

Leader in Refrigeration and Specialty Appliances

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## **SILHOUETTE APPLIANCES DEBUTS BOLD NEW LINE OF UNDER COUNTER REFRIGERATION**

*With exterior capacitive touch controls, gone are the days of opening your wine or beverage center door simply to adjust settings*

**GUELPH, Ont. (August 25<sup>th</sup>, 2017)** – Silhouette, a specialty wine and beverage storage distributor, today unveils its latest premium line of under counter refrigeration the Reserve – the industry’s first built-in wine cellar and refrigerator with Invisi-Touch display.

“The exterior display on the Reserve is invisible – but when you tap the glass, it comes alive,” says Steve Atkinson, Senior Category Manager. “The majority of under counter wine and beverage centers today have control panels inside the units. Meaning you have to open the door to make any adjustments to settings or temperature – potentially disturbing your collection wine. We asked ourselves does it have to be this way. This led to the redesign of the controls. The end result: the consumer is able to easily access the controls without ever opening the door – an industry first!”

The Reserve is available as a built-in under counter wine cellar or refrigerator; both options include the Invisi-Touch exterior display.



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Other notable features on the Reserve line include:

- Colour-Guided Temperature Rings – set a specific temperature and the corresponding wine or beverage varietal will illuminate.
- NEK System – Cradles the front row of bottles at the perfect pitch with the NEK storage system and allows the back row to seamlessly nest regardless of shape or size. \*Exclusive to the Reserve wine only.
- STAK Organizer - Designed to provide a secure base for bottles or cans thus allowing them to be stacked horizontally.
- Perimetrical Lighting – Fully illuminates the interior to display your wine and beverages. Choose between three different settings: Bank, Theater, and Energy Save mode.
- Dual Chamber – Temperature ranges from 41F to 64F (wine) and 35F to 44F (refrigerator) with two distinct temperature zones.
- Self-Closing Door – Flush fit design with articulating hinged door. In the event the door remains open a temperature alarm will sound. Right and left hand swing available.

For pricing and how to get the Reserve featured in your store, contact Dominic Dotto 1-866-874-6532.

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### About Silhouette:

In 2003, Danby launched the “Silhouette” brand of fully integrated wine coolers that offer sleek and innovative designs with features that include stainless steel trimmed doors and shelves, integrated locks, and dual zone cooling capabilities. Danby offers a wide array of options under Silhouette ranging from wine coolers with capacities up to 129 bottles, and beverage centers with 100+ can capacity to built-in ice makers and outdoor refrigeration.

For more information about the Silhouette product line visit: [www.silhouetteappliances.com](http://www.silhouetteappliances.com)

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