

Media release
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Supreme Line

A new dimension in cooling



Swiss perfection for your home. Since 1913.



V-ZUG's Supreme Line stands for food preservation at the highest level, combining striking aesthetics, high-end materials and ample capacity. Now, with the introduction of two new 75 cm-wide models, it offers even greater flexibility for haute-design kitchen spaces. An exquisite line of cooling appliances that reaffirms V-ZUG's commitment to architectural elegance and superior functionality.

Timeless aesthetics – a vision of refined design

Sleek surfaces, superb materials and seamless integration define the Supreme Line. Every detail has been carefully curated to create an elegant, harmonious aesthetic.

“In the Supreme Line, we have distilled refrigeration down to its purest form, focusing on refined materials, clean lines and effortless usability,” explains Martin von Freeden, Head of Design at V-ZUG.

With metal finishes in a tonal colour scheme and optional, sculpted one-piece handles, these cooling solutions seamlessly integrate into modern interiors, ensuring a cohesive and high-end culinary environment.

Inside the appliances, the aesthetic continues. Brushed metal compartments, subtly tinted glass shelves and anodised aluminium create a sophisticated and tactile experience – a unified visual language that aligns the Supreme Line with other V-ZUG premium appliances.

Infinite combinations for every cooling need

The Supreme Line is designed to adapt to every need, allowing for side-by-side combinations of refrigerators, freezers and wine cabinets. It accommodates a variety of culinary and hosting requirements, whether for large households, special gatherings or showcasing a cherished wine collection.



Now, in 2025, V-ZUG is expanding its range with the introduction of two new 75 cm-wide models:

Cooler V6000 75 Supreme

Combining versatile shelves and storage drawers, this elegant single-door refrigerator perfectly complements the freezer.

CombiCooler V6000 75 Supreme

A multi-functional refrigerator-freezer combination featuring MonoFridge technology, which allows users to convert the freezer compartment into an additional cooling zone with a single touch.

These models join the Supreme Line's existing portfolio:

- CombiCooler V6000 90 Supreme
- Cooler V6000 90 Supreme
- Freezer V6000 60 Supreme
- WineCooler V6000 60 Supreme

“With the introduction of the 75 cm-wide models, we are enhancing an already outstanding range,” says Alberto Bertoz, Chief International Officer at V-ZUG.

“These additions offer even more flexibility for customers who seek high-performance cooling solutions paired with impeccable design.”

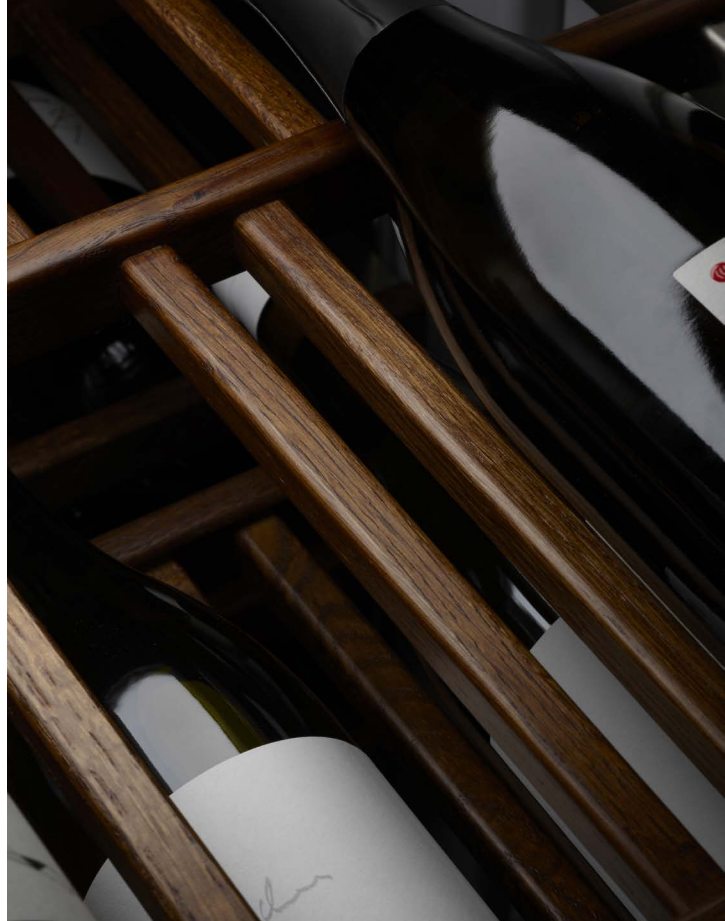


Generous space that adapts effortlessly

Designed for maximum comfort and convenience, the Supreme Line features intelligent storage solutions that make everyday use intuitive and seamless.

The InfinityShelf system allows users to adjust shelves to accommodate items of all sizes, from tiered cakes to large serving plates. The drawers glide out to their full length on soft-telescopic runners for enhanced access and visibility. Thoughtfully arranged compartments maximise storage efficiency while maintaining a clean, minimalist aesthetic.

“Food preservation should feel natural, effortless and inspiring,” says von Freeden. “Every detail of the Supreme Line has been developed with the user experience in mind. Interaction with the appliances is as smooth and intuitive as their design.”



For wine enthusiasts, the WineCooler V6000 60 Supreme creates the perfect conditions for storing fine vintages. Beech-wood shelves, LED lighting, triple-layer glass mitigating UV exposure and precision-controlled climate settings work together to expertly preserve and display each precious bottle.

Innovative, versatile and unmistakably supreme

The Supreme Line elevates refrigeration to an art form. Every appliance is engineered using high-end materials and designed for lasting performance, ensuring that aesthetics, longevity and versatility go hand in hand. A new dimension in cooling that turns everyday tasks into an experience of quiet sophistication.





About V-ZUG

V-ZUG is Switzerland's leading brand for household appliances and markets its products in selected premium markets abroad. The company has been developing and producing kitchen and laundry appliances in Switzerland for over 110 years, while providing comprehensive service in all its markets. SIBIRGroup AG, which focuses on the nationwide all-brand servicing and retail of household appliances, is an additional member of the V-ZUG Group. The V-ZUG Group currently employs around 2,100 people.

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