http://www.vikingrange.com). VIKING is a registered trademark of Viking Range, LLC. Viking products are sold under the BRIGADE brand in Canada.