

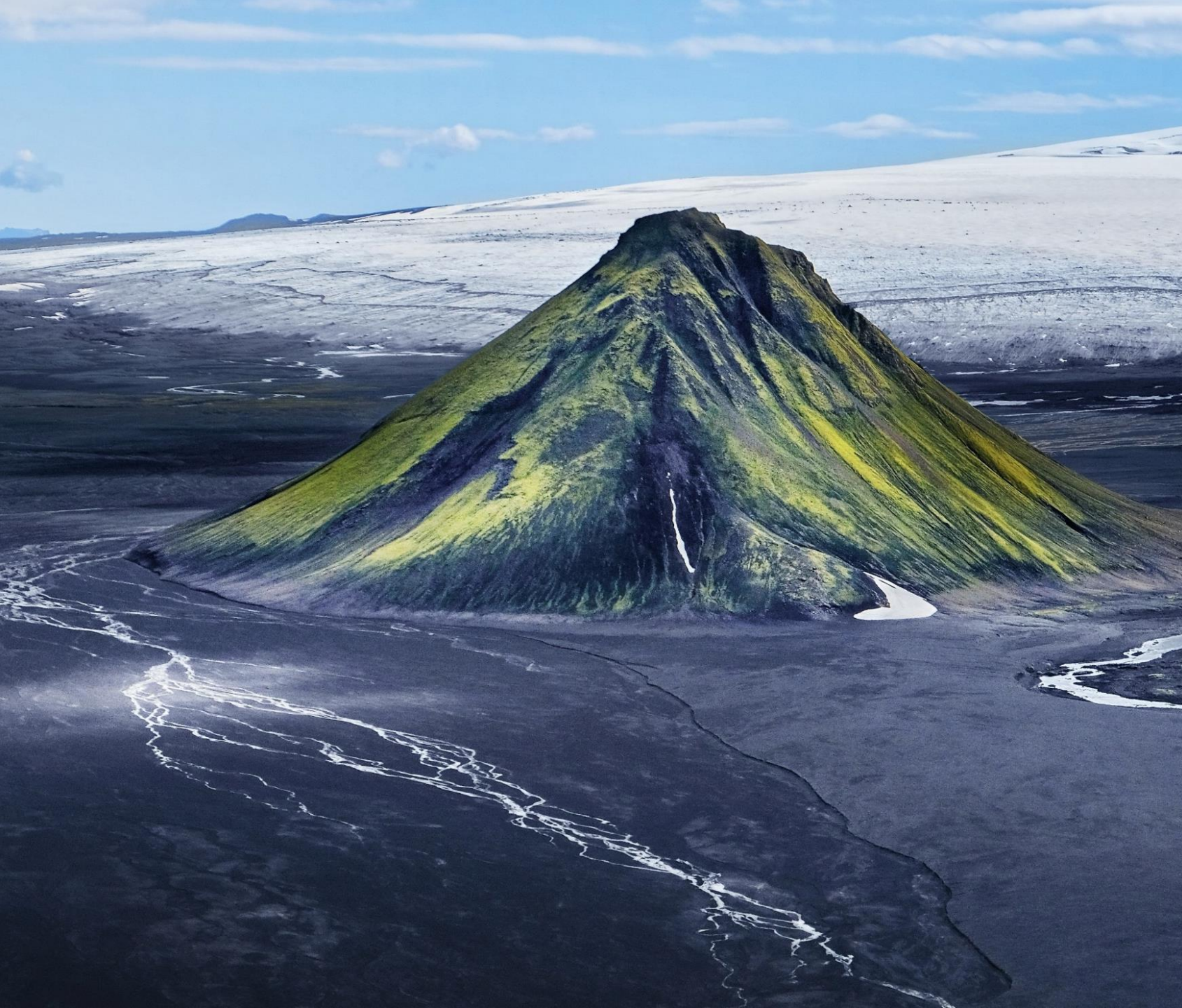
BluRox.

The future is circular.

Viola Linke

Head of Global Communication and Brand Management
Liebherr Appliance

gfu Insights
& Trends



BluRoX. The future is circular.

Viola Linke
Head of Global Communication and
Brand Management

LIEBHERR

Liebherr Appliance

- Reusability of used materials by increasing their separability

- Renewable materials and recyclates
- Decrease of variety of materials



- Long-lasting energy efficiency
- Durability and reparability
- Reduction of food waste

- Decrease of energy demand
- Use of renewable energy sources

Liebherr introduces



BluRoX

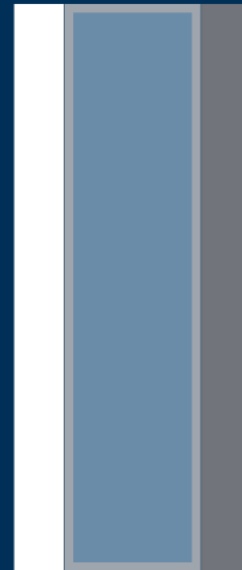
A pioneering insulation technology.

- Milestone in the history of cooling and freezing
- Successful market launch FNb 5056

New product design



The structure of vacuum perlite technology:



Outer shell (sheet metal)

High-barrier foil

Evacuated perlite

Interior lining (plastics)





Inspired by nature: Key material perlite



- Renewable volcanic rock and rapid renaturation after removal
- Completely harmless to people's health
- Lower consumption of resources during processing of perlite



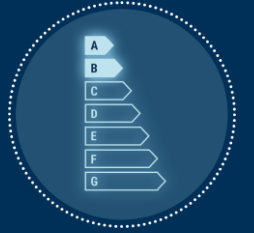


EcoVadis gold medal

- Continuous improvement from silver to gold
- Liebherr Hausgeräte among top 3 % of all companies certified by EcoVadis







1 Maximum energy efficiency



BluRoX

- Insulation that stays stable for the whole life cycle
- Vacuum as the most efficient insulation method





2. More volume



BluRoX

- Thinner walls
- 25 % more volume as compared to an appliance with the same external dimensions





3. Improved repairability



BluRoX

- Modular construction of cooling technique
- Exchangeable unit, easy to repair







4. Circular by design



BluRoX

- Reusability of perlite without significant processing
- Separability of component parts





What are our next steps?

- Further industrialisation of technology
- Cooperation with EPEA
 - Circularity passport as internal controlling instrument

**CIRCULARITY
PASSPORT®
PRODUCT**

EPEA
PART OF DREES & SOMMER

Passport Number 00001
Issue date: 27.04.2023
Valid until: 26.04.2026
Passport Version 1.0

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