



YOU KNOW YOU WANT SUB-ZERO.
DO YOU KNOW WHY?

THANK YOU FOR YOUR INTEREST IN SUB-ZERO.

Ever since my grandfather founded Sub-Zero 70 years ago, it has been the mission of our family and our company to make refrigeration products that contribute to life at home in ever-greater ways. For three generations, the specialists here at our Madison, Wisconsin headquarters have been developing new technologies to preserve food's goodness and reduce waste, creating the design innovations that have made Sub-Zero a definitive element of fine décor, and perfecting the craftsmanship that enables our products to perform beautifully for decades.

In performance, design, and sheer quality, today's Sub-Zero products are our best ever.

James J. Bakke

James J. Bakke

President and CEO





THE SUB-ZERO DIFFERENCE

Or should we say “differences”? There are so many reasons why Sub-Zero has earned its reputation as a hallmark of fine homes. Here are just a few.

FRESHER FOOD. Sub-Zero preserves food’s goodness longer. We do it not only with advanced technologies but also by simply not cutting corners in the construction of our products.

LESS WASTE. How much is 227 kilograms of food worth? That’s how much the average household throws out every year. Sub-Zero significantly reduces food waste.


LONGER LIFE. In the following pages you’ll see how we build Sub-Zero products to perform reliably and remain beautiful far beyond the life of the typical refrigerator.

REWARDING TO OWN. As a family company, we stand behind our products. And we design them to be a pleasure to see and to use, day after day, year after year.

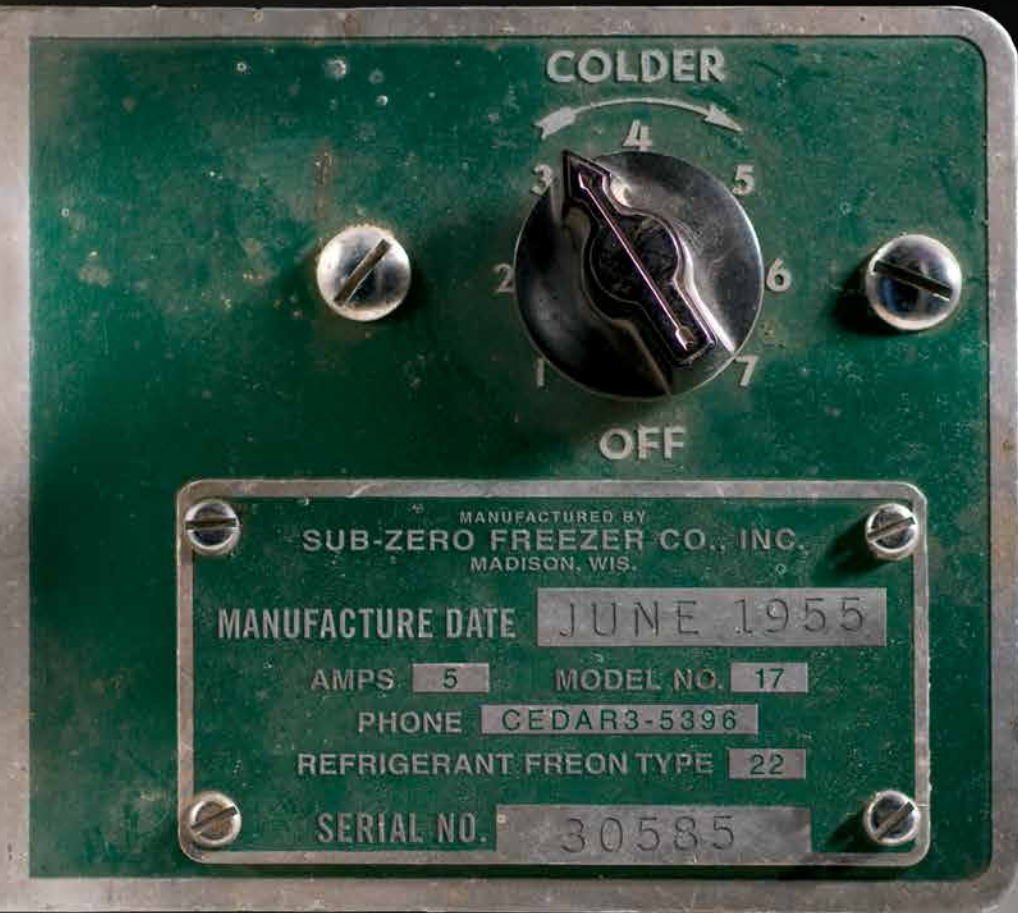
THE THREE KEYS TO FRESHER FOOD

Temperature. Humidity. Air quality. You'll enjoy better food — and waste less — because Sub-Zero is a complete food preservation system, not just a “keep food cold” system.

- Dual refrigeration, a Sub-Zero innovation, provides separate, sealed systems for refrigerator and freezer.
- Cool, moist air preserves fresh foods longer; frigid, dry air for frozen foods prevents freezer burn.
- The typical refrigerator compromises, sharing air with the freezer; flavors and aromas can mingle.
- Advanced air purification removes mold, bacteria, viruses, odors, and ethylene gas that hastens spoilage.
- Digital control maintains more consistent temperature within 1° of the temperature you set; a steady temperature extends freshness.



**USING TECHNOLOGY
BORROWED FROM NASA,
THE AIR PURIFICATION
SYSTEM COMPLETELY
REFRESHES THE INTERIOR
AIR EVERY 20 MINUTES.**



MANUFACTURED BY
SUB-ZERO FREEZER CO., INC.
MADISON, WIS.

MANUFACTURE DATE JUNE 1955

AMPS 5 MODEL NO. 17

PHONE CEDAR3-5396

REFRIGERANT FREON TYPE 22

SERIAL NO. 30585

BUILT FOR LONG-TERM PERFORMANCE

- Engineered to last through 20-plus years of the heaviest use, and tested to prove it.
- Durability begins with superior-grade components assembled with true craftsmanship.
- To ensure reliability, every completed product is factory tested for up to 24 hours.
- Sub-Zero lasts 56 percent longer on average than other refrigerators.
- As a third-generation family-owned company, Sub-Zero refuses to think short-term.

TALK ABOUT LONGEVITY.

**"I GOT MY WONDERFUL
SUB-ZERO OVER 50
YEARS AGO," WROTE
ONE CUSTOMER, AGE 90.**

THE MOST PERSONALIZED REFRIGERATION EVER

- Sub-Zero rewards the careful thought you invest in your home's design.
- Widest selection of any brand — widths and configurations, in stainless or with custom cabinet panels and hardware.
- Infinite design variations for precisely the look you want and for homes of every size.
- Designs that can boldly stand out or disappear seamlessly into the décor.
- The option to “decentralize” refrigeration with produce in the kitchen island, frozen foods in the pantry — you name it.
- Create an array ideal for the way your family lives, with refrigerator or freezer drawers in the home theater, master suite or gym.
- Designed for timeless appeal, not passing fads.



**FOR HOMEOWNERS WITH UNCOMPROMISING TASTES,
ONE KITCHEN DESIGN CHOICE IS A GIVEN. SUB-ZERO
ADAPTS TO YOUR PREFERENCES LIKE NO OTHER BRAND.**



“WASTE NOT” — A PRINCIPLE WE LIVE BY

- Refrigerator and freezer doors seal magnetically on four sides, preventing costly air leaks.
- We don't cut corners, even in the hidden spots; every cavity inside the cabinet is filled with heavy insulation.
- Made largely from recycled materials; e.g., 75 percent of the stainless steel is recycled.
- Sub-Zero products can, themselves, be recycled.
- Your porch light could use more energy than your Sub-Zero.

**THE AVERAGE SUB-ZERO PRODUCT USES
LESS ELECTRICITY THAN A 75-WATT BULB.**



YOUR LOCAL SHOWROOM:

A secret ingredient in a great owner experience

- The experts at your local showroom are a helpful resource now and through the years.
- It's like having a personal kitchen concierge for sharing ideas and trying our products.
- "I got more ideas for my kitchen in 90 minutes at the showroom than I did in 90 days on my own," says one owner.

