

**For Immediate Release**

## **Panasonic Malaysia launches the 2012 Eco Refrigerator models**

*Industry leader expand the top freezer refrigerators, providing wider options to Malaysian consumers*

**Petaling Jaya, 28 March, 2012** – Panasonic Malaysia today unveiled the expanded range of its Eco Refrigerator line up for 2012 with seven models of refrigerators comprising of 1 model for EcoNavi series, 5 models of Inverter series with top freezer and 1 model of Inverter series with bottom freezer with net capacity ranging from 234 liters to 400 liters.

For the bottom freezer EcoNavi series model is NR-BW465XS, for Inverter series is NR-BW415VN and top freezer series, the models are NR-BK345MS, NR-BK345SN, NR-BK305MS, NR-BK305SN and NR-BK265SN.

In line with company's direction to be No. 1 Eco Brand in this industry, Panasonic will continue to enhance the lineup of EcoNavi bottom freezer Refrigerator as witness in today's product launching. However, responding to the current demand of 58.6% preference for top freezers compared to 16.5% for bottom freezers, Panasonic's new line up offers more options for top freezer refrigerators with top level energy saving. This is the main factor for Panasonic to introduce five new top freezer Eco refrigerator models as an added value to the home appliances solution. In addition to this, the new Eco refrigerator models are slated to be able to save more than 25% energy whilst undergoing testing by SIRIM.

Consistent with Panasonic's pursuit to continue developing Eco products to enhance Malaysian lifestyles, the new models for 2012 are rich in features and performance. This demonstrates the company's commitment to provide consumers with home appliances solution options of the highest quality and with respect to eco technology.

**Refrigerator: EcoNavi / Inverter Bottom Freezer series**

**Eco Technology**

EcoNavi automatically detects and cuts excessive cooling for maximum power saving with the use of Door Sensor and Lighting Sensor to detect the family's lifestyle patterns. Then it will learn and predict when the doors are often opened, and also detect room brightness, letting the refrigerator to operate at the optimum power adapting to the lifestyle patterns of any family.

Intelligent Inverter uses 7 power settings to match both the temperature inside the refrigerator and the amount of food stored. Full power operation is selected when the door is frequently opened and closed, while minimum power operation is selected when it is infrequently opened and closed to dramatically reduce electricity consumption.

**Fresh and Clean**

With more consumers concern on healthy lifestyle, the new models are outfitted with Ag clean filter for hygiene where cold air are filtered to keep the refrigerator clean, whilst the indirect cooling system helps in keeping vegetables fresh for at least a week. An active enzyme in Ag Filter is also available to effectively remove unpleasant fish and vegetable odors.

**Usability & Design**

The drawer type freezer offers smooth and easy access, making it easier to arrange large sized items.

For convenient storage of heavy, space consuming vegetables, the vegetable case is located in the center position where items are easy to see and take out. Trays and shelves can be adjusted to suit the size of food with adjustable shelf depth for storage space efficiency. For added illumination inside the refrigerator, a maintenance free LED lighting is installed making it easier to see food inside the refrigerator.

All the new models are highly evolved with stylish design and come in colors of silver and champagne that will compliment and look great in any kitchen.

## **Refrigerator: Top Freezer series**

### **Top Level Energy Saving**

These models are recognized as having high energy saving performance in countries around the world with 5 star rating in Malaysia. All the new models are equipped with high efficiency compressor, electric fan and thicker walls for freezer and compressor which contribute to the energy saving efficiency.

### **Twin Jumbo**

The new models are equipped with larger freezer and vegetable compartments which will certainly impress and sought after by most housewives. This will encourage fewer shopping trips by buying in bulk and convenient to store the food items with spacious food compartments.

### **Fresh and Clean**

With more consumers concern on healthy lifestyle, the new models are outfitted with Ag clean filter for hygiene where cold air are filtered to keep the refrigerator clean, whilst the indirect cooling system helps in keeping vegetables fresh for at least a week. An active enzyme in Ag Filter is also available to effectively remove unpleasant fish and vegetable odors.

### **User-Friendly**

Trays and shelves can be adjusted to suit the size of food with adjustable shelf depth for storage space efficiency. For added illumination inside the refrigerator, a maintenance free LED lighting is installed making it easier to see food inside the refrigerator.

### **Stylish Design**

All the new models are highly evolved with stylish design and come in colors of silver and champagne that will compliment and look great in any kitchen.

**2012 Refrigerator Models**

Models	Type	Gross Capacity (Litre)	Freezer	Availability	Price (RM)
NR-BW465XS	EcoNavi	450	Bottom	Apr 2012	2,499
NR-BW415VN	Inverter	407	Bottom	Apr 2012	1,999
NR-BK345MS	Eco	333	Top	Jun 2012	1,499
NR-BK345SN	Eco	333	Top	Jun 2012	1,449
NR-BK305MS	Eco	296	Top	May 2012	1,299
NR-BK305SN	Eco	296	Top	May 2012	1,249
NR-BK265SN	Eco	262	Top	Jun 2012	1,159

*\*Refer to product catalogue for full specifications.*

**About Panasonic Malaysia Sdn Bhd**

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, digital and video cameras, professional broadcasting equipment, business systems, telecommunications, health and beauty care to batteries and lightings. All Panasonic products are available through our authorized dealers nationwide. For more information on Panasonic brand and products, visit our website at [www.panasonic.com.my](http://www.panasonic.com.my) or call our Customer Care Centre at 03-5543 7600.

For press members, download press release and photos at [www.pmpressroom.com](http://www.pmpressroom.com)

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