



LG Bottom Freezer Refrigerator

Designed by ECCO, the LG grew out of two consumer findings: The most accessible part of a typical fridge—the shelves lining the door—hold the fewest items. And frozen items accumulate in a jumble, leaving pockets of wasted storage room. In response, ECCO enlarged the size and depth of the

door and added a tilt feature to the freezer drawer, providing users more room to neatly arrange and help themselves to frozen foods. The jurors liked the refrigerator's modest looks: "It's not as grandiose as big, make-a-statement Sub-Zero-type appliances," said Patton.

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