

## **New Refrigeration Cooling Drawer Launched By Whirlpool**

*Whirlpool's new double refrigeration drawer has just been launched and offers a new way to store food in the kitchen.*

**Sept. 20, 2007** - [PRLog](#) -- British shoppers throw out 30% of all the food they buy and this can often be because ingredients are hidden from view by other items in the fridge.

Whirlpool's new double refrigeration drawer has just been launched and offers a new way to store food in the kitchen.

The versatile new cooling drawers offer an elegant alternative to traditional upright fridges. The 90cm wide appliance allows you to store items with ease and the layout means groceries are less likely to spoil as they are not tucked away in separate sections.

The fridge drawers mean you can see all your food in an instant thanks to the spacious open draw design, ensuring you never forget what ingredients you have available, to help you create mouth-watering meals night after night.

### **Key Features:**

- The 90cm wide horizontal layout and space management system in the cooling drawer allows you to load your food easily, whilst the removable trays, bottle basket and glass separators mean that you can customise the drawers to suit your own needs and individual style
- Whirlpool's 6th Sense sensor technology restores temperature up to five times faster than a traditional fridge, so that after unpacking the shopping and loading into the cooling drawer the optimum temperature is restored swiftly
- The cooling drawer's LCD display has the benefits of allowing you accurate temperature control
- The anti-bacterial filter and highly efficient air circulation work in harmony to protect food, avoid food contamination and not only prevent unpleasant odours but remove them too

View the Whirlpool Cooling Drawer product page:

[http://www.whirlpool.co.uk/app.cnt/whr/en\\_GB/pageid/pgpro...](http://www.whirlpool.co.uk/app.cnt/whr/en_GB/pageid/pgpro...)

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Whirlpool Europe is a subsidiary of Whirlpool Corporation, which is the world's leading manufacturer and marketer of home appliances. Whirlpool Europe employs over 14,000 people in Europe and generated annual sales of over €2.7 billion in 2005. It is present in all EU Member States and has 10 production facilities in France, Germany, Italy, Poland, Slovakia and Sweden.

Whirlpool has been named a UK Superbrand for 2007/2008.

Website: [www.whirlpool.co.uk/](http://www.whirlpool.co.uk/)

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