



Media Contacts:

Alexandra Zwicky / Nicole Haddad
Novità Communications
alexandra@novitapr.com / nic@novitapr.com

True Residential Introduces Striking New Hues to the Build Your True Program of Custom Finishes and Hardware at the AD Design Show 2019

(O'Fallon, MO – March 2019) True Residential, a luxury home refrigeration brand with commercial DNA, introduces striking new hues to its Build Your True program at the Architectural Digest Design Show 2019 (booth 369). The addition of two salient colors—Emerald and Ultra Matte Black—showcases the brand's commitment to offering homeowners and designers unparalleled style and design flexibility along with exceptional performance.

True Residential Director of Sales and Marketing, Steve Proctor, says, "When it comes to choosing new hues to add to our collection, we try to focus on colors that will offer designers and homeowners the most versatility. Emerald, aside from its harmonious, balanced properties, adds a sense of vibrancy to any space that can be played up or down. Meanwhile, our Ultra Matte Black adds drama, depth, and design flexibility—each of our current hardware options pairs superbly well with it. With the addition of our UL-rated for indoors/outdoors undercounter units to the Build Your True program as well as a new 36" Refrigerator and Freezer, this year will further showcase our commitment to expanding our repertoire of offerings as a whole, indoors and out."

The new shades are among a wide array of available custom finishes in the Build Your True collection—which also includes Stainless Steel, Cobalt, Gloss Black, Matte Black, Matte White, and Antique White. Together with hardware options that include Chrome, Copper, Brass, Gold and Pewter—designers and homeowners can now choose from 48 unique combinations available in both full-size and undercounter units. Likewise, the added customization options to the undercounter units yields a variety of new stylish possibilities for indoor/outdoor bar and entertainment areas, just in time for spring. To visualize various customization options, visit the [True Customizer](#) on true-residential.com.

About True Residential: A division of the third generation, family owned-and-operated True ® Manufacturing Company in St. Louis, True Residential was established to deliver the

finest in high-end home refrigeration backed by a long legacy of commercial performance. 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® Residential, call 888-616-8783 or visit true-residential.com.