

LEARNING GUIDE REFRIGERATION



October 2023

LG SIGNATURE



*According to a 2023 leading consumer testing organization.



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*According to a 2023 leading consumer testing organization.



The gold standard in reliability

LG is committed to making sure that each of our products perform at the highest level for years to come. We are constantly innovating to make sure our customers can purchase with confidence, and pride ourselves in creating the most reliable appliances on the market



See how LG appliances rank in reliability

When it comes time to invest in a new appliance for your home, choose a machine that will stand the test of time. Several of our top kitchen and laundry appliances meet the highest standards of reliability.

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INNOVATION

Smart innovations that make your customer's lives easier.



QUALITY

Sleek, premium design, yet tough enough to hold up to years of use.



TRUST

Reliable and worry-free, so customers can purchase with confidence.



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Three Pillars Driving Our Top-Rated Results



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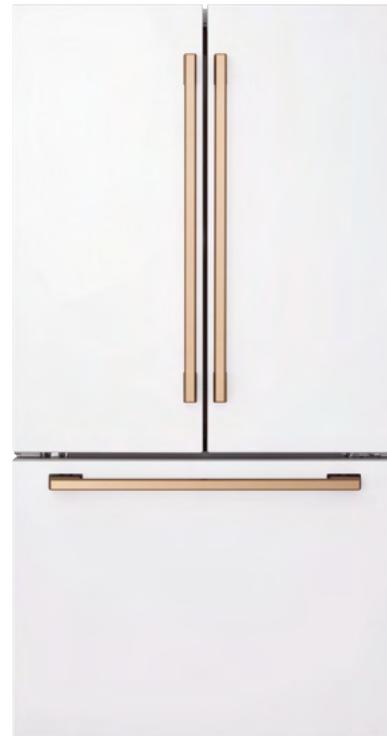


PRODUCT OFFERING



LG Has the Brands Your Buyers Want

With appliance choices from LG, LG STUDIO and LG SIGNATURE, each customer can bring their vision to life with our innovative designs for every home imaginable.



LG SIGNATURE

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*According to a 2023 leading consumer testing organization.



Boasting innovative features like Smart Inverter Compressor technology for optimum cooling, operating efficiency and reliability, LG appliances provide the performance, style and energy efficiency you need. See how our appliances and accessories can help you create the home you've always wanted.

Available Colors¹:

- PrintProof® Stainless Steel
- PrintProof® Black Stainless Steel
- Stainless Steel
- ▲ Stainless Look
- White
- Black

Available Configurations:

French 4-Door 36" Wide (Standard & Counter-Depth)	French 3-Door 36" Wide (Standard & Counter-Depth)	French 3-Door 33" Wide	French 3-Door 30" Wide	Side-by-Side 36" Wide (Standard & Counter-Depth)	Bottom Freezer 33" Wide	Bottom Freezer 24 & 28" Wide	Top Freezer 33 & 30" Wide	Specialty Refrigerator & Convertible Refrigerator / Freezer	Specialty Single Door Refrigerator & Freezer

^{*}According to a 2023 leading consumer testing organization.
¹Colors vary by model. Refer to Line Logic Charts for details.

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LG STUDIO appliances feature LG’s very best innovations and are designed to work hard, look good, and help you create a space that’s uniquely your own. Available in built-in and freestanding designs, with a wide range of options, beautiful finishes and clean lines, we make it easy to find high-end appliances crafted for the way you live.

Explore our complete collection from the kitchen to the laundry room—and find modern, stylish appliances designed with the latest smart technology and precision performance.

Available Configurations:



Built-In Side-by-Side
42" Wide



French Door
36" Wide
(Counter-Depth)



French Door
36" Wide, Internal Water
(Counter-Depth)

Available Colors[†]:

● PrintProof® Stainless Steel

○ Essence White



[†]Colors vary by model. Refer to Line Logic Charts for details.

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Awaken your senses with LG SIGNATURE appliances. Featuring meaningful innovations, LG SIGNATURE products deliver new experiences and a new sense of life to the things you do, and use, every day. From televisions to refrigerators, washers and dryers to air purifiers and ranges, LG SIGNATURE boasts timeless designs, cutting-edge technology, and expert craftsmanship—for a beautiful home and a better life.

Available Configurations:



French 4-Door
36" Wide
(Standard &
Counter-Depth)



Wine Cellar
28" Wide

Available Colors:

- Textured Steel™ Finish

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OVERVIEW OF BENEFITS THINQ CARE



Life is Smoother When Your Home Runs Smarter

Introducing ThinQ Care, now within the ThinQ® app—a complimentary service for your LG smart appliance. Get notifications about usage, maintenance, plus early diagnosis, right on your smartphone. ThinQ Care will help you understand your appliance needs, avoid any potential problems, and keep your LG appliances running at their best for years on end.

- First-of-its-kind complimentary service powered by AI
- Integrated on the LG ThinQ® app for select LG appliances
- Helps improve product performance by sending customers customized reports



ThinQ Care



Consumers Get:

Peace of Mind

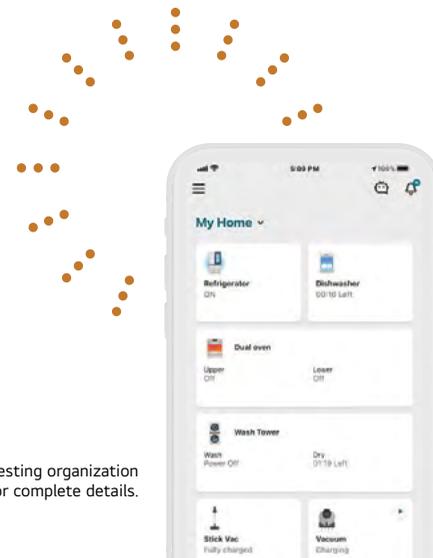
- Diagnoses problems
- Extends the life of appliance
- Send alerts before there's a problem
- Safety monitoring

Save Money & Time

- Free built-in service
- Increases energy efficiency
- Automates routines
- Provides remote access

Maximize Their Investment

- Provides access to usage information
- Improves functionality



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FRENCH DOOR

SIDE-BY-SIDE

TOP & BOTTOM FREEZER



Effortless organization with the largest capacity available** to store more food your way



Space & Organization

ORGANIZED SPACE WITH ENOUGH ROOM FOR EVERYTHING

Store more your way with up to 31 cu. ft. standard-depth capacity. Slim SpacePlus® ice system provides more interior space. Door-in-Door® design for easy access to favorites. Flexible Full-Convert® drawer fully converts from fridge to freezer with one quick touch.



Premium Features

FRESH, FILTERED WATER AND ICE—PLUS FRESHER PRODUCE

Dual ice makers provide cubed, crushed and slow-melting Craft Ice®. Measured fill dispenser fits extra-tall bottles and dispenses exact amounts for easier measuring. Keep produce fresh with the combined power of 3 LG cooling technologies.



Style & Design

SLEEK, PREMIUM DESIGNS TO ELEVATE ANY KITCHEN DÉCOR

Sleek InstaView® glass door lets you see inside without letting cold air out. Offered in 3 premium finishes, including PrintProof® fingerprint and smudge resistant finishes that easily wipe clean with a dry cloth—no special cleaners needed.



Reliability

A SMART INVESTMENT—BUILT TO LAST

ThinQ Care offers preventative maintenance tips and alerts, expedited repairs and usage reports for enhanced customer satisfaction plus improved product performance and longevity.

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ThinQ Care

*According to a 2023 leading consumer testing organization.
**Among standard-depth refrigerators based on LRFVS3006S and LRMVS3006S. Features vary by model. Refer to specifications for complete details.





OVERVIEW OF BENEFITS THE LG ADVANTAGE: FRENCH DOOR



FRENCH DOOR

SIDE-BY-SIDE

TOP & BOTTOM FREEZER

Counter-Depth MAX™ (26 or 27 cu. ft.)

delivers the ultra-large capacity of a standard-depth fridge packaged in a counter-depth design for a seamless, built-in look.

NEW

Standard-Depth MAX (31 or 32 cu. ft.)

delivers maximum capacity with even more usable space allowing you to store more food than ever before**

Counter-Depth

refrigerators align with countertops and cabinetry for a uniform profile, creating a sophisticated built-in look

Premium Finishes

including PrintProof® finishes that easily wipe clean

ThinQ® – Smart WiFi Enabled

refrigerators bring intelligence to connected living



Door-in-Door® Design

for easy access to favorites

Mirror InstaView® Door

lets you see inside without letting cold air out while the sleek design reflects your style

Double Freezer Drawers

or a 3-tier single freezer drawer keeps things organized

ENERGY STAR® Certified

saves money and energy

ThinQ Care

for enhanced customer satisfaction plus improved product performance and longevity

NEW

ThinQ UP

offers personalized updates that are ever-changing so you can customize your refrigerator the way you want

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*According to a 2023 leading consumer testing organization.
**Compared to LG's standard depth French door refrigerators
Features vary by model. Refer to specifications for complete details.



OVERVIEW OF BENEFITS THE LG ADVANTAGE: FRENCH DOOR



FRENCH DOOR

SIDE-BY-SIDE

TOP & BOTTOM FREEZER

NEW 4-Types of Ice

touch the door dispenser for cubed or crushed ice, open the freezer for mini cubed ice and Craft Ice®

Slim SpacePlus® Ice System provides more interior space

Dual Ice Makers provide cubed and crushed ice from the door and LG's exclusive round Craft Ice® from the freezer compartment

Craft Ice® slow-melting round ice on demand for upscale, craft drinks; choose between 3 or 6 Craft Ice® a day with Craft Ice® Plus

Mini Cubed Ice is the perfect answer for filling water bottles or delivering a quick chill



Door Cooling+ delivers blasts of cool air that reach all areas

Multi-Air Flow keeps your food fresher, longer

Fresh Air Filter for cleaner, fresher air

Full-Convert® Drawer goes from fridge to freezer with one quick touch so you can chill today, freeze tomorrow

Cool Guard metal interior panel wall helps maintain cold air while adding a premium look

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OVERVIEW OF BENEFITS THE LG ADVANTAGE: SIDE-BY-SIDE



FRENCH DOOR

SIDE-BY-SIDE

TOP & BOTTOM FREEZER



Express your stylish side or let your organized side have it all with easy fresh and frozen food access



Space & Organization

ORGANIZED SPACE WITH EASY FRIDGE AND FREEZER ACCESS

Generous space up to 28 cu. ft. and all in easy sight for total convenience. SpacePlus™ ice system frees up valuable space for more food storage while still providing easy access to ice. InstaView® and Door-in-Door® designs let you see and reach favorites in an instant.



Premium Features

FRESH, FILTERED WATER AND ICE—PLUS FRESHER FOOD, TOO

LG's Smart Cooling® system optimizes temperatures to keep all your foods cool—and fresher longer. Dual ice makers provide cubed, crushed and slow-melting Craft Ice®. Tall Ice & Water Dispenser fits extra-tall bottles and pitchers for easier entertaining.



Style & Design

SLEEK, PREMIUM DESIGNS TO ELEVATE ANY KITCHEN DÉCOR

Redesigned with style in mind, with contemporary flat panels and discreet pocket handles. Tinted, frameless edge-to-edge InstaView® window is 23% larger** so you see even more than before. LED lighting provides an exceptionally bright interior AND saves energy.



Reliability

A SMART INVESTMENT—BUILT TO LAST

ThinQ Care offers preventative maintenance tips and alerts, expedited repairs and usage reports for enhanced customer satisfaction plus improved product performance and longevity.

ThinQ Care

*According to a 2023 leading consumer testing organization.
**Larger than previous InstaView® panels.
Features vary by model. Refer to specifications for complete details.

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FRENCH DOOR

SIDE-BY-SIDE

TOP & BOTTOM FREEZER

Modern Flat Panel Design

enhanced with discreet, easy-access pocket handles to elevate any kitchen style

Counter-Depth

refrigerators align with countertops and cabinetry for a uniform profile, creating a sophisticated built-in look

UVnano® Dispenser

automatically removes up to 99.99% of bacteria on the nozzle after 24 hours.**

Premium Finishes

including PrintProof® finishes that easily wipe clean

ENERGY STAR® Certified

saves money and energy



Door-in-Door® Design

for easy access to favorites

InstaView® Glass Door

lets you see inside without letting cold air out and the new Edge-to-Edge design looks sleek

ThinQ® – Smart WiFi Enabled

refrigerators bring intelligence to connected living

ThinQ Care

for enhanced customer satisfaction plus improved product performance and longevity

*According to a 2023 leading consumer testing organization.
**UVnano is a compound word derived from the words UV and its unit nanometer. Based on third party testing, showing a reduction in live bacteria in water dispenser faucet after 24 hour period. Results may vary based on actual conditions of use and environmental conditions. Features vary by model. Refer to specifications for complete details.

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FRENCH DOOR

SIDE-BY-SIDE

TOP & BOTTOM FREEZER

**Slim SpacePlus®
Ice System**

provides more interior space

Dual Ice Makers

provide cubed and crushed ice from the door and LG's exclusive round Craft Ice® from the freezer compartment

Craft Ice®

slow-melting round ice on demand for upscale, craft drinks; choose between 3 or 6 Craft Ice a day with Craft Ice® Plus



Cool Guard

metal interior adds a premium look

Door Cooling+

delivers blasts of cool air that reach all areas

Interior Touch Display Controls

deliver a pristine exterior look while still keeping temperature controls close at hand

Multi-Air Flow

keeps your food fresher, longer

Fresh Air Filter

for cleaner, fresher air

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THE LG ADVANTAGE: TOP & BOTTOM FREEZER



FRENCH DOOR

SIDE-BY-SIDE

TOP & BOTTOM FREEZER



Modern convenience and maximum space in time-tested designs



Space & Organization

ORGANIZED SPACE WITH ENOUGH ROOM FOR EVERYTHING

Convenient access to what you use most often, and smart storage for the rest with full-width Glide N' Serve® pantry drawer. Offering the largest capacity in its class (26 cu. ft. bottom freezer), with a small footprint to fit your floor plan.



Premium Features

INNOVATIVE WAYS TO KEEP FOOD FRESH

Freshness is key to better foods—and the Multi-Air Flow system maintains superior humidity and temperature levels in every section. LG's Smart Cooling® and Door Cooling + systems optimize temperatures to keep all your foods cool—and fresher longer.



Style & Design

SLEEK, PREMIUM DESIGNS TO ELEVATE ANY KITCHEN DÉCOR

Choose from several finishes, including PrintProof® fingerprint and smudge resistant finishes or classic smooth white. LED lighting provides an exceptionally bright interior AND saves energy. Contoured doors, hidden hinges and a thoughtfully designed interior.



Reliability

A SMART INVESTMENT—BUILT TO LAST

LG appliances consistently rank high in product quality and value.



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FRENCH DOOR

SIDE-BY-SIDE

TOP & BOTTOM FREEZER



Premium Finishes
including PrintProof®
finishes that easily
wipe clean

Multi-Air Flow
keeps your food
fresher, longer

**Internal Water
Dispenser**
provides fresh
filtered water

Smart Pull® Handle
gets you in and out
of the freezer easily

Smart Cooling® System
is designed to monitor and maintain
conditions to help keep food fresh

Glide N' Serve® Drawer
keeps items organized and makes
party preparations easy

Smart Diagnosis™
lets you troubleshoot quickly and
efficiently

ENERGY STAR® Certified
saves money and energy



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KEY INNOVATIONS

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KEY INNOVATIONS

LG has a history of product innovation and finding ways to make "Life Good". Through-the-Years shows a glimpse of these innovations over time.



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InstaView® Door-In-Door®



Bringing innovation and distinctive design together, LG's refrigerator with InstaView® Door-in-Door® will enhance even the most beautifully crafted kitchen. The sleek tinted glass panel illuminates with two quick knocks, allowing you to see inside the easy access compartment without ever opening the door, reducing cold air loss to help keep food fresher longer. When you need to access your most often-used items, the Door-in-Door® with ColdSaver® Panel acts like a barrier keeping cold air in where it matters most—in the inside.



Edge-to-Edge InstaView® Design

Our latest InstaView® window is 23% larger** with a tinted, frameless edge-to-edge design—so now you can see even more with just two quick knocks on the glass panel. See your favorites in an instant without ever opening the door, from drinks to frequently used condiments to snacks for the kids.

*According to a 2023 leading consumer testing organization.
**Larger than previous InstaView® panels.
Features vary by model. Refer to specifications for complete details.

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Mirror InstaView® Design

Our latest Mirror InstaView® window has a sleek design to reflect your style. With just two quick knocks on the glass panel, you can illuminate the contents within and see inside your refrigerator. See your favorites in an instant without ever opening the door, from drinks to frequently used condiments to snacks for the kids, before it reverts back to an ultra-sleek mirror finish that deserves to be seen.

Redesigned with Style in Mind

The modern design is enhanced with discreet LED-lit pocket handles, offering easy access and tech-forward style.

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CUBED
AND
CRUSHED
ICE



The First Refrigerator with 4 Different Types of Ice**

Touch the dispenser on the door to get cubed or crushed ice in an instant. Two additional ice makers in the freezer produce mini cubed ice and LG's exclusive slow-melting, round Craft Ice®. Craft Ice® helps all kinds of beverages taste their best for longer, from craft cocktails† to soft drinks to iced coffee. A generous supply of mini cubed ice is the perfect answer for filling water bottles or delivering a quick chill.

CRAFT ICE®
AND
MINI CUBED
ICE



Premium Ice Bin Design

Make an impression as a master mixologist with premium ice bins that let you serve up LG Craft Ice® and cubed mini ice in style. Crystal clear bins with metallic trim hold generous amounts of each ice type while offering take-to-table convenience. Located in the top tier of the freezer for easy access, all the time.



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*According to a 2023 leading consumer testing organization.

**Based on Marketplace Survey January 2023

†You must be of legal drinking age to drink alcoholic beverages. Please drink responsibly. Features vary by model. Refer to specifications for complete details.



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Dual Ice Maker with Craft Ice®

Dual ice makers, dispensed from the door and located in the freezer compartment, automatically produce ice so you never run out. The icemaker in the freezer makes LG's exclusive round Craft Ice®—crafted to melt slower and chill more efficiently, while the ice maker on the door produces and dispenses traditional cubed or crushed ice. From craft cocktails and whiskey** to soft drinks, lemonade, even iced coffee, give your beverages the perfect ice. Need Craft Ice® Twice as Fast?† Activate Craft Ice+ in the ThinQ® app or by pressing the Freezer button on the dispenser for 3 seconds.

*According to a 2023 leading consumer testing organization.
**You must be of legal drinking age to drink alcoholic beverages. Please drink responsibly.
†Shape and clarity of ice will be impacted when Craft Ice+ is activated; may vary with settings, water supply and home use conditions.
Features vary by model. Refer to specifications for complete details.



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COUNTER-DEPTH **MAX**[™]

The Industry's Largest Counter-Depth Fridge Capacity

Only LG delivers the ultra-large, 26 cu. ft. or 27 cu. ft. capacity of a standard-depth fridge packaged in a counter-depth design for a seamless, built-in look. Stock up on everything you need and enjoy 25% more space** for your family's favorite foods and drinks.



**BUILT-IN STYLE.
FULL-SIZE CAPACITY.**
COUNTER-DEPTH **MAX**[®]



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*According to a 2023 leading consumer testing organization.
**Based on an internal study utilizing average-sized cans to quantify available storage space, conducted in March 2022, comparing LG models LRFVC2406S and LRFOC2606S. Features vary by model. Refer to specifications for complete details.





BENEFITS & FEATURES KEY INNOVATIONS



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More Capacity and Shelf Space

With the LG Standard-Depth MAX 31 cu. ft. refrigerator, you have even more usable space** allowing you to store more food than ever before.

Plus, the Slim SpacePlus® Ice System is built into the refrigerator door to help create the most shelf space** and allows even more space for door bins.

STANDARD-DEPTH **MAX**



*According to a 2023 leading consumer testing organization.
**Compared to LG's standard depth French door refrigerator.
Features vary by model. Refer to specifications for complete details.

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LG makes a wide array of refrigerator capacities for its various product configuration options.



French Door

From our largest 31 cu. ft. Standard-Depth MAX refrigerator to our smallest 33-inch wide, 18 cu. ft. French Door refrigerator, there's a capacity and size to meet every family's needs.

Only LG Counter-Depth MAX™ delivers the capacity of a standard-depth refrigerator packaged in a sleek, counter-depth design.**



Top & Bottom Freezer

For mid-range needs, bottom freezers are available in 26 cu. ft. down to 11 cu. ft. while top freezers range from 24 cu. ft. down to 11 cu. ft. for compact spaces and ancillary storage.



Side-By-Side

With a range of capacities from 28 cu. ft. to 23 cu. ft. counter-depth models, LG side-by-side refrigerators deliver storage space and style with modern conveniences.



Wine Cellar

The LG SIGNATURE wine cellar stores 65 wine bottles plus fresh or frozen foods in two fully convertible drawers.



*According to a 2023 leading consumer testing organization.

**Based on Market Survey May 2022.

Features vary by model. Refer to specifications for complete details.

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STANDARD
DEPTH

COUNTER
DEPTH

WHAT IS COUNTER-DEPTH?

LG counter-depth refrigerators align with countertops and cabinetry for a uniform profile, creating a sophisticated built-in look without the high-end price tag.



COUNTER-DEPTH **MAX**[™]

STYLE YOU LOVE, SPACE YOU NEED

Only LG delivers the capacity of a standard-depth refrigerator packaged in a sleek, counter-depth design,**

26
CU. FT.

LRYKC2606_
LRFOC2606S
LRYXC2606_
LRFXC2606S

27
CU. FT.

SRFB27_3
LRFLC2706S
LF21G6200S

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KEY INNOVATIONS

SPACE & ORGANIZATION

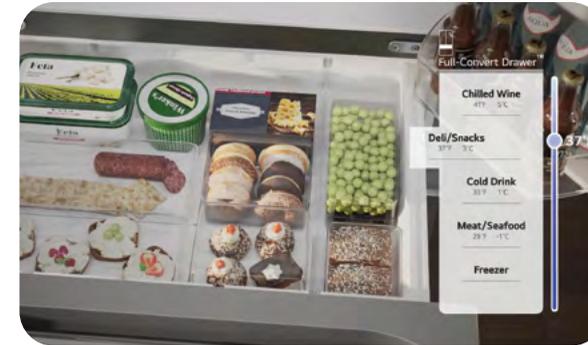
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RELIABILITY

Full-Convert® Drawer

This flexible drawer gives you more capacity when you need it, with the ability to fully convert from fridge to freezer with one quick touch so you can chill today, freeze tomorrow. Create instant space for that oversize ice cream birthday cake using the Freeze setting. Or prep for holiday gatherings with Chilled Wine, Deli / Snacks, Cold Drinks or Meat / Seafood options. Adjustable dividers keep everything neat and organized.



WATCH

5 Temperature Settings To Meet Your Family's Needs



Chilled Wine
41° F

Deli / Snacks
37° F

Cold Drinks
33° F

Meat / Seafood
29° F

Hard Freeze
-7° F

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*According to a 2023 leading consumer testing organization. Features vary by model. Refer to specifications for complete details.



Door-In-Door®

Offering quick and easy access to favorite foods, the popular Door-in-Door® design gets even better with an adjustable bin that smoothly glides up and down to fit snacks and drinks of all sizes.

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RELIABILITY



UVnano® Dispenser

The dispenser not only looks incredibly stylish, but it also offers peace of mind. The dispenser automatically refreshes to remove up to 99.99% of bacteria on the nozzle after 24 hours.**

99.99%
REMOVAL*



**UVnano is a compound word derived from the words UV and its unit nanometer. Based on third party testing, showing a reduction in live bacteria in water dispenser faucet after 24 hour period. Results may vary based on actual conditions of use and environmental conditions.

*According to a 2023 leading consumer testing organization. Features vary by model. Refer to specifications for complete details.

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Slim SpacePlus® Ice System

Ice makers are great, but not if it means you can't fit all of your food in the fridge. The Slim SpacePlus® Ice System provides the most shelf space** and allows even more space for door bins. It's not just capacity, it's more usable capacity thanks to features like the Hidden Water Filter and Slim SpacePlus® ice system that free up valuable shelf space.



Tall Ice & Water Dispenser® with Measured Fill

From pitchers to pint glasses, this external filtered ice & water dispenser can accommodate just about any container. The water and ice dispenser in this LG refrigerator is one of the tallest around, measuring in at an ultra-accommodating 12.6 inches. The convenient Measured Fill feature lets you select the exact amount of filtered water in ounces (4, 8, 16, or 32), to save you the time and hassle of measuring for drinks mixes, recipes and more.

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*According to a 2023 leading consumer testing organization.
**Standard width French door refrigerator, excludes other LG manufactured products.
Features vary by model. Refer to specifications for complete details.



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LG Smart Cooling® System

Our innovative cooling technology is designed to maintain optimal freshness conditions within the refrigerator by minimizing temperature fluctuations. The smart compressor reacts quickly to humidity and temperature changes to help keep your food fresher, longer. Meanwhile, strategically placed vents in every section help to surround your food with cool, fresh air no matter where you put it.

Multi-Air Flow Freshness System

Multi-Air Flow System is designed to maintain superior humidity and temperature levels to help keep your food fresher, longer. Digital sensors constantly monitor conditions within the refrigerator and strategically-placed vents in every section to help surround your food with cool air no matter where you put it.

Fresh Air Filter

Your food isn't the only thing that stays fresh. Only LG offers a premium Fresh Air Filter with dedicated fan that pushes cleaner, fresher air into the fridge.

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*According to a 2023 leading consumer testing organization.



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Humidity-Controlled Crispers

Help extend the life of your produce by controlling the amount of humidity in the moisture-sealed crispers. Simply adjust the control to any setting between “Vegetables” and “Fruit”. “Vegetables” keep moist air in the crisper for fresh, leafy vegetables while “Fruit” lets moist air out of the crisper for best storage of fruit.



Door Cooling+

Located in the top of the fresh food section, the Door Cooling+ vent extends the reach of LG’s Smart Cooling® system. Blasts of cool air reach all areas of the refrigerator—including the door—to help maintain consistent temperatures from top to bottom. It helps keep all foods fresh and flavorful and keeps produce fresh up to 2X longer.**



Spill Protector™ Tempered Glass Shelves

Spill-proof glass shelves make it easy to clean-up spills while helping to prevent the spill from expanding onto other shelves.

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*According to a 2023 leading consumer testing organization.
**Than other LG models. Based on LG internal tests between LFXS30796D and LRFDS3006S and in combination of Smart Cooling® and Door Cooling technologies. Features vary by model. Refer to specifications for complete details.



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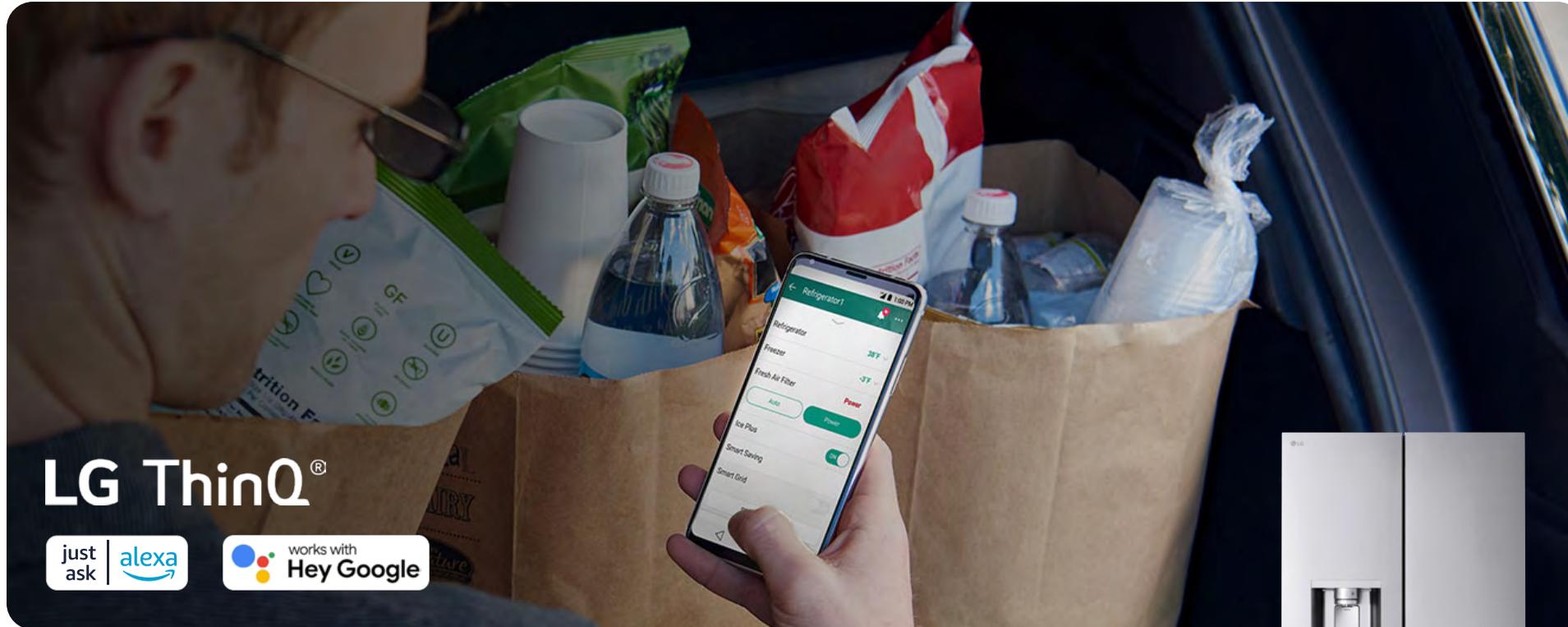
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LG ThinQ®



LG ThinQ® Technology (Smart WiFi Enabled)

From making extra ice for tonight's dinner party while you're at work to adjusting temperatures with simple voice commands, LG refrigerators with ThinQ® technology will change the way you think – and the way you live. Simply download the free ThinQ® app to your Android or iOS device and let the possibilities unfold. Receive notifications on your smartphone when the door is open or your water filter needs to be replaced. Control refrigerator and freezer temperatures remotely. Diagnose issues and get quick, expert advice. Or, use the voice-activated features of Google Assistant or Amazon Alexa. LG makes it easy to keep your cool in any situation. Let the advantages of smart technology work for you.



Features vary by model. Refer to specifications for complete details.
*According to a 2023 leading consumer testing organization.

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LG ThinQ UP

You'll always have the latest and greatest with LG ThinQ UP. This technology offers personalized updates that are ever-changing so you can customize your appliances the way you want. You can do things like customize the melody that lets you know when your door is left open, adjust the interior brightness for midnight snack runs, and you can even add functionality to your dispenser with custom options.



Features vary by model. Refer to specifications for complete details.
*According to a 2023 leading consumer testing organization.

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LG PrintProof® Stainless Steel



LG PrintProof® Black Stainless Steel



PrintProof® Finishes (Refrigeration)

Now you can have all of the things you love about stainless, without the need for special cleaners or constant attention. LG's PrintProof® fingerprint and smudge resistant finish easily wipes clean with a soft, dry cloth for a distinctive kitchen that handles real-life in style.

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Sophisticated Style & Design

Contoured doors, hidden hinges, and a host of great interior features give your refrigerator a look that's as sophisticated as it is functional. And its beauty isn't just the outside. With every feature thoughtfully designed, this appliance helps you create the sophisticated, distinctive kitchen you want—and deserve.



Cool Guard

Cool Guard metal interior panel adds a premium look.



LED Lighting

LED panels and strips provide an exceptionally bright interior and saves energy over traditional lighting.

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*According to a 2023 leading consumer testing organization.



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Flat Panel Door Design

Take another glimpse every time you walk by this fresh design from LG and take in the contemporary vibe. Flat panels are enhanced with discreet pocket handles that offer easy access.



Welcome Lighting

Enhanced with discreet LED-lit pocket handles that offer easy access and tech-forward style. Built-in sensors automatically illuminate the pocket handle LED lights as you approach, from 2 ft. away, so you can locate late-night snacks without having to turn on the lights.



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The Framework of LG Refrigerators Begins and Ends with Quality

LG confidently backs the Smart Inverter Compressor with a 10-year limited warranty.

Cooling (Sealed) System Warranty Coverage

	Parts	Labor
Compressor	5 Year	5 Year
Evaporator	5 Year	5 Year
Condenser	5 Year	5 Year
Drier	5 Year	5 Year
Connection Tube	5 Year	5 Year
Smart Inverter Compressor	10 Year	5 Year
All Other Non-Cooling System Parts	1 Year	1 Year



10-Year Manufacturer's Limited Warranty on Smart Inverter Compressor

When you buy a refrigerator, you don't want to worry that it won't last. Because the Smart Inverter Compressor uses fewer moving parts and operates more efficiently, LG confidently backs the motor with a 10-year limited warranty.



ENERGY STAR® Certified

This ENERGY STAR® certified LG refrigerator exceeds federal energy standards to positively impact your energy bill, your energy consumption, and most importantly, the environment.

Features vary by model. Refer to specifications for complete details.
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LINE LOGIC CHARTS FRENCH DOOR REFRIGERATORS



FRENCH DOOR SIDE-BY-SIDE TOP FREEZER BOTTOM FREEZER SPECIALTY

French Door
InstaView®
Ice & Water Dispensing
36" Wide

LG Key Innovations

		LG STUDIO	LRMVS3006S	LRMVC2306_	LRYKS3106_	LRKYC2606_	LMXS28596_	LRFOC2606S
		SRFVC2416S						
		(S)	(S)	(S) (D)	(S) (D)	(S) (D)	(S) (D)	(S)
								
								
Benefit	Feature				STANDARD-DEPTH MAX	COUNTER-DEPTH MAX		COUNTER-DEPTH MAX
Space & Organization	Capacity (cu. ft.)	24	30	23	31	26	28	26
	Counter-Depth	•		•		•		•
	3-Tier Freezer	•			•	•		
	Dual Freezer Drawers		Full-Convert®	Full-Convert®			•	
Premium Features	Door-in-Door® with InstaView®	•	•	•	Mirror	Mirror	•	Edge-to-Edge
	Adjustable Door-in-Door® Shelf	•	•	•	•			
	Specialty Ice Maker	Dual w/ Craft Ice®	Dual w/ Craft Ice®	Dual w/ Craft Ice®	4 Types: Craft Ice®, Cubed, Crushed & Mini Cubed	4 Types: Craft Ice®, Cubed, Crushed & Mini Cubed		Dual
	Measured Fill	•	•	•				
Style & Design	PrintProof® Finish	•	•	•	•	•	•	•
	Cool Guard Metal Back Wall	w/Gray Interior	•	•	•	•		•
Reliability & Durability	ThinQ® (Smart WiFi Enabled) with ThinQ Care	•	•	•	W/ ThinQ UP	W/ ThinQ UP	•	W/ ThinQ UP
Cutout Dimensions	Width x Height (Inches)**	36 x 71	36 x 71	36 x 71	36 x 71	36 x 71	36 x 71	36 x 71
Product Dimensions	Width (Inches)**	35 3/4	35 3/4	35 3/4	35 3/4	35 3/4	35 3/4	35 3/4
	Height Cabinet (Inches)	68 7/8	69	69	68 7/8	68 7/8	68 3/8	68 7/8
	Depth Without Handles (Inches)	28 1/4	35 3/4	28 7/8	34 1/4	29 1/8	33 3/4	29 1/4
	Door Edge Clearance + Handle**	4 1/4	4 5/8	4 5/8	2 1/4	2 1/4	4 1/2	4 1/4
	Door Edge Clearance - Handle**	2 1/8	2 1/4	2 1/4	2 1/4	2 1/4	1 3/8	2 1/4

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For details on comparison, see pocket guide <https://lghaguide.com/> **For corner kitchen application, allow more width. See measurement guide or <https://lghaguide.com/> for specific needs.
 *According to a 2023 leading consumer testing organization. ● S – PrintProof® Stainless Steel □ S – Stainless Steel ● D – PrintProof® Black Stainless Steel ▲ V – Stainless Look ○ W – White ● B – Black

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LINE LOGIC CHARTS FRENCH DOOR REFRIGERATORS



FRENCH DOOR | SIDE-BY-SIDE | TOP FREEZER | BOTTOM FREEZER | SPECIALTY

French Door
4-Door, Ice & Water Dispensing
36" Wide

LG Key Innovations

Benefit	Feature	LRMDS3006_	LRMDC2306S	LF29S8330_	LF29H8330_	LMXS28626_	LMXC22626S	LRMXC1803S
		(S) (D)	(S)	(S) (D)	(S) (D)	(S) (D)	(S)	(S)
				STANDARD-DEPTH MAX	STANDARD-DEPTH MAX			
Space & Organization	Capacity (cu. ft.)	30	23	29	29	28	22	18
	Counter-Depth		•				•	•
	Dual Freezer Drawers	Full-Convert®	Full-Convert®	Full-Convert®	Full-Convert®	•	•	•
Premium Features	Door-in-Door®	•	•					
	Adjustable Door-in-Door® Shelf	•	•					
	Specialty Ice Maker	Dual w/ Craft Ice®	Dual w/ Craft Ice®	Dual	Dual			
	Measured Fill	•	•					
Style & Design	PrintProof® Finish	•	•	•	•	•	•	Smudge Resistant
	Cool Guard Metal Back Wall	•	•	•	•			
Reliability & Durability	ThinQ® (Smart WiFi Enabled) with ThinQ Care	•	•	W/ ThinQ UP	W/ ThinQ UP	•	•	•
Cutout Dimensions	Width x Height (Inches)**	36 x 71	36 x 71	36 x 71	36 x 71	36 x 71	36 x 71	33 x 71
	Width (Inches)**	35 3/4	35 3/4	35 3/4	35 3/4	35 3/4	35 3/4	32 7/8
Product Dimensions	Height Cabinet (Inches)	69	69	69	69	68 3/8	68 1/2	68 5/8
	Depth Without Handles (Inches)	35 3/4	29	34 3/8	34 3/8	33 1/4	28 3/4	28 3/4
	Door Edge Clearance + Handle**	4 5/8	4 5/8	2 1/4	4 1/4	4 1/2	4 1/2	3 1/8
	Door Edge Clearance - Handle**	2 1/4	2 1/4	2 1/4	2 1/4	1 3/8	1 3/8	3 1/8
	Common Features Across Models on This Page	I&W Dispenser Slim SpacePlus® Water Filtration Door Cooling+ Multi-Air Flow Fresh Air Filter LED Lighting Spill Protector™ Tempered Glass SmartPull™ Handle ThinQ® Smart WiFi Enabled Smart Diagnosis™ LoDecibel® Quiet Operation Sabbath Mode ENERGY STAR						

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*According to a 2023 leading consumer testing organization.

For details on comparison, see pocket guide <https://lghaguide.com/> **For corner kitchen application, allow more width. See measurement guide or <https://lghaguide.com/> for specific needs.

● S – PrintProof® Stainless Steel □ S – Stainless Steel ● D – PrintProof® Black Stainless Steel ▲ V – Stainless Look ○ W – White ● B – Black



LINE LOGIC CHARTS FRENCH DOOR REFRIGERATORS



FRENCH DOOR

SIDE-BY-SIDE

TOP FREEZER

BOTTOM FREEZER

SPECIALTY

French Door
Ice & Water Dispensing
36-33" Wide

LG Key Innovations

Benefit	Feature	LRYXS3106_ 	LRYXC2606_ 	LRFXS3106S 	LRFXC2606S 	LRFS28XB_ 	LFXS26973_ 	LFXC22526_ 	LRFXS2503_
Capacity (cu. ft.)		31	26	31	26	28	26	22	25
Counter-Depth			•		•			•	
3-Tier Freezer		•	•						
Door-in-Door®									
Adjustable Door-in-Door® Shelf									
Specialty Ice Maker		4 Types: Craft Ice®, Cubed, Crushed & Mini Cubed	4 Types: Craft Ice®, Cubed, Crushed & Mini Cubed	Dual	Dual		Dual	Dual	
Measured Fill		•	•		•				
PrintProof® Finish		•	•	•	•	•	•	•	•
Cool Guard Metal Back Wall		•	•	•	•				
ThinQ® (Smart WiFi Enabled) with ThinQ Care		W/ ThinQ UP	W/ ThinQ UP	W/ ThinQ UP	W/ ThinQ UP	•	•	•	•
Width x Height (Inches)**		36 x 71	36 x 71	36 x 71	36 x 71	36 x 71	36 x 71	36 x 71	33 x 71
Width (Inches)**		35 3/4	35 3/4	35 3/4	35 3/4	35 3/4	35 3/4	35 3/4	32 3/4
Height Cabinet (Inches)		68 7/8	68 7/8	68 7/8	68 7/8	68 1/2	68 3/8	68 3/8	68 5/8
Depth Without Handles (Inches)		34 1/4	29 1/8	34 3/8	29 1/8	33 3/4	32 3/8	28 3/4	33
Door Edge Clearance + Handle**		2 1/4	2 1/4	4 1/4	4 1/4	4 1/2	4 1/2	4 1/2	3 1/4
Door Edge Clearance - Handle**		2 1/4	2 1/4	2 1/4	2 1/4	1 3/8	1 1/3	1 3/8	1

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	I&W Dispenser	Slim SpacePlus®	Water Filtration	Door Cooling+	Multi-Air Flow	Fresh Air Filter	LED Lighting	Spill Protector™ Tempered Glass	SmartPull® Handle	ThinQ® Smart WiFi Enabled	Smart Diagnosis™	LoDecibel® Quiet Operation	Sabbath Mode	ENERGY STAR

*According to a 2023 leading consumer testing organization.

For details on comparison, see pocket guide <https://lghaguide.com/> **For corner kitchen application, allow more width. See measurement guide or <https://lghaguide.com/> for specific needs.



● S – PrintProof® Stainless Steel □ S – Stainless Steel ● D – PrintProof® Black Stainless Steel ▲ V – Stainless Look ○ W – White ● B – Black

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LINE LOGIC CHARTS FRENCH DOOR REFRIGERATORS



FRENCH DOOR

SIDE-BY-SIDE

TOP FREEZER

BOTTOM FREEZER

SPECIALTY

French Door
Water Dispensing
36-30" Wide

LG Key Innovations

Benefit	Feature	SRFB27_3
		<p>NEW ESSENCE WHITE 10/23 2 YEAR WARRANTY</p> <p>COUNTER-DEPTH MAX</p>
Space & Organization	Capacity (cu. ft.)	27
	Counter-Depth	•
	Dual Freezer Drawers	
Premium Features	Door-in-Door®	
	SmartPull® Handle	•
	Door Cooling+	•
	Dispenser	Internal Water
Style & Design	PrintProof® Finish	•
	Cool Guard Metal Back Wall	w/Gray Interior
Reliability & Durability	ThinQ® (Smart WiFi Enabled) with ThinQ Care	W/ ThinQ UP
Cutout Dimensions	Width x Height (Inches)**	36 x 71
	Width (Inches)**	35 3/4
Product Dimensions	Height Cabinet (Inches)	68 7/8
	Depth Without Handles (Inches)	29 1/4
	Door Edge Clearance + Handle**	4 1/4
	Door Edge Clearance - Handle**	2 1/4

LG STUDIO	LRFLS3206S	LF30S8210S	LF30H8210S	LRMWS2906S	LRFWS2906_	LMWS27626S	LMWC23626S	LFDS22520S
SRFB27_3	(S)	(S)	(S)	(S)	(S) (D)	(S)	(S)	(S)
COUNTER-DEPTH MAX	STANDARD-DEPTH MAX	STANDARD-DEPTH MAX	STANDARD-DEPTH MAX					
	32	30	30	29	29	27	23	22
							•	
		Full-Convert®	Full-Convert®	•		•	•	
	•							
				•	•	•	•	
	Internal Water	Internal Water	Internal Water	Ext. Chilled Water	Ext. Chilled Water	Internal Water	Internal Water	Ext. Water
	•	•	•	•	• (S&D Only)	•	•	
	•	•	•					
	W/ ThinQ UP	W/ ThinQ UP	W/ ThinQ UP					
	36 x 71	36 x 71	36 x 71	30 x 70				
	35 3/4	35 3/4	35 3/4	35 3/4	35 3/4	35 3/4	35 3/4	29 3/4
	68 7/8	69	69	68 1/2	68 1/2	68 3/8	68 3/8	67 1/4
	34 3/8	34 3/8	34 3/8	33 3/4	33 3/4	31 3/4	28 5/8	33
	4 1/4	2 1/4	4 1/2	4 1/2	4 1/2	4 1/2	4 1/2	4 1/2
	2 1/4	2 1/4	2 1/4	1 3/8	1 3/8	1 3/4	1 3/8	2

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● S – PrintProof® Stainless Steel □ S – Stainless Steel ● D – PrintProof® Black Stainless Steel ▲ V – Stainless Look ○ W – Essence White ○ W – White ● B – Black

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LINE LOGIC CHARTS FRENCH DOOR REFRIGERATORS



FRENCH DOOR | SIDE-BY-SIDE | TOP FREEZER | BOTTOM FREEZER | SPECIALTY

French Door
Non-Dispensing
36-33-30" Wide

LG Key Innovations

Benefit	Feature	LRFCS29D6S	LRFLC2706S	LRFCS25D3S	LF21G6200S	LRFCC23D6S	LRMNC1803S	LFCS22520_
Space & Organization	Capacity (cu. ft.)	29	27	25	21	23	18	22
	Counter-Depth		•		•		•	
	Dual Freezer Drawers							
Premium Features	Door-in-Door®							
	SmartPull® Handle	•	•			•	•	
	Door Cooling+	•	•			•	•	
	Factory Installed Icemaker	•	•	•	•	•		•
	Dispenser							
	Water Filter	•	•		•	•		
ThinQ® (Smart WiFi Enabled)		W/ ThinQ UP		W/ ThinQ UP				
Style & Design	PrintProof® Finish	•	•	•	•	•	Smudge Resistant	• (D Only)
Reliability & Durability	ThinQ Care		•		•			
Cutout Dimensions	Width x Height (Inches)**	36 x 71	36 x 71	33 x 71	36 x 71	36 x 71	33 x 71	30 x 68
Product Dimensions	Width (Inches)**	35 3/4	35 3/4	32 7/8	32 3/4	35 3/4	32 7/8	29 3/4
	Height Cabinet (Inches)	68 1/2	68 7/8	68 5/8	68 5/8	68 1/2	68 5/8	67 1/4
	Depth Without Handles (Inches)	33 3/4	29 1/4	29 1/2	28 3/4	28 3/4	28 3/4	33
	Door Edge Clearance + Handle**	4 1/2	4 1/2	4 1/2	4 1/2	4 1/2	3 1/8	4 1/2
	Door Edge Clearance - Handle**	1 3/8	2 1/4	2	2	1 3/8	3 1/8	2

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*According to a 2023 leading consumer testing organization.

For details on comparison, see pocket guide <https://lghguide.com/> **For corner kitchen application, allow more width. See measurement guide or <https://lghguide.com/> for specific needs.

⊗ S – PrintProof® Stainless Steel □ S – Stainless Steel ⊗ D – PrintProof® Black Stainless Steel ▲ V – Stainless Look ○ W – White ● B – Black

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LINE LOGIC CHARTS SIDE-BY-SIDE REFRIGERATORS



FRENCH DOOR

SIDE-BY-SIDE

TOP FREEZER

BOTTOM FREEZER

SPECIALTY

Side-by-Side
42-36"-Wide

		LG STUDIO	LRSOS2706_	LRSDS2706S	LRSWS2806S	LRSXS2706_	LRSXC2306S
		SRSXB2622S					
		(S)	(S) (D)	(S)	(S)	(S) (A) (W) (B)	(S)
							
LG Key Innovations							
Benefit	Feature						
Space & Organization	Capacity (cu. ft.)	26	27	27	28	27	23
	Counter-Depth	Built-In					•
	Special Door Feature	Soft Closing Hinges	Edge-to-Edge InstaView®	Door-in-Door®	Auto Closing Hinge		
Premium Features	Dual Ice Maker		Craft Ice®	Craft Ice®			
	UVnano® Water Dispenser		•	•	•		
	Door Cooling+	•	•	•		•	•
	ENERGY STAR® Certified	•	•	•			
	ThinQ® (Smart WiFi Enabled)	•	•	•	•		
Style & Design	PrintProof® Finish	•	•	•	•	• (S only)	•
	Cool Guard Metal Back Wall		•	•			
Reliability & Durability	ThinQ Care	•	•	•			
Cutout	Width x Height (Inches)**	41 1/2 x 83 3/4	36 1/8 x 70	36 1/8 x 70	36 1/8 x 71 1/2	36 1/8 x 70	36 1/8 x 70
Product Dimensions	Width (Inches)**	42	35 7/8	35 7/8	35 7/8	35 7/8	35 7/8
	Height Cabinet (Inches)	83 1/2	69 3/8	69 3/8	69 7/8	69 3/8	69 3/8
	Depth Without Handles (Inches)	25 3/8	33 7/16	33 7/16	33 1/2	33 7/16	28 15/16
	Door Edge Clearance + Handle**	–	3/8	3/8	3/8	3/8	3/8
	Door Edge Clearance - Handle**	–	3/8	3/8	3/8	3/8	3/8

Common Features Across Models on This Page

 Multi-Air Flow
  Fresh Air Filter
  LED Lighting
  Refrigerator Drawer
  Freezer Drawer
  Door Bin
  Spill Protector™ Tempered Glass
  Auto Closing Door Hinges
  Smart Diagnosis™
  LoDecibel® Quiet Operation

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LINE LOGIC CHARTS TOP FREEZER REFRIGERATORS



FRENCH DOOR

SIDE-BY-SIDE

TOP FREEZER

BOTTOM FREEZER

SPECIALTY

Top Freezer
33-30" Wide

LG Key Innovations

		LRTLS2403S	LTCS20030S	LTCS20020_	LT11C2000V
				  	
					 
Benefit	Feature				
Space & Organization	Capacity (cu. ft.)	24	20	20	11
	Counter-Depth				•
Premium Features	Reversible Doors	•	•	•	
	Auto Ice Maker	Ice Maker Sold Separately (Order LK75C)	•	Ice Maker Sold Separately (Order LK65C)	
	Internal Water	•			
	Freezer Lighting (LED)		•	•	
	Pull-Out Pantry Drawer				
	Snack Drawer		•	•	•
	Gallon Door Bin	2	•	•	
	Temperature Control	Electronic	Electronic	Electronic	Electronic
Style & Design	Pocket Handle	•	•	•	•
Cutout Dimensions	Width x Height (Inches)**	33 x 69	30 x 66	30 x 66	
Product Dimensions	Width (Inches)**	33	29 3/4	29 3/4	24
	Height Cabinet (Inches)	68	65 1/2	65 1/2	64 5/8
	Depth Without Handles (Inches)	34	33 3/8	33 3/8	28
	Door Edge Clearance + Handle**	2	2	2	1 1/4
	Door Edge Clearance - Handle**	2	2	2	1 1/4
Common Features Across Models on This Page	      				

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LINE LOGIC CHARTS BOTTOM FREEZER REFRIGERATORS



FRENCH DOOR

SIDE-BY-SIDE

TOP FREEZER

BOTTOM FREEZER

SPECIALTY

Bottom Freezer 33-28-24" Wide

LG Key Innovations

Benefit	Feature	LRDCS2603_	LBNC15231V	LRBCC1204S	LRBNC1104S
Space & Organization	Capacity (cu. ft.)	26	15	12	11
	Counter-Depth		•	•	•
Premium Features	Reversible Doors				
	Auto Ice Maker	•	Manual Ice Tray	•	Manual Ice Tray
	Freezer Lighting (LED)	•			
	Full Size Pantry Drawer	•			
	Folding Door Bin	•			
	Gallon Door Bin	•			
Style & Design	PrintProof® Finish	•		•	•
	Pocket Handle		•	•	•
Cutout Dimensions	Width x Height (Inches)**	33 x 70	28 x 69	24 x 74	24 x 69
Product Dimensions	Width (Inches)**	32 3/4	27 3/8	23 1/2	23 1/2
	Height Cabinet (Inches)	68 5/8	67 3/4	73 1/4	67 3/4
	Depth Without Handles (Inches)	33	27 5/8	26 5/8	26 5/8
	Door Edge Clearance + Handle**	4 1/4	2	2	2
	Door Edge Clearance - Handle**	2	2	2	2

Common Features
Across Models on This Page
(Not Including Specialty)



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LINE LOGIC CHARTS SPECIALTY REFRIGERATORS / FREEZERS



FRENCH DOOR

SIDE-BY-SIDE

TOP FREEZER

BOTTOM FREEZER

SPECIALTY

Specialty Refrigerators / Freezers

LG Key Innovations

		LRKNS1400V	LRONC0705A	LROFC0605V	LRONC0605V
Benefit	Feature				
Space & Organization	Type	Refrigerator	Refrigerator with Freezer Compartment	Freezer	Refrigerator with Freezer Compartment
	Capacity (cu. ft.)	14.3	6.9	5.8	5.79
	Storage Bins	14	•		•
	Freshness Guard Covers	•			
Premium Features	Reversible Doors				
	Convertible CustomChill® Drawers	2			
	Lighting (LED)	•	•	•	•
	ENERGY STAR® Certified	•	•	•	•
	ThinQ® (Smart WiFi Enabled)	•			
Style & Design	Hidden Hinges	•	•	•	•
	Handle Type	Track	Curved Pocket	Curved Pocket	Curved Pocket
Cutout Dimensions	Width x Height (Inches)**	30 x 71	21 1/8 x 51 3/8	21 3/8 x 52	21 1/8 x 45 5/8
Product Dimensions	Width (Inches)**	29 1/2	20 5/8	20 7/8	20 5/8
	Height Cabinet (Inches)	70	50 7/8	51	44 5/8
	Height with Cover Open	–	–	–	–
	Depth Without Handles (Inches)	31 1/2	21 7/8	23 5/8	21 7/8
	Door Edge Clearance + Handle**	2 5/8	1 7/8	1 7/8	1 7/8
	Door Edge Clearance - Handle**	2 5/8	1 7/8	1 7/8	1 7/8

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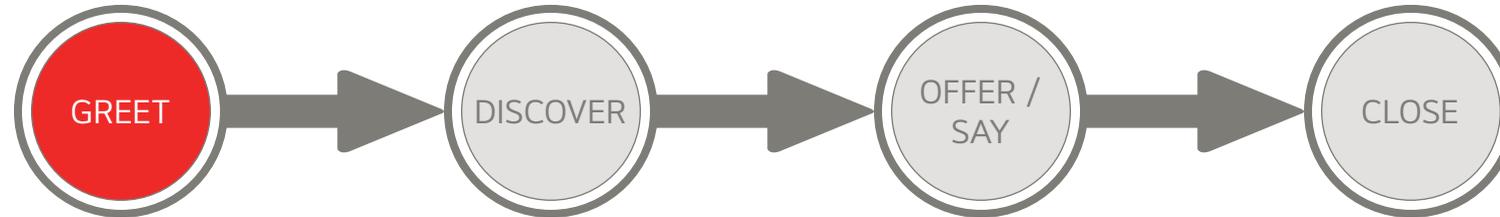
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Tips for Greeting the Customer



- Allow a few minutes for a customer to browse the aisle, so they don't feel pressured.
- Approach with an open-ended question. Open-ended questions invite responses, and get the conversation going. A closed-ended question can be answered "Yes" or "No" and can end the conversation.

Open-Ended

- ✓ What brings you into the store today?
- ✓ Looks like you're looking at refrigerators—did you know we have some fantastic deals on those today?

Close-Ended

- ⚠ Can I help you find anything?
- ⚠ Did you need some help today?

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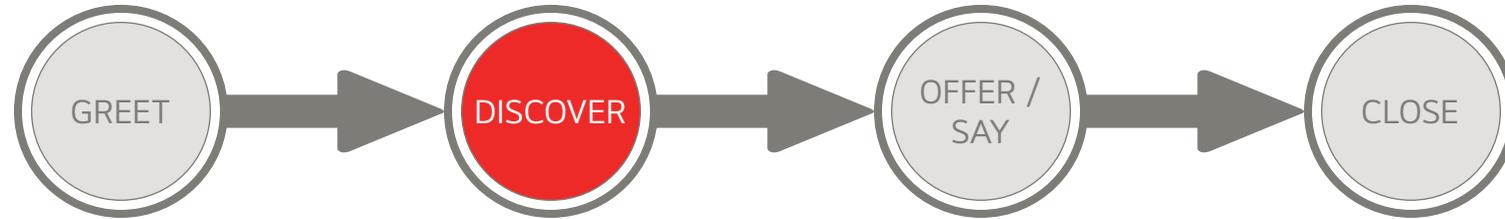
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Tips for a Great Discovery Conversation



- An “open-up” or discovery conversation encourages the customer to talk about their needs and lifestyle.
- It also helps establish their prior knowledge about the category (maybe they’ve already researched the products) and what problems or pain points their previous appliance gave them.
- It’s important to LISTEN not to only what they say, but HOW they say it, so that you can understand what is the most important to them.

Why are you shopping for a new refrigerator?
Old one broke down; Looking for an upgrade.

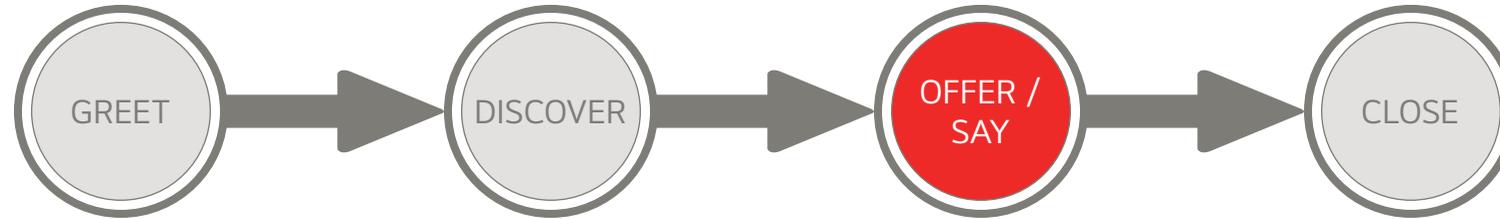
How good was your old refrigerator at making ice?
The ice maker took a long time to make ice; Ice would always get stuck together.

What did you dislike about your old refrigerator?
It was loud when it was running; My food didn't stay fresh; It didn't have the latest features; It looked dated in my kitchen.

How large is your family? Do you shop at warehouse clubs?
I wish there was more space in my refrigerator; I have a big family; I love to entertain; I like to stock up on groceries.

How often do you entertain?
I host a lot of holidays and parties; I don't really entertain much but I'd like to; I always have friends and family over.

Tips for Offering a Complete Solution



- Here's where you show the customer that you've listened to them and prove that you are their trusted advisor.
- Tie back the solutions you are offering to specific points they mentioned and offer to demo the specific features they may want to know more about.

Mention

Trust and Reliability

InstaView® Door-In-Door®

Craft Ice®, Full-Convert® Drawer, Glide N' Serve® Pantry Drawer

Dual Ice Makers with Craft Ice®

Space & Organization

Say

You mentioned that your last refrigerator broke down after only a couple of years. Did you know that LG is one of the most reliable line of home appliances? So you can feel confident investing in a new LG appliance.

An LG refrigerator with InstaView® Door-in-Door® will enhance the most beautifully crafted kitchen. The sleek tinted glass panel illuminates with two quick knocks, allowing you to see inside the easy access compartment without ever opening the door, reducing cold air loss to help keep food fresher longer.

There are so many LG features that make entertaining easy. The exclusive round Craft Ice® takes longer to melt and chills more efficiently. The Full-Convert® Drawer is so flexible, it can convert from a freezer to a fridge when you need extra space for wine or party appetizers. The Glide N' Serve® Pantry Drawer is perfect for deli trays.

You mentioned that ice was an issue with your old refrigerator. Let me show you some models that feature dual ice makers. Ice is dispensed from the door and located in the freezer compartment, so you never run out. You can enjoy cubes or crushed ice plus LG's exclusive round Craft Ice® (freezer only).

Let me show you some features that can help. Super capacity refrigerators can store a lot. Our Slim SpacePlus® ice system provides more interior space. Door-in-Door® design for easy access to favorites. Single or double freezer drawers to organize the things you reach for every day.

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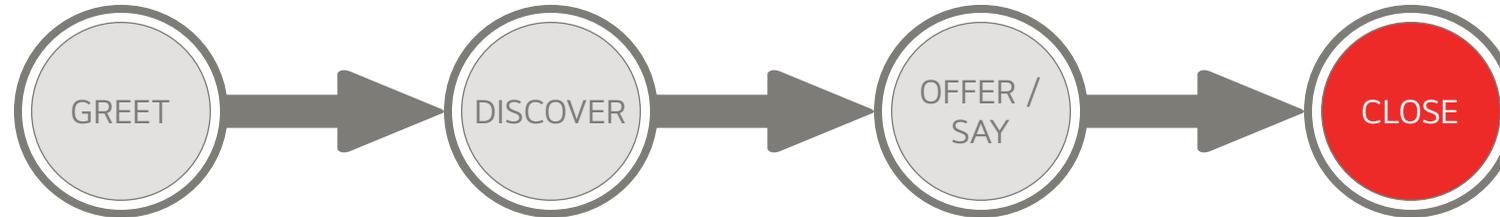
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Tips for Closing the Sale



- An effective close presents a compelling offer to purchase today.
- Remember to present a complete solution—special financing, accessories, delivery, and installation options so that the customer feels completely taken care of.
- Work to minimize returns by thoroughly explaining how to measure for their new appliance so there are no mishaps at installation.

Time-Bound

We have a great promotion ending this weekend. Come on over to the desk so we can go over how to get set up with our no-interest financing so you can take advantage of this deal before its over.

Assumptive

I can have this delivered this weekend. Does that work with your schedule?

Alternative

It sounds like this model is the perfect solution for your family. Did you need the black stainless or silver stainless steel finish to match your other appliances?

French Door Refrigerators**



Space & Organization

- Lots of space and ways to organize food & beverages so there's always enough room for everything.
- Effortless organization with the flexibility to store more your way with capacity up to 31 cu. ft.
- Slim SpacePlus® Ice System provides more interior space.
- Door-in-Door® design for easy access to favorites.
- Choose from a single freezer drawer or 2 freezer drawers to organize the things you reach for every day. Select models feature a Full-Convert® Drawer that goes from fridge to freezer with one quick touch so you can chill today, freeze tomorrow.

Style & Design

- Counter-Depth MAX™ provides the ultra-large capacity of a standard-depth fridge packaged in a counter-depth design for a seamless, built-in look.
- Standard-Depth MAX provides maximum capacity up to 31 cu. ft. for even more usable space.†
- Sleek, premium designs to elevate and compliment any kitchen décor. Truly the centerpiece of the kitchen.
- InstaView® sleek, glass door lets you see inside without letting cold air out.
- Offered in several premium finishes, including PrintProof® fingerprint and smudge resistant finish that easily wipes clean with a dry cloth—no special cleaners needed.

Premium Features

- Multiple ways to access filtered water with lots of options for ice.
- Dual Ice Maker provides cubes/ crushed ice & slow-melting Craft Ice® (freezer only).
- Measured Fill ice and water dispenser fits extra-tall bottles and pitchers and dispenses exact amounts for easier measuring in ounces.
- Keep your produce 2X fresher††, longer with the combined power of 3 cooling technologies.

Reliability

- A smart investment LG Appliances are built to last and worry free for greater peace of mind.
- LG appliances consistently rank high in product quality and value.
- 5 year parts & labor warranty

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*According to a 2023 leading consumer testing organization.
 **Includes InstaView®, Door-in-Door®, French 3-Door, & French 4-Door Refrigerators
 †Compared to LG's standard depth French door refrigerators.
 ††Than other LG models. Based on LG internal tests between LFXS30796D and LRFD33006S and in combination of Smart Cooling® and Door Cooling technologies. Features vary by model. Refer to specifications for complete details.

Side-By-Side Refrigerators



Space & Organization

- Lots of space and ways to organize food & beverages so there's always enough room for everything.
- Generous space (up to 28 cu. ft.) and all in easy sight for total convenience.
- Slim SpacePlus® Ice System frees up valuable space for more food storage.

Style & Design

- Modern flat panel design enhanced with discreet, easy-access pocket handles to elevate any kitchen style.
- Tinted, frameless edge-to-edge InstaView® window is 23% larger** so you see even more than before.
- LED lights panels provide an exceptionally bright interior AND save energy.

Premium Features

- Dual Ice Maker provides cubes/crushed ice & slow-melting Craft Ice® (freezer only).
- Multiple ways to access filtered water with lots of options for ice.
- The UVnano® dispenser automatically removes up to 99.99% of bacteria on the nozzle after 24 hours.†
- LG's Smart Cooling® System optimizes internal temperatures to keep all your foods cool (and fresher!) longer.
- Tall Ice & Water Dispenser fits extra-tall bottles and pitchers for easier entertaining.

Reliability

- A smart investment LG Appliances are built to last and worry free for greater peace of mind.
- LG appliances consistently rank high in product quality and value.
- 5 year parts & labor warranty

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 **Larger than previous InstaView® panels.
 †UVnano is a compound word derived from the words UV and its unit nanometer. Based on third party testing, showing a reduction in live bacteria in water dispenser faucet after 24 hour period. Results may vary based on actual conditions of use and environmental conditions.

Top / Bottom Freezer Refrigerators



Space & Organization

- Lots of space and ways to organize food & beverages so there's always enough room for everything.
- Offering the largest capacity in its category (26 cu. ft. bottom freezer), with a small footprint to fit your floor plan.
- Convenient access to what you most often, and smart storage for the rest.

Style & Design

- Sleek, premium designs to elevate and compliment any kitchen décor. Truly the centerpiece of the kitchen.
- Choose from several finishes, including innovative PrintProof® fingerprint and smudge resistant finish or classic Smooth White.
- LED light panels provide an exceptionally bright interior AND save energy.
- Contoured doors, hidden hinges and a thoughtfully designed interior.

Premium Features

- Multiple ways to access filtered water with lots of options for ice.
- Freshness is key to better foods, and the Multi-Air Flow System maintains superior humidity and temperatures in every section.

Reliability

- A smart investment LG Appliances are built to last and worry free for greater peace of mind.
- LG appliances consistently rank high in product quality and value.
- 5 year parts & labor warranty

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*According to a 2023 leading consumer testing organization.



REFERENCE & RESOURCES LG THINQ®



It's easy to get started—download the LG ThinQ® app, connect your appliance to wi-fi, register your product and let the monitoring begin!

[GET STARTED](#)

Control

LG smart refrigerators come with ThinQ® technology built-in so you can get notifications when the door is left open and adjust fresh food and freezer temperatures right in the app. When you're expecting guests, you can even tell your refrigerator to activate IcePlus® to make extra ice with voice commands using the Google Assistant and Amazon Alexa, so you don't have to lift a finger.

LG ThinQ®

[LEARN MORE](#)

Care

Life is better when your home runs smarter. ThinQ Care offers proactive smart alerts. Get notifications about usage, maintenance, plus early diagnosis, right on your smartphone. ThinQ Care will help you understand your appliance needs, avoid any potential problems, and keep your LG appliances running at their best for years on end.

ThinQ Care

[WATCH](#)

Customize

ThinQ UP enabled smart appliances can continuously evolve with you thanks to software updates delivered via Wi-Fi. Check the ThinQ® app for updates and download new features, functionalities and enhancements based on your lifestyle and personal preferences.

LG ThinQ UP

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*According to a 2023 leading consumer testing organization. Features vary by model. Refer to specifications for complete details.



REFERENCE & RESOURCES SABBATH MODE



Sabbath Mode

To turn Sabbath mode on, touch the display to activate it, then press and hold the Freezer and WiFi buttons for 3 seconds until Sb appears in the display.

To turn Sabbath mode off manually, press and hold the Freezer and WiFi buttons for 3 seconds.



Did You Know?

- Sabbath mode automatically turns off after 96 hours.
- Once turned on, Sabbath mode is maintained even after a power outage.
- Selecting Sabbath mode automatically turns off the Alarm functions. The dispenser and InstaView® are disabled in Sabbath mode.



*According to a 2023 leading consumer testing organization.



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These pages feature quick links to the LG resources you need for pre-sale and after-sale support. Simply click a red button or icon to open the link.

Consumer Support

LG's Customer Interactive Center is ready for your inquiries.
7AM – Midnight CST (800) 243-0000

Click the icons to connect.



Online Resources

Visit our support page where you can download spec sheets, manuals & documents, installation guides, product information and more.



PRODUCT SUPPORT



Your Passport to LG Knowledge

EXPLORE NOW

An information hub to access everything you need to know about LG Appliances: Pre-and Post-Sale Support, Learning Resources, References, Installation Support, and more.



Parts & Accessories

Find genuine LG replacement parts & accessories.

KITCHEN LAUNDRY VACUUM



KITCHEN PROMOS

LAUNDRY PROMOS

PROMOTIONS

Discover LG Promotions

Save big on appliances, TVs & home entertainment and cell phones you want most with LG special sales, offers and promotions.



Digital Pocket Guide

Access the 2023 Home Appliances digital catalog for the complete lineup of LG, LG STUDIO and LG SIGNATURE appliances, including vacuum and air care.

HOME APPLIANCE COLLECTION



LG Home Appliances YouTube Channel

Subscribe to our YouTube channel to stay in-the-know.

EXPERIENCE LG



Online Rebate Center

Find utility rebates in your area.

UTILITY REBATE FINDER

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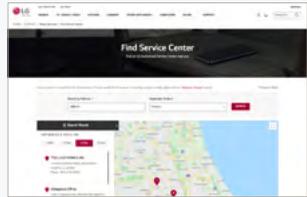
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Service Centers by Zip Code

Find an LG Authorized Service Center near you by entering your address or zip code. If your product is covered by the LG warranty, conveniently request repair service online.

PRODUCT SERVICE



HA Troubleshooting

Search for terms such as “water tastes bad”, “frost buildup” or “not enough ice” to get step-by-step troubleshooting.

HELP LIBRARY

Service / Dealer Support Line

Direct line to Service Dealer support

800-220-0215

support@lgdealersupport.zendesk.com

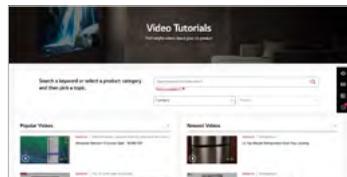


Customer Support YouTube Channel

Subscribe to this channel to see LG's latest videos to help you troubleshoot product issues.

YouTube

Delivery Agent Install Videos

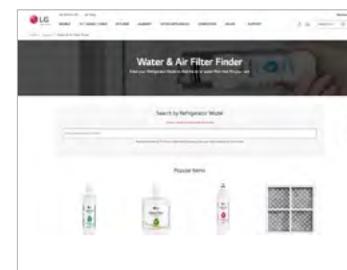


WATCH THE VIDEOS

How to Reverse Dryer Doors



WATCH VIDEO



Refrigeration Water & Air Filter Finder

Enter your Refrigerator Model to find the air or water filter that fits your unit.

FILTER FINDER



LG Home Install Guides

Helpful installation guides and training tools specifically for authorized service technicians and installers.

HOME INSTALL GUIDES



LG Error Code Troubleshooting

A guide to product error codes, specifically for authorized service technicians and installers.

ERROR CODES

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