

Individualisation and branding

Discover our individualisation and design
options

LIEBHERR

Refrigeration and freezing



From refreshment provider to advertiser

Whether it's a photo-realistic representation of the product, an artistic motif, or an eye-catching company logo – beverage coolers with a striking design increase your brand awareness and your turnover. For this, Liebherr applies innovative printing processes and a high-quality finish.

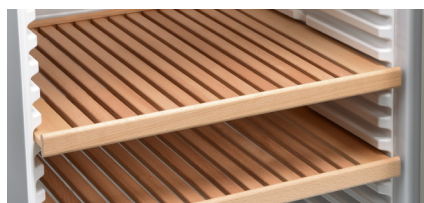


More information about our equipment variants can be found on our website.



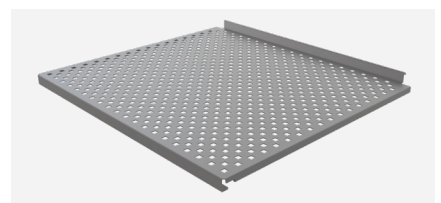
Accessories for all eventualities.

From the gravity feed shelf for bottles, to the perforated plate support and adjustable feet – the Liebherr merchandising cooler has what it takes to become the appliance of choice. Choose from a wide range of special equipment and transform the merchandising cooler into your individual top seller.



Wooden shelf

Beechwood shelf for stable and secure storage with a sleek and elegant look.



Perforated plate support

Extremely resilient support providing optimal stability even for smaller bottles and containers.



Scanner rail

Rails can be attached to the shelf for price tags, bar or QR codes or individual POS messages.



Adjustable feet and castors

Choose between castors or feet that are simple to fit, and that make the appliance easy to transport and to be cleaned under.



Gravity feed shelf for bottles

Beverages are easy to access and always within reach; can be removed from telescopic rails for restocking.

Your brand in focus



Individual colour scheme

Design your appliance just as you like it! The extraordinary branding options made possible by direct digital printing allow us to individually customise appliances at the factory in the style specified by the customer. We can therefore meet almost every requirement and fulfil almost every intended use.



Adhesive labels

This very widely used technique, previously the most common method, involves applying the desired subject onto a suitable adhesive label (mostly PVC film), depending on the batch size and motif. This is fitted accurately onto the foamed chest or cabinet housing.



LED lighting integrated into the glass door

An individual motif can be engraved into the glass door and then illuminated. Only the motif is illuminated, which makes it particularly stand out. The engraving is located between the two insulated glass panes (possible with the FKv 503).



Glass door branding

The design of the glass door can be customised using adhesive labels. These are also available as “non-permanent” labels which can be easily removed at any time, leaving no residue. Alternatively, the screen printing process offers the possibility of applying the motif to the inside of the glass – between two panes of glass. This not only ensures that the print is durable, but also guarantees that finely detailed motifs are implemented correctly and that high quality is maintained for larger quantities.



Branding and individualisation options in detail

Whether it is in your individually designed brand look or with special features: Liebherr appliances fulfil virtually every requirement. The wide range of models and equipment options make it easy to find the ideal solution For every application.



More information on all basic appliances can be found on our website:
home.liebherr.com



**FKv 503
Premium**



**FKDv 4523
PremiumPlus**



**MRFvg 4011
Perfection**

		FKv 503				
Type	Customer variant:	From 25	From 50	From 100	From 250	From 500
Housing	BlackSteel	■	■	■	■	■
	Contour-plotted adhesive label		□	□	□	□
	Digitally printed	■	■	■	■	■
Glass door	BlackSteel glass door frame	■	■	■	■	■
	Digitally printed glass door frame	■	■	■	■	■
	Glass with full-area adhesive label		■	■	■	■
	Glass with contour-plotted adhesive label		□	□	□	□
	Screen-printed glass		□	□	□	□
	Illuminated glass		□	□	□	□
	Seal in black, grey or white	■	■	■	■	■
	Mechanical door lock	■	■	■	■	■
Equipment	LED vertical lighting on both sides, switchable and dimmable			■	■	■
	Ownership adhesive label (procured by Liebherr or provided)		■	■	■	■
	One or two grid shelves	■	■	■	■	■
	Door hinges on the left	■	■	■	■	■
	Cooling appliance connector EU, CH or UK	■	■	■	■	■

Individualisation options

Type	Customer variant:	FKDv 42..		FKDv 4513/03		FKDv 4523	
		From 25	From 50	From 25	From 50	From 25	From 50
Housing	Housing powder coated in white	■	■		■		■
	Housing powder coated in grey		■	■	■		■
	Housing powder coated in black		■		■	■	■
	Digitally printed housing	■	■	■	■	■	■
Inner lining	Silver inner lining, rear wall evaporator and fan housing in signal grey		■		■	■	■
	Anthracite inner lining, rear wall evaporator and fan housing in black		■		■		
Door	Glass door adhesive label (opaque/transparent, full-area/contour-plotted)		■		■		■
	Plastic glass door frame in custom colour (painted)		□				
	Plastic glass door frame in custom colour (extruded)		□				
	Recessed grip in black, grey or white				■		■
	Plastic door handle in black		■				
	Anodised aluminium door handle		■				
	Seal in grey		■		■		■
	Seal in black		■		■		
	Solid door powder coated in grey		■				
	Solid door powder-coated in black		■				
	Digitally printed solid door	■	■				
	Dimmable lighting				□		
	Additional secondary LED vertical lighting				■	■	■
Equipment	Grid shelf in black, white or chrome		■		■		■
	Base grid in black, white or chrome		■		■		■
	Flexible scanner rail		■		■		■
	Gravity feed shelf for cans, non pull-out, chrome, with base		■		■		■
	Gravity feed shelf for cans, pull-out, chrome, with base		■		■		■
	Protective bracket		■		■		■
	Castors for protective bracket		■		■		■
	4 castors h <75 mm						■
	Ownership adhesive label (procured by Liebherr or provided)		■		■		■
	Side-by-side kit		■		■		■
	Reinforced EU power cable "Event"		■		■		■
	Rear wall cover powder coated in white		■		■		■
	Digitally printed rear wall cover		■		■		■
Display	Printed display		■				
	Display frame in black or grey		■				
	Display frame in custom colour		□				
	Internal door adhesive label, individually printed				■		
	Light guide frame in black or white				□		
	Light guide frame in custom colour, painted				□		
	Internal light guide with customer logo, contour or printed						□
	LED colour in blue or white						■
	Light guide omitted						■
	EMS controller omitted						■

Individualisation options

		MRF models				
Type	Customer variant:	From 25	From 50	From 100	From 250	From 500
Housing	Housing powder coated in black grey or white	■	■	■	■	■
	Digitally printed housing	■	■	■	■	■
Inner lining	Silver inner lining, rear wall evaporator and fan housing in signal grey		■	■	■	■
	Anthracite inner lining, rear wall evaporator and fan housing in black		■	■	■	■
Door	Solid door powder coated in black, grey or white	■	■	■	■	■
	Digitally printed solid door	■	■	■	■	■
	Glass door frame in black, grey or white	■	■	■	■	■
	Plastic longitudinal profile for glass door, in custom colour (painted)		■	■		
	Plastic longitudinal profile for glass door, in custom colour (extruded)				■	■
	Aluminium longitudinal profile for glass door, black (anodised)		■	■	■	■
	Aluminium longitudinal profile for glass door, silver (anodised)		■	■	■	■
	Aluminium longitudinal profile for glass door, white (powder-coated)		■	■	■	■
	Glass door adhesive label (opaque/transparent, full-area/contour-plotted)		■	■	■	■
	Recessed grip in black, grey or white	■	■	■	■	■
	Plastic door handle in black, grey or white		■	■	■	■
	Anodised aluminium door handle		■	■	■	■
	Seal in black, grey or white	■	■	■	■	■
	Mechanical door lock	■	■	■	■	■
	Electronic door lock with remote control		■	■	■	■
	Door hinges on the left		■	■	■	■
Lighting	LED vertical lighting on one side, ceiling light omitted	■	■	■	■	■
	LED vertical lighting on one side + ceiling light	■	■	■	■	■
	LED vertical lighting on both sides, ceiling light omitted	■	■	■	■	■
Equipment	Grid shelf in black, white or chrome	■	■	■	■	■
	Base grid in black, white or chrome	■	■	■	■	■
	Flexible scanner rail	■	■	■	■	■
	Gravity feed shelf for cans, non pull-out, chrome, with base	■	■	■	■	■
	Gravity feed shelf for cans, pull-out, chrome, with base	■	■	■	■	■
	Protective bracket	■	■	■	■	■
	Castors for protective bracket (included)	■	■	■	■	■
	4 castors h <75 mm		■	■	■	■
	4 castors h <150 mm		■	■	■	■
	Ownership adhesive label (procured by Liebherr or provided)		■	■	■	■
	Side-by-side kit	■	■	■	■	■
	Reinforced EU power cable “Event”		■	■	■	■
	Analogue thermometer in inner lining	■	■	■	■	■
	Digital thermometer in door		■	■	■	■
	Rear wall cover powder coated in white		■	■	■	■
	Digitally printed rear wall cover		■	■	■	■
	SmartModule for WiFi and monitoring, included for fitting (only MRFvg)		■	■	■	■

■ = available

□ = available on request



Good reasons for Liebherr

Benefits at a glance:

- Visual refinement of the appliances using colour brilliance, high resolution, depth of field and three-dimensional rendition
- Individual and flexible design for effective advertising messages
- Increase brand awareness and increase turnover
- Up to 360° branding available on request: The design is printed directly onto the surface with an exact fit and over the entire surface, and is glued over the edges of the appliance
- Easy to clean, and resistant to both scratches and UV light
- Available in small quantities
- Resilient branding: Neither accidental nor intentional removal is possible

Increase the awareness of your brand

In addition to beverage coolers, Liebherr also allows you to add individual branding to merchandising freezers and ice cream chests to create an impressive effect. You can generally choose between different procedures and different models. On request, we develop special appliance concepts for you which perfectly match your brand and your specific requirements.



Individual labelling and digital print

The desired branding is applied to a suitable label, usually PVC film, either using the screen printing or digital printing method, depending on the batch size and motif. This is fitted accurately onto the foamed chest housing.

Display/side wall/door label and individual colour scheme

Individual colour schemes present your brand in an appealing way and make your goods stand out even more. The side walls of the chest and plastic end pieces on the chest frame can be designed according to customer specifications.



More information about our beverage coolers can be found on our website: home.liebherr.com

Or get in touch with your personal contact.



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