

Live life on the cutting edge

Samsung Electronics inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the world of TVs, digital appliances, smartphones, wearable technology, tablets, cameras, medical equipment, network systems, semiconductor and LED solutions. Read on to find out about just some of their amazing appliances for 2019.

Store more by the sides

A refrigerator is something that is synonymous with any modern urban home. One of the first purchases one makes when starting a new home is definitely a refrigerator, after maybe light bulbs. A fridge, while simple in its core function, has multiple variants with different features and purposes.

A refrigerator can't be utilitarian anymore. In an age where everything is more desirable if it has multiple purposes and ergonomics, a simple top and bottom mount refrigerator just doesn't cut it anymore. That is mostly because of the space deficit created by the design. The only way to circumnavigate this issue is to make the fridge itself bigger, but an even smarter way is to adopt a different door style altogether.

And this is where the Side-By-Side refrigerator style comes into play here, and if you think about it, it's only logical. By dividing the two chambers vertically, the fridge can accommodate more without gaining too much in size.

With Eid-ul-Azha just around the corner, and with it, all the qurbani meat to be stored, now is the perfect time to look for a new refrigerator, and if Side-By-Side refrigerators are within your budget, Samsung's Side-By-Side refrigerator series deserves your careful consideration.

Samsung's offering takes practicality notches higher with their three pod setup, enabling you to store more, without mixing one thing with another, and in smart compartments and racks, designed to keep things where they are meant to be. Another way they squeezed more space out of their fridges is by shrinking the inner walls, just like they shaved off bezels around their



phone and TV displays. And they did so without compromising cooling, or extending the exterior size. And space engineering isn't all that Samsung has done to stand out in the cooling crowd. Featuring built-in stabilisers and digital inverter technology, you can expect your new shiny fridge to function very quietly and provide up to 50 percent energy savings. The fridge also has a deodoriser, whisking away any bad odour that may come from anything you keep in the fridge, along with a non-plumbing water dispenser and an automated ice-maker. Thanks to its flat duct design, even more space is saved inside the fridge, while maintaining corner to corner

cooling, along with Samsung's Metal Cooling technology, which keeps the fridge at an optimal temperature, even with frequent door opens.

Many fridges go for some funky design or colour choice that makes them stick out like a sore thumb in kitchens and living spaces. Not so with Samsung's Side-By-Side refrigerators, which are the definition of urban living chic with brushed metal bodies and side opening doors.

With a promise of 21-year lifespan durability, joining the Samsung Side-By-Side refrigerator camp just seems like a no-brainer.

By Intisab Shahriyar



SAMSUNG

Introducing new Side by Side Refrigerator

SpaceMax™

TECHNOLOGY

More inside, same outside.

Capacity up to 647 Liters

Offer Price starts from **BDT 159,900***

FREE HOME DELIVERY

24 MONTHS EMI***

Authorized Distributors: **SAMSUNG SmartPlaza**

FairElectronics

TRANSKOM DIGITAL

electra

RANGS INDUSTRIES

Terms & Conditions apply. For further details, please call 08000 300 300 or visit your nearest authorized dealer. Offers applicable on purchase of Side by Side Refrigerator. *Limited period offers only. **EMI offer is subject to the agreement between the authorized partners and the respective selected banks. The offers are subject to change without any prior notice. All products & images shown are for representational purpose only, actual may vary.

Samsung Service
08000 300 300
Toll Free

[/SamsungBangladesh](#)

[/samsungelectronicsbd](#)