New Side-by-Side Refrigerators

RS27T5200 • RS22T5201
RS27T5561 • RS22T5561 (Family Hub™ Models)
Three Main PODs

**Capacity**
- Up to 2.9 cu. ft. more than before (SpaceMax)

**Modern Design**
- Seamlessly integrates into any kitchen
- Hidden Control Panel
- Uncluttered Dispenser

**Technology**
- All-around Cooling
- Family Hub option
More spacious interior to store more food

SpaceMax Technology™ provides more capacity while maintaining the external dimensions.

• How? We reduced the wall thickness without compromising the insulation performance.
[Demo 1]

1. Explain the new models provide more capacity without increasing the external dimensions thanks to advancements in insulation.

2. Open the doors and show the thin nature of the walls vs. other models, whether it’s conventional Samsung models or competitive models.

3. Then take it a step further and remove a shelf out of the new Samsung Side-by-side models and place it in a competitor model (Brand X or W).

Show them that the Samsung shelf won’t fit in the competitor model as it is too narrow!

Samsung’s shelf is also deeper.
1. Mention that a leading purchase factor for refrigerators is **Capacity**.

2. Compare the capacity and size of the lower drawers in the new Side-by-side refrigerators to a competitor’s model*.

3. Mention that Samsung provides as much as 33% more space in lower drawers.

* Based on measurement of RS5300T vs. WRS315SDHZ. The capacity may differ by models.
Blends Beautifully into any Kitchen

The flat door and recessed handles complete its stylish, modern look to match other appliances whether they have a handle or not.

Easily accessible hidden display

The control panel inside the fridge allows the outside of the fridge to be designed in a simple and clean fashion.

Uncluttered Controls

The upgraded ice and water dispenser with its simple design not only looks good but also makes using it a breeze.
1. Explain the appeal of a kitchen with a minimalist design (e.g., it is sleek, modern, premium).

2. Explain how the design is now more timeless and how it looks better than conventional side-by-side refrigerators.

   - When explaining, try to focus on its design highlights marked below.

3. Encourage the customer to touch the premium design elements so they will retain the info better.
All-around Cooling

Even cooling to keep food fresher
Cools evenly from corner to corner to make sure everything in the fridge is properly cooled and stays fresh longer
1. Open the fridge and freezer doors.

2. Explain how its ventilation holes are strategically placed to spread cool air evenly to each shelf.

3. Compare it to a conventional product, showing its single vent and the new Side-by-Side multiple vents.
1. **Head over** to a Side-by-Side Family Hub (if available) running retail demo mode.

2. Explain that Retail Demo Mode has **two usage paths**:

   - **Path 1:** Interactive Demo that will provide a tour of Family Hub’s top Benefits.

   - **Path 2:** Try Family Board and explore the native home Screen.

3) **Take the RSP through each usage path** but let them perform the interactions. It will help with their retention.

4) **Point out physical characteristics** like the external speaker that provides high quality sound and the internal camera so customers can see what’s in their fridge while at the grocery store.

5) Let the RSP know that with this Side-by-Side launch there is now a **Family Hub for everyone** so they can enjoy a Connected Living with a fridge that suits them best.

Available in 3 Door, 4 Door and 4 Door Flex models. Counter depth models also are available.
Objection Handling

Q. I’m concerned about the reliability. All of the extra technology just means there’s more stuff that can break.

A. Samsung keeps reliability and durability in mind at all times which is why the company has been the #1 refrigerator brand in the U.S. 13 out of the last 14 years. Should you ever have an issue (and Samsung does have the lowest rate of repair) Samsung CARE covers 99% of zip codes in the U.S.

* Based on the criteria of Visual Display lifetime calculation, 20,600 hours (over 10 years when 5.5 hours operating daily basis) lifetime is available, but not guaranteed.

Q. I like the overall design, but I think that having the control panel inside would be inconvenient.

A. The control panel is located inside to make it simpler and more elegant to compliment design trends. Also, most users rarely change their settings once they set them, so it’s not really inconvenient. For the ice and water dispenser, which is used frequently, the control keys are conveniently located directly above it.
Additional Features

“Take a step closer to convenience every day with life-benefiting features.”

Fingerprint-resistant Finish
• Its premium finish prevents the surface from becoming smudged, so it always looks clean.

LED Lighting
• Easily see all ingredients with the LED light located on the top & front

Power Cool & Freeze
• Fast, on-demand cooling and freezing

Indoor Ice Maker
• Creates ice without wasting internal space

Flat Duct
• Make full use of the inner space and store more food on the top shelf

Digital Inverter Technology
• Certified for continuous operation for 21 years by VDE* and warrantied for 10-years**

* Awarded a 21-year durability certification by the Association for Electrical, Electronic & Information Technologies in Germany (Verb und Detacher Elektrotechniker – VDE).
** 10-year warranty is limited to the compressor only.
Where to Highlight

- Ice & Water Dispenser
- Recessed Handles
- Automatic Ice Maker (Indoor type)
- LED Lighting
- Flat Duct
- Hidden Display
- All-around Cooling (Vent holes)

DIT with 10Y warranty & VDE 21Y certified
Fingerprint-resistant Finish
## Specifications

### Basic info.

<table>
<thead>
<tr>
<th>Model</th>
<th>RS27T5200 • RS22T5201</th>
<th>RS27T5561 • RS22T5561</th>
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</table>

### Capacity

Free Standing: 27 cu. ft (26.7 w/FH; 27.4 w/o FH)<br>Counter Depth: 22 cu. ft. (21.5 w/FH; 22.0 w/o FH)

### Dimension (W x D x H)

Free Standing: 35-7/8” x 33-1/2” x 70-1/16”<br>Counter Depth: 35-7/8” x 28-5/8” x 70-1/16”

※ The capacity meets ISO Storage standards and the label notation may vary by national standards.

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### Category

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<thead>
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<th>Category</th>
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<td>Minimal I&amp;W Dispenser</td>
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<td>Hidden Display</td>
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✓ : Main PODs