

**FOR IMMEDIATE RELEASE:**

January 19, 2016

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**NEWS RELEASE**

**True Residential Debuts New 48-inch Side-By-Side Refrigerator-Freezer**  
*The True 48 Adds Storage Space for More Fresh, Organic Foods*

**ST. LOUIS, MO** – True Refrigeration®—the leading choice of top chefs, luxury hotels, and discriminating homeowners for more than 70 years—unveils the latest addition to its True Residential® refrigeration line, The True 48, capable of preserving vast quantities of fresh produce. Everything about The True 48’s design feels solid, well thought-out and of the highest quality. From its exclusive stainless steel bins with soft-close action to its dramatic ramp-up interior lighting designed to showcase—not just reveal—its contents, this product is designed to impress.

“Home chefs are using fresher, quality ingredients, meaning an increased demand for more cold storage space to accommodate the fresh food lifestyle, which True supports,” said True Director of Sales and Marketing Steve Proctor. “True embraced this trend by increasing the cubic footage of The True 42’s refrigerator section, providing designers and consumers with a 48-inch option that complements The True 42 and provides more space to store fresh and organic foods.”

**TWEET THIS:** [The True 48 from @true\\_res](https://twitter.com/true_res) adds more #refrigerator storage space for fresh, #organic foods. <http://bit.ly/1O6uaY6>

The True 48 features 20.7 cubic feet of refrigeration space and 8.7 cubic feet of freezer storage, for a total capacity of nearly 30 cubic feet. Its industry exclusive 304 stainless steel interior and exterior ensures a hygienic, antibacterial and easy-to-clean surface. Dual compressors and evaporators prevent odor and moisture transfer between the refrigerator and freezer, ensuring proper air flow, temperature control and maximum performance.

The refrigerator features four steel-encapsulated, adjustable glass shelves above three all-stainless steel bins—each featuring soft-close action—and ergonomically designed tubular handles that are comfortably sized. The industrial-grade door hinges are beautifully crafted and rated for extreme tolerance, having passed True’s rigorous one million door openings test. The doors themselves offer an impressive 120-degree stay-open feature and, though easy to open, feel substantial and shut with a quietly satisfying soft-close action.

For more information about The True 48 or other True Residential products, please visit [true-residential.com](http://true-residential.com).

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## Media Notes

Related Links:

- [True Residential website](#)

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The True 48 has a total capacity of 29.4 cubic feet, offering a larger footprint with increased space.



The True 48 offers more refrigerator space in order to accommodate the fresh food lifestyle.

## 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).

