

# Frigidaire®

Another First from Frigidaire®



PureAir™ Filtration

Consumers rank odor as the second most important consideration of a refrigerator after appearance.

Frigidaire® introduces an effective solution for refrigeration odors.

- 🌀 Freshens air from the refrigerator and freezer
- 🌀 Foods won't transfer flavors to each other
- 🌀 Ice won't taste like onions
- 🌀 Filter lasts six months and is easy to change



REFRIGERATION AIR QUALITY	THE PROBLEM	THE SOLUTION	HOW IT WORKS	THE BENEFIT
	<p>Odors from fragrant foods can transfer to other items in the refrigerator.</p>	<p>Frigidaire® has designed an air filter inside the refrigerator to absorb food odors.</p>	<p>Carbon, baking soda &amp; zeolites capture the odor causing molecules.</p>	<p>Your breakfast won't taste like last night's dinner.</p>

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Pure Source2™

The average household can save over \$500 a year by drinking filtered water instead of bottled water.

Frigidaire® was the first to market with internal water and ice filtration.

- Filters 400 gallons of water
- Delivers great tasting water and ice
- Reduces environmental waste
- Filter lasts six months and is easy to change



CLEAN DRINKING WATER	THE PROBLEM	THE SOLUTION	HOW IT WORKS	THE BENEFIT
	<p><b>Bottled water is expensive and empty bottles are harmful to the environment.</b></p>	<p><b>Frigidaire® designed an easy to change water and ice filter for the refrigerator.</b></p>	<p><b>A twin carbon block water filter removes lead, chlorine, cysts, and particulates.</b></p>	<p><b>Cleaner, better tasting water and ice. Reduces plastic waste in landfills.</b></p>

# Frigidaire®

Genuine  
Stainless  
Steel



EasyCare™ Stainless Steel

If you paid for  
Stainless Steel,  
you should get  
real stainless  
steel, not  
plastic, vinyl,  
veneers or  
paint!

A perfect looking stainless refrigerator without the cleaning.

- 🚫 Resists smudges and fingerprints
- 🚫 No special cleaners required
- 🚫 Holds magnets
- 🚫 Only Frigidaire® has it!



CLEANING STAINLESS APPLIANCES	THE PROBLEM	THE SOLUTION	HOW IT WORKS	THE BENEFIT
	<p>Stainless Steel appliances are difficult to keep free of fingerprints and smudges.</p>	<p>Frigidaire® has developed a stainless steel that is resistant to smudges and easy to clean.</p>	<p>A clear surface coating protects the steel from dirt and fingerprints.</p>	<p>Your refrigerator will be much easier to keep clean.</p>