

BOSCH | THE FRIDGE

BOSCH Not an edge or corner in sight – instead, generous curves and rounded contours are revealed in a high gloss finish in the kitchen or conference room. In the centre of the door, at once striking and timeless, the logotype that has become synonymous with cool kitchen classics: “Bosch”. Regardless of the nostalgia its appearance evokes, a tug on the characteristic handle of the “Classic Edition” reveals a view of the latest refrigeration technology: a 4-star freezer compartment to minus 18 degrees, extra-thick 70 mm insulation, convenient auto defrosting, transparent, height-adjustable scratch resistant safety glass shelves, a pull-out vegetable compartment mounted on rollers and a variable door interior. Bosch, being “the” classic product among refrigerators, has in the meantime evolved into a unique piece of kitchen furniture in its own right. In contrast to its faceless relations, it does not need to hide behind some door cladding or in a narrow recess. With an exterior as beautifully styled as the Fifties original, it reveals state-of-the-art technology on the inside – needless to say without any environment-impairing CFC/HFCs and providing energy savings to be rated as Energy Efficiency Class A.

Anyone who could afford such a fridge in the Fifties possessed something special – gradually even then the significance of the fridge was changing from a modern storage cupboard to that of a status symbol. Had up till then a fridge been a wooden cupboard on four legs with an ice block inside that required renewing every week, or later a cylindrically shaped evaporator element mounted on a frame (the supporting frame, refrigerator cabinet, drive motor and condenser grid of which remained visible), it now underwent a revolutionary change in looks. Following the example of the automotive industry, the outer shell which had until then been of a shapeless type turned into a characteristic deal cladding with a high-gloss spray enamel finish and an extra-large door handle. And so the unique “plop” with which the fridge was opened and closed came into being. In line with this development, a flexible door interior was designed which,

up till then, had served merely to close the cabinet. The smooth interior surfaces were now divided into compartments and shelves. The door itself became an exceptionally accessible storage area for food and drinks.

The Bosch classic model of 1955 featured a dairy compartment with a roller flap on its large heavy door, an egg rack and three further racks for large and small bottles. The dairy compartment has been retained up to the present and has been complemented by its own individual removable butter dish. What has also been preserved is the nostalgia its appearance evokes. Thus the 1955 fridge has become increasingly popular with people who spent their childhood with Lassie, Fury or Tin-Tin. The fridge is evolving from its traditional use to the rank of symbol of good taste, stylish helper – and cult object.

Since 1996 Bosch has led this trend by reproducing a new version of the Fifties fridge as stand-alone classic edition. This classic model features a state-of-the-art interior in the trend colours vanilla, blue, polar-silver and red. The Bosch “Classic Edition” model livens up any home or conference room, agency, gallery or fashionable hairdressing salon, whilst providing a constant supply of chilled refreshments from its vaulted interior.



Company name
Robert Bosch
Hausgeräte GmbH

Classic product
Upright fridge KDL
19452 (since 1955)

Established
1933 in Stuttgart/
Germany

Distribution
worldwide

Founder
Robert Bosch
(1861–1942)

Main production site
Giengen/Brenz/
Germany (fridges)