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MEDIA CONTACTS:

Luis D. Sosa luis@merlotmarketing.com

Brenda Forman brenda@merlotmarketing.com

Merlot Marketing, Inc. 916-285-9835



NEWS RELEASE

True Refrigeration debuts all-new custom finishes and hardware options

ST. LOUIS, MO — Offering interior designers and their clientele the ultimate customization in luxury refrigeration products, [True®](#)—the leading refrigeration and freezer choice of top chefs, hotels, beverage providers and discriminating homeowners for more than 70 years—introduces all-new custom color finishes and hardware options for its full-size refrigerators and new column refrigeration units. These customization options open up an entirely new design palette allowing for interior designers and homeowners to create a completely unique True product suitable for their spaces.

“We’ve talked to the design community and found that they want customization options in appliances without giving up quality or performance,” said True Director of Sales and Marketing Steve Proctor. “Our new custom finishes and hardware options provide designers with the luxurious colors and textures they desire but with the performance they’ve come to expect from True.”

[TWEET THIS: Trendspotting: @true_res debuts new custom finishes and hardware options for its luxury #refrigeration at #KBIS 2017](#)

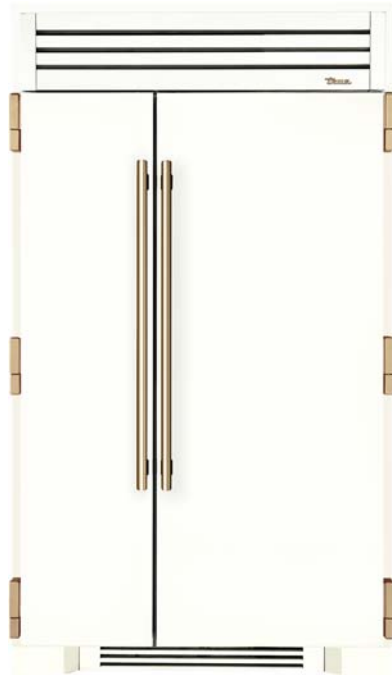
With three different custom finish colors and three new hardware options, True now offers nine unique color combinations that allow designers to bring a level of sophisticated elegance previously unattainable in refrigeration. The new custom finishes include Antique White, Matte Black and Gloss Black and the timeless hardware options include copper, brass and chrome.

According to Vanessa DeLeon, Interior Designer and Owner of Vanessa DeLeon Associates, color combinations are vital to great design. “True’s blend of copper and black makes a stunning statement in the kitchen,” describes DeLeon. “This color combination reminds me of a cool copper mug and a little black dress.”

With the launch of the new custom finishes, True has an interactive “Build Your True” tool on its website to help customers visualize their finish and hardware combination in a beautiful kitchen setting. Once the user selects a color combination, they can easily download and share their inspiration with clients and through social media platforms.

The new finishes and hardware options are available immediately. For more information about True Refrigeration and its products, please visit true-residential.com.

Click images to download:



True offers new custom finishes and hardware options. Featured here is the new 30-Inch Wine Column in a Matte Black finish and copper hardware and The True 48 in an Antique White finish and brass hardware.

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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