

Press Release



Smeg adds FAB10 to retro-style refrigeration range

Smeg retro-style refrigeration products have earned 'icon' status amongst style conscious homeowners since the original FAB28 refrigerator, still a best seller, was launched back in 1997. Three larger fridge-freezer versions subsequently extended the appeal of the classic 1950's styling to households with a requirement for increased storage capacity. Today Smeg is showing the latest addition to its popular retro-style family – the **FAB10**.

Measuring just one metre tall and 60cm wide, this new fridge is ideal for single people, small kitchens, offices, or simply for storing drinks in a contemporary environment. Available in four colours – cream, black, red and orange – plus a special 'Union Jack' edition with hand finished door, it shares all the design features of the larger models including soft round lines and the distinctive SMEG lettering across the door.

The 120 litres capacity interior is split between a 107 litres capacity fresh food compartment and a 13 litres capacity 4 star frozen food compartment with ice cube tray. The smart illuminated interior houses two adjustable shelves plus one shelf that covers the fruit and vegetable drawer. Additional storage compartments plus an egg shelf are located inside the door.

With a decibel rating of 37dB(A), the FAB10 is practically silent in use and being 'A' rated for energy efficiency, is supremely economical to run. Left and right hinged versions are available.

Consumer readers requiring further information can call Smeg's Consumer Brochure Hotline on 0870 990 9907. Trade enquiries only should call Smeg (UK) Ltd on 0844 5570070. Smeg's website is www.smeguk.com