

**FOR IMMEDIATE RELEASE:**

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**NEWS RELEASE**

**True to Showcase Kitchen Design Trends at Architectural Digest Design Show**  
*Home Design Elevated by Integrating True's Commercial Grade Products*

**ST. LOUIS, MO** – True Residential® will display its new luxury refrigeration products—including The True 48 and Undercounter Freezers—at the Architectural Digest Design Show from March 17-20, 2016 in booth #369. Over 40,000 expected attendees will have the opportunity to explore True's full suite of refrigeration options during the show.

"Our booth vignettes give us the opportunity to illustrate new ways to incorporate our commercial-kitchen inspired products into any home design, from the small spaces of a New York apartment to a sprawling summer lake house," said True Director of Sales and Marketing Steve Proctor.

**TWEET THIS:** [Kitchen #design trends showcased at @ADDDesignShow by integrating @true\\_res #luxury home products. <http://bit.ly/1ExEX95> #ADDS2016](https://twitter.com/ADDDesignShow)

As the leading choice of top chefs, hotels, beverage providers and discriminating homeowners for more than 70 years, True will showcase its American-made, luxury home refrigeration products, including:

- **Spa and Makeup Station:** The new True Spa and Makeup Station enhances the home vanity with True's exclusive balanced refrigeration system, capable of keeping dairy- and yogurt-based face creams refreshingly cool at temperatures as low as 33°F. It features an industry exclusive, 300-series stainless steel interior which can be customized with an infinite variety of overlays and includes the patented TruLumina™ LED lighting system to softly illuminate contents in 14 different colors with the push of a button.
- **Undercounter Freezers:** True expands into a new brand category by introducing its 24-inch Undercounter Freezers as the industry's first residential undercounter freezers that are UL-rated for both indoor and outdoor use. The freezers—available in door and drawer models—are made from industry exclusive 304-series stainless steel, and the drawer model features an industry exclusive soft-close feature that no other freezer drawers offer.
- **The True 48:** The latest addition to the True Residential refrigeration line, this 48-inch side-by-side refrigerator-freezer complements The True 42 and features increased refrigerator storage space for preserving vast quantities of fresh produce. The True 48's all-stainless interior and exterior ensures a hygienic and easy-to-clean surface with dramatic ramp-up interior lighting designed to showcase—not just reveal—its contents.

To set up an interview with Steve Proctor during the show, please contact Luis D. Sosa at 916-285-9835. For more information about True Residential, please visit [true-residential.com](http://true-residential.com).

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## Media Notes

Related Links:

- [True Residential website](#)
- [Architectural Digest Design Show website](#)

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The True 48's all-stainless interior and exterior ensures a hygienic and easy-to-clean surface, with dramatic ramp-up interior lighting.



The new 24-inch Undercounter Freezers are the industry's first residential undercounter freezers that are UL-rated for both indoor and outdoor use.

## About True Residential

True Residential is a division of True Manufacturing Company. For more than 70 years, True® has been an industry leader in commercial refrigeration. Now, homeowners can experience that same quality with True Residential, an authentic commercial refrigeration line refined for the home. Handcrafted in the USA with the same meticulous attention to quality and detail industry professionals demand, the residential series includes award-winning wine cabinets, refrigerators, beverage centers, refrigerator drawers and beer dispensers. For more information about True Residential, call 888-616-8783 or visit [www.true-residential.com](http://www.true-residential.com).

## About Architectural Digest Design Show

The 2016 Architectural Digest Design Show will showcase design offerings from more than 400 brands, including well-known manufacturers and independent makers. Located at New York's Pier 92 and 94, the show features the latest state-of-the-art appliances and new collections from top furniture designers. With more than 117 new exhibitors this year—69 of them in the show's craft-centric Made section—the show is full of up-and-coming designers creating furnishings, ceramics, and textiles, many of them based in the U.S.

