

Samsung's New Top Mounted Freezer Refrigerator Locks in Moisture and Keeps Food Fresher Longer

Secure moisture levels and maximize your fridge's space with Samsung's new Twin Cooling Plus™ technology

Lisbon, Portugal – February 20, 2016 – Samsung Electronics Co., Ltd., introduced its new Samsung top-mounted freezer (TMF) refrigerator, the RT7000 at the Samsung MENA Forum in Lisbon, Portugal. Designed to enhance modern living and deliver a more comfortable home, Samsung is the first manufacturer to bring its unique Twin Cooling Plus™ technology to the TMF category.

Many consumers have dreamed of owning a spacious refrigerator which keeps food fresher for longer, so that their weekly grocery shopping goes a lot further. It is all too common to find that fruit and vegetables have lost their natural moisture and just bought freshness after a few days in the refrigerator, even when stored in the vegetable drawer.

The R&D team at Samsung worked hard to overcome this problem. Now consumers can keep food fresher longer, simply by storing them inside the new Samsung RT7000 TMF refrigerator, with its innovative Twin Cooling Plus™ technology.

Experience optimum moisture freshness throughout

When fruit and vegetables lose their natural moisture in low humidity conditions, the surface becomes dry and wrinkled, and obviously no longer fresh. Optimum levels of moisture within the refrigerator are needed to keep freshness and taste locked in. The best, healthiest meals start with the freshest ingredients and the Samsung RT7000 ensures freshness and taste are maintained. The Twin Cooling Plus™ independent cooling system ensures that the right temperature and humidity level up to 70% is maintained throughout the fridge, so no matter where food is stored it stays fresh.

Great tasting frozen food

All food odors can change the taste of frozen foods and affect the flavors of finished dishes. Twin Cooling Plus™ is a truly independent cooling system, with separate airflows in both the fridge and freezer. This prevents unpleasant smells from foods moving between the fridge and freezer, ensuring the original flavor of ingredients stored in the freezer is perfectly preserved and odorless.

No air movement between the compartments also means the freezer stays completely frost-free, prolonging the shelf life and the flavor of its contents. It also prevents the build-up of ice, removing the need to defrost the freezer.

Utilize the biggest capacity

The unique Samsung RT7000 TMF refrigerator delivers a spacious capacity which can fill up to 620L, enough to easily store a week's worth of grocery shopping for the whole family. The fridge can keep all your fruit and vegetables in fresh condition for longer, not only in the bottom drawer but on every shelf.



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This ensures space is maximized, meaning no time is wasted looking for particular items in a packed refrigerator helping meal times at home to become simple and convenient.

Five possible conversion modes

Thanks to the Twin Cooling Plus™ technology, the new Samsung RT7000 TMF enables consumers to be flexible with cooling storage depending on their needs. The true independent cooling system allows turning the freezer into a fridge when required. Or just turn off the fridge compartment when leaving home for a long vacation. The five modes are Freezer-Fridge, Energy Saving, Vacation, Fridge Max, and Mini mode.

The new Samsung RT7000 TMF refrigerator will be available in the Middle East and North Africa from Q2, 2016.

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