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NEWS RELEASE

True Refrigeration Unveils New 30-inch Columns at KBIS

Stunning New Kitchen Options for Refrigerators, Freezers and Wine Storage

ST. LOUIS, MO – Once again expanding the palette of options for the ultimate upscale kitchen, [True®](#)—the leading refrigeration and freezer choice of top chefs, hotels, beverage providers and discriminating homeowners for more than 70 years—is proud to unveil its latest offerings: 30-inch Columns, available in Refrigerator, Freezer and Wine models. This new line of refrigeration includes an industry exclusive glass door option and the category’s largest capacity for 30-inch refrigerator and freezer columns.

Sleek and stylish, the new Columns add beauty and design flexibility to any room where entertaining is a priority. All three of the new models feature True’s industry-exclusive 300-series stainless steel interiors and exteriors, making them hygienic, easy to clean and impervious to food odors. Hand-crafted in America, they also feature 120-degree stay-open doors (with hinges that pass True’s million-opening test) and ergonomic commercial-style tubular handles.

[TWEET THIS: @true_res introduces Column #refrigeration line @KBIS2017. The new 30” Columns are sleek, stylish, and versatile. #DesignTrends](#)

“Our new columns redefine the kitchen and its possibilities,” notes True Director of Sales and Marketing Steve Proctor. “For example, the Refrigerator and Freezer Column models both feature ramp-up showcase interior LED lighting that provides incredible illumination, while its intuitive True Precision® Control and readout allow for precise temperature control.”

Other noteworthy features distinguish the individual models:

30-inch Refrigerator Column:

- Industry exclusive, stainless-framed glass door option to feature interior contents reminiscent to an authentic commercial kitchen.
- Adjustable stainless steel encapsulated glass shelves add versatility, strength and style.
- Large soft-close drawer bins provide greater cubic capacity making it the largest usable storage capacity in the industry.

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30-inch Freezer Column:

- Commercial-quality stainless steel interior and exterior. Stainless steel interior is antibacterial, hygienic and does not retain food odors.
- Balanced, forced-air refrigeration system enables proper airflow and even temperature throughout to keep food fresh.

30-inch Wine Column:

- Full-extension, smooth-glide wine racks with a soft close feature capable of cradling 150 bottles.
- Dual-evaporators that aid in maintaining ideal humidity and temperature control for storage of both red and white wines.
- True's patented TruLumina® LED lighting, which allows a choice of 14 different color options at the touch of a button.

The three new 30-inch Columns will debut at the Kitchen & Bath Industry Show in Orlando, Florida, Jan. 10 - 12, 2017, at Booth #W871.

For more information about True Refrigeration and its products, please visit true-residential.com.

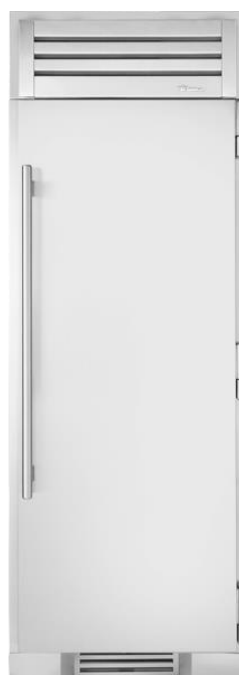
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True's new 30-inch Wine Column features an industry exclusive glass door option, and full-extension, smooth-glide wine racks with a soft close feature capable of cradling 150 bottles.



The 30-inch Refrigerator and Freezer Columns feature balanced, forced-air refrigeration systems, which enable proper airflow and even temperature throughout to keep food as fresh as possible.



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About True Refrigeration

True Refrigeration 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 Refrigeration, 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 full-size refrigerators and refrigerator columns; and undercounter wine cabinets, refrigerators, beverage centers, refrigerator drawers, beer dispensers and ice machines. For more information about True Refrigeration, call 888-616-8783 or visit www.true-residential.com.



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