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Viking Introduces 7 Series Fully Integrated Column Refrigeration with Exclusive Bluezone® Fresh Preservation

Greenwood, MS, August 2018 - Viking Range, LLC, a leader in kitchen technology, is pleased to announce the rollout of column refrigeration to the already existing Viking 7 Series fully integrated built-in refrigeration product line in 2018 with the exclusive patented Bluezone® Fresh Preservation Technology and other industry exclusive features. The introduction will begin with the 24" all refrigerators and all freezers and expand into additional models.

This new line of fully integrated refrigeration fits seamlessly into cabinetry with no visible hinges or grills and appears hidden, disappearing into the cabinetry.

Ultimate food preservation can be achieved by using the most innovative and advanced purification technology available to purify the air; the Viking Bluezone Fresh Preservation Technology. Viking's Bluezone Fresh Preservation Technology strips microbes, ethylene, hydrocarbons, odors and other contaminants inside the refrigerator to provide the ultimate in food preservation.

Bluezone Fresh Preservation Technology is like no other air purification available on the market. Initially designed for the United States Army, this Bluezone Preservation Technology is also used commercially to extend the shelf life of fresh fruits and vegetables in transport containers, cold storage rooms, walk-in refrigerators, reach-in refrigerators and general food storage areas along the global food supply chain of storage, distribution, transport, and retail sale. In this application, Bluezone Technology removes the decay-producing chemical and microbial agents from the air without introducing any chemicals or gases to the fresh fruits and vegetables storage space.

Now, this unique, exclusive and patented commercial air purification technology is available for the home, only from Viking with the new 7 Series Refrigeration line. Significantly fresher, longer lasting foods are possible with this government grade food preservation technology that has been incorporated into Viking residential refrigeration.

Other Bluezone Fresh Preservation Technology benefits include:

- Significantly extends shelf life and quality of produce
- Saves money as food lasts longer
- Minimizes waste
- Fresh preservation for organics
- Optimized ventilation for CO2 – No ethylene build-up
- Many times a green bag is used to prolong life of fruits and vegetable. Bluezone eliminates the ethylene and no green bag is needed.

Additional innovative features for the new 7 Series column refrigeration include glass capacitive touch electronic controls, innovative spillproof shelves with Nano Technology, internal filtered feather-touch water dispenser, and Bluetooth® connectivity.

The ProChill™ Temperature Management System utilizes the variable speed DC Overdrive™ Compressor which quickly chills food and saves energy. This variable speed compressor system is one of the quietest, most technologically advanced compressors available.

The articulating hinge with dampener allows for a soft smooth movement when opening the door. These articulating hinges also help with the seamless flush fit and have micro-level horizontal and vertical adjustment to allow superior fit.

Exclusive aluminum metal door bins maintain a consistent cold temperature for drinks and condiments that reside in the door. A water filter for both the water and ice ensure that the freshest ice and water is served.

The latest in spill control technology, the new Spillproof Plus™ Shelves with Nano technology, create an invisible barrier to contain spills and make cleanup easy while maximizing usable space. The thick tempered glass shelves provide industry leading durability. LED lighting provides excellent visibility throughout the unit.

“With the flush integrated design, Bluezone technology, compressor, lighting and connectivity, the new Viking fully integrated 7 Series column refrigeration has set a new standard for ultra-premium refrigeration for the home,” said Kevin Brown, President of Viking Range, LLC. “Viking 7 Series Refrigeration with exclusive, cutting edge food preservation technology blends seamlessly into cabinetry with a custom panel option that can match your cabinetry. Consumers can also make a design statement by choosing one of our seven exclusive color finishes that are available.”

The Viking 7 Series fully integrated refrigeration line is now available at local authorized Viking dealers.

Viking Range, LLC originated ultra-premium commercial-type appliances for the home, creating a whole new category of home appliances. Committed to innovative product design, unrivaled performance and peerless quality, Viking is headquartered in Greenwood, Mississippi, and is a subsidiary of The Middleby Corporation, a long-time leader in commercial kitchen technology. Viking appliances are recognized globally as the foremost brand in the high-end appliance industry and are sold through a network of premium appliance distributors and dealers worldwide.

For additional product information, to locate a Viking dealer in your area, or to request a quote, please visit www.vikingrange.com. VIKING is a registered trademark of Viking Range, LLC.