



February 1, 2023

PRESS RELEASE

A STATEMENT OF STYLE FOR THE CONTEMPORARY KITCHEN: THE NEW V-ZUG COOLERS AND FREEZER

V-ZUG presents the Cooler V4000 178K, the Cooler V4000 178KG and the Freezer V4000 178N: three new cooling appliances that can be installed as single units or combined for a high-performance and appealing design.

V-ZUG has released a series of new refrigeration solutions that cater to a variety of cooling needs, keeping food at the peak of freshness for longer. Both the new coolers and the freezer promise generous space, energy efficiency, and a sleek design.

Coolers: details that make the difference

The Cooler V4000 178KG and the Cooler V4000 178K are both full-height, single-door refrigerators. Whilst the Cooler V4000 178KG, featuring an integrated freezer compartment, works best as a single unit, the Cooler V4000 178K was designed to be combined with the freezer from the same range. Modern LED lighting illuminates the fridge's elegant interiors, impressively boasting sleek chrome-finished shelf trims, a black operating panel, convenient shelf runners, and high-quality smoke-tinted containers. All this gives the product an elegant and timeless design. Flexible and customisable, the coolers have adjustable shelves and dividers; the FlexBox helps to keep the fridge organised, offering space for smaller food items, whilst the ColdFresh zone features three large drawers designed to maximise shelf life at temperatures just above zero degrees Celsius. The fast-cooling option generates a temporary boost to quickly cool down newly introduced items.



Freezer: high-performance meets energy efficiency

The Freezer V4000 178N is a full-height, single-door freezer. It combines high-performance freezing technology with energy efficiency: no defrosting is required. This is thanks to the product's NoFrost technology, which reduces the amount of ice build-up inside the freezer; the fast freezing option produces a temporary boost in cooling performance and speed, so that items stored after shopping can freeze even faster.

Find out more at: vzug.com



Photo material



Modern LED lighting illuminates the fridge's elegant interiors, impressively boasting sleek chrome-finished shelf trims, a black operating panel, convenient shelf runners, and high-quality smoke-tinted containers.



The Freezer V4000 178N combines high-performance freezing technology with energy efficiency.



The new cooling appliances can be installed as single units or combined for a high-performance and appealing design.



About the V-ZUG Group

“Bringing simplicity into your home and creativity into your kitchen.”

V-ZUG is Switzerland’s leading brand in household appliances, promoting its products also in selected premium markets overseas. V-ZUG has been developing and manufacturing kitchen and laundry appliances in Switzerland for more than 100 years and offers a comprehensive service in every market. The SIBIRGroup AG, which focuses on the Switzerland-wide provision of all-brand servicing and the sale of household appliances, is another part of the V-ZUG Group. The V-ZUG Group currently employs around 2,200 people.

The holding company V-ZUG Holding AG is listed in the Swiss Reporting Standard of SIX Swiss Exchange in Zurich and represented in the Swiss Performance Index (SPI) (security number 54 248 374, ISIN CH0542483745, ticker symbol VZUG).

Contact media office

Lorena Brunner

Head of Corporate Communications

+41 79 698 79 29

media.office@vzug.com