

Hitachi releases the R550ET5X fridge, combining stylish design with the “Triple Clean” technology

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Setting the benchmark for kitchen style and feature-rich appliance technology, Hitachi Australia is pleased to announce the release of its sleek new stainless steel refrigerator, R550ET5X, with their unique ‘Triple Clean’ technology designed to keep food fresher and tastier for longer.



Hitachi R550ET5X fridge

Fresher and tastier food with the “Triple Clean” technology

Built on Hitachi’s philosophy of offering useful product features through the development of unique core technologies that make the user’s lifestyle cleaner and more comfortable, the new R550ET5X refrigerator features Hitachi’s innovative ‘Triple Clean System’ which combines a Nano-Titanium Filter, a new Negative-Ion Generator, and an Advanced Multi-Flow System.

Negative-Ion Generator and Nano Titanium Filter to neutralise bacteria and odours

Refrigerators are renowned for being a breeding ground for a host of unpleasant bacteria. The unique antibacterial Nano-Titanium Filter and new Negative-Ion Generator work together to combat this problem and eliminate the associated unwanted odours to ensure food stays to its original flavour and texture far longer than conventional fridges.

The Negative-Ion Generator produces negative-ions which float throughout the refrigerator compartment, absorbing bacteria and odours, as well as suppressing bacteria multiplication. The antibacterial Nano-Titanium filtration system, which is a significant advancement in technology, from then captures and eliminates those bacteria and odours to the scale of five nanometres through the ultra-fine filter in the air canal of the fridge wall. As well as trapping and preventing up to 99% of the particles from travelling through the filter, the Nano-Titanium filtration system also ensures fresh and purified air is circulated through the fridge compartments with Hitachi’s Advanced Multi Flow system.

Avoid problem of food freezing with Hitachi Advanced Multi Flow System

Hitachi’s Advanced Multi-Flow System ensures clean air is circulated to every corner of the refrigerator, assisting in maintaining a consistent refrigerator temperature and helping to avoid the typical problem of food freezing through ‘cold spots’. With many of us having had the misfortune of finding fruit or vegetables ruined in an unevenly cooled unit, the multi-directional flow of cool air keeps food equally fresh and cool across the fridge compartment, reducing food wastage.

Freeze your food in a third less time than with conventional freezers

Specific to the Hitachi's 550L refrigerators, Hitachi's E-control feature includes a quick freeze and energy saving functions. Simply pressing the Freezing button will set the freezer into "Quick Freeze" mode. This allows food and water to be frozen in a third less time than conventional freezers. As well as creating ice quickly, "Quick Freeze" also helps maintain the original taste of frozen foods and ensures they can be stored for longer. The E-control energy saving function is designed to be utilised during periods of lower use, such as when you go on holidays, allowing up to 20% energy savings resulting in reduced impact on energy costs and on the environment.

Anti-bacterial door coating with Stainless Steel

Hitachi also considers the importance of cleanliness on the outside of the refrigerator, with Stainless Steel models incorporating a unique transparent antibacterial door coating which makes it fingerprint and dirt resistant, so it can be easily cleaned.

Designed for ease of use in the daily life

Hitachi refrigerator compartments are built to provide a long-lasting and sturdy food storage solution. Shatter-resistant, tempered glass shelving can hold and store up to 100kg of food, and the glide-out crisper ensures easy access to crisp and fresh fruit and vegetables quickly and easily. Additionally, the humidity control system assists in keeping food fresh for longer by maintaining optimum moisture levels in the fridge space. The freezer compartment of the refrigerator also features a specially designed easy-to-use twist ice tray and convenient storage container. Combining innovative core technologies with intelligent design, the Hitachi R550ET5X is well suited to any family kitchen design and size.

- Ends -

Key features of the R550ET5X

- 550 Litre Refrigerator (Stainless Steel)
- Advanced Multiflow Air System
- Nano Titanium Filter
- Negative-Ion generator
- Tempered Glass Shelves
- Twist Ice Trays
- E-control
- ★★★★★ Energy Rating
- Long Bar Handle
- Mould Proof Door Gasket
- Slide Case Shelf
- Two Way Humidity Control System
- Dimensions (W x H x D): 835mm x 1710mm x 715mm

RRP \$1,799

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