

## *Press Release*

### **For Immediate Release**

## **Hong Leong Asia Heats Up White Goods Market In China With Cool Line of Refrigerators**

**Singapore, 24 February 2014** – Singapore-listed Hong Leong Asia is creating waves in the home appliances market in China with its latest range of Libra refrigerators.

The Libra series also harnesses inverter technology. The advantages are excellent energy saving, low noise emission and precise temperature control to have minimum temperature fluctuation inside to maintain excellent food freshness. Certified for its sterilisation function, Libra refrigerators use the AES\* ecological anti-bacterial system, which inhibits the source of bacteria, to extend the shelf life of food stored.

The birth of the Libra range of refrigerators is a result of Hong Leong Asia's commitment to research and development. An advocate for innovation, Hong Leong Asia merged European technology and design to produce a series of state-of-the-art refrigerators featuring traditional yet elegant details.

Marketed through Frestec, the consumer appliances arm of Hong Leong Asia, the Libra series of refrigerators was accorded a Merit Recognition in the Design for Asia category at the recent Hong Kong Design Centre Awards Ceremony. The Design for Asia Awards honours and acknowledges new design projects that have the potential to increase the quality and vibrancy of life in Asia, and create globally sustainable ideas.

"The Libra series combines minimalist aesthetic design with sophisticated functionality. Since its launch, it has proved to be very popular among value seekers who want a sleek yet affordable refrigerator," said Mr Philip Ting, Chief Executive Officer of Hong Leong Asia.

The popularity of the Libra refrigerators has led to an increased demand from the Chinese market. Bolstered by its popularity, Hong Leong Asia has started exporting Libra fridges under the FEDDERS Brand. FEDDERS is a US brand acquired by Hong Leong Asia. The company is also exploring expanding its export segment to Southeast Asia.

\* *Anti-bacterial Ecological System*

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