

Panasonic

healthy
EVERYDAY



PRIME⁺ EDITION



PRIME FREEZE



PRIME FRESH

• nanoE⁺

New normal, new priorities.

Choose better health, hygiene, and wellness for your family with the unique care technologies of Panasonic Japan Quality Refrigerators.

SCAN FOR MORE INFO



NR-BW530XMMP

NR-CW530XMMP



As the saying goes, you are what you eat. That's why Panasonic has designed a new line of refrigerators that contribute to a healthier lifestyle for the whole family.

Panasonic applies innovative technologies in pursuit of freshness and food safety. With special freezing functions that keep ingredients fresh and nutritious to support the wellbeing of body and mind, and unique hygienic features that ensure safety and reliability, Panasonic is proud to introduce the PRIME+ Edition.



Freshness for 7 days*2

PRIME FRESH

-3°C Soft Freezing Keeps Meat and Fish Fresh Without the Need to Defrost

*1 Data prepared by Panasonic. The effect differs depending on operating conditions, and the type, condition and amount of food stored.



Advanced Freezer

PRIME FREEZE

5x Faster Freezing*1

Keeps Food Tasty and Saves Cooking Time

*2 Testing organization: Kitasato Research Center for Environmental Science (general incorporated foundation). KRCE5-B10. Test Report No. 2017-0188. Test method: After releasing floating bacteria (1 type) in a 40L chamber, the number of bacteria in collected air were counted. Bacteria inhibition method: Release of nanoE™. Test results: With nanoE™ X, after 50 min, 99.99% more of bacteria inhibited. Does not guarantee the prevention of food poisoning.



Superior Hygiene

nanoeX

Inhibits 99.999%*3 of Bacteria, Reduces Pesticide and Deodorizes.

*3 The time required to reach the maximum ice crystal formation zone (-1°C to -5°C) is about 28 minutes. Test conditions: 100g of beef steak (beef) cell covered in cling wrap on an aluminum plate placed in the Prime Freeze compartment with Rapid Freeze. External temperature was 25°, opening/closing of the door was prohibited (in-house measurement). These features are available on the Prime+ Edition series.

Scan to see the refrigerator in your own kitchen!



❄️ PRIME FRESH

Prime Fresh freezes meat and fish lightly at approx. **-3°C**, thereby retaining freshness for about **7 days*1** without the need to defrost.

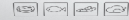
Plan ahead and store ingredients in Prime Fresh to enjoy hassle-free and healthy eating on busy days. Effortlessly make a nutritious meal in a short time without having to defrost.

*1 Data prepared by Panasonic. The effect differs depending on operating conditions, and the type, condition and amount of food stored. *2 Test conditions – Ambient temperature: 32°C; Hertz: 50Hz; Voltage: 220V; Tested model: NR-BC369-V2/Temperature settings – Fridge: Med; Freezer: Med; Prime Fresh: Prime Fresh+/Normal Prime Fresh/Food tested: 200g of beef kept in the fridge (at approx. 4°C) and 200g of beef kept at room temperature (at approx. 26°C)/Test method: Both types of beef were placed in the Prime Fresh Case after the refrigerator that is running reaches a stable state. The time for cooling speed was compared from 4°C/26°C to -1.5°C between the Prime Fresh+ mode and the Normal Prime Fresh mode.

SCAN TO LEARN MORE



PRIME FRESH



Prime Fresh — a unique soft freezing experience.

❄️ PRIME FRESH



Enjoy fresh, tasty meat and fish for approx. 7days*1.

❄️ PRIME FRESH



No defrosting, no dripping. Enjoy nutritious meat and fish.

❄️ PRIME FRESH



Makes cooking easier without the need to defrost.

Benefits of -3°C Prime Fresh Freezing



Easy to cut



Easy to scoop



Easy to separate

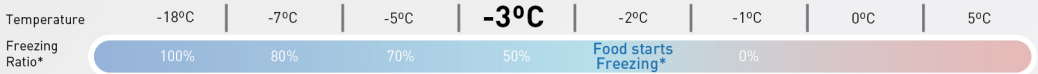


Quick seasoning



New texture

The Reason for approx. -3°C*2



*2 In the case of sardines. The degree of freezing differs slightly depending on the type of food.

❄️ PRIME FRESH

Food's Condition

FROZEN

Very hard... Cannot cut

☹️ Oxidation is suppressed but cells are damaged
 ☹️ Bacterial growth is suppressed

Long-term storage is possible but flavor is lost

SOFT FROZEN

Crispy! Easy to cut

😊 Oxidation is suppressed
 😊 Bacterial growth is suppressed

Freshness and flavor are retained for approx. 7 days*1

RAW

Soft. Easy to cut. But too soft to cut neatly.

☹️ Oxidation
 ☹️ Bacteria multiplies

Freshness is retained for a few days only

PRIME FREEZE

Rapid Freezing Technology That Simplifies Meal Preparation

Prime Freeze keeps your meats, vegetables, and fruits fresh for longer while ensuring that flavors, textures, and colors remain unchanged. The Prime Freeze modes provide you with multiple methods to prepare meals, enriching your lifestyle with endless ways to make healthy meal preparation easier.



How It Works

A dedicated duct and fan generate a powerful flow of cold air in the Prime Freeze compartment, while an aluminum plate absorbs cold air and removes heat from food for rapid freezing and cooling.

Three Types of Prime Freeze Modes



Seals in Texture and Flavour

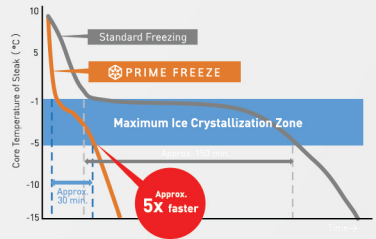


Save You Time Cooking



Reduces Time and Worries

Comparison of Freezing Speed*



Prevent damage to cells to seal in the flavour.

The moisture in the cells of meat and fish freeze into ice crystals in the maximum ice crystallization zone (approx. -1°C to -5°C at the initial stage of freezing).

*The time required to reach the maximum ice crystal formation zone (-1° to -5°) is about 26 minutes.

1 Rapid Freezing

PRIME FREEZE



For Raw Meat & Fish

Rapid Freezing suppresses damages to the cells of the food.



For Fruits & Vegetables

Rapid Freezing makes it possible to freeze vegetables while keeping the taste, color, and even texture.



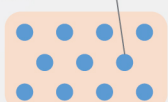
For Prepared/Cooked Food

Rapid Freezing deliciously freezes seasoned or cooked ingredients.

Fried chicken

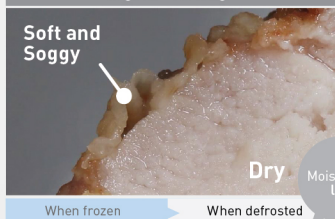


Cell Moisture



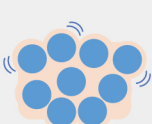
Fried chicken has water components aligned inside the cell.

Regular Freezing



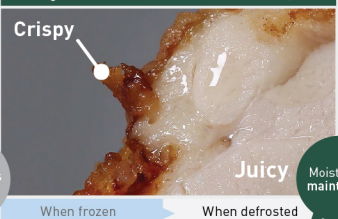
When frozen When defrosted

Moisture is lost!



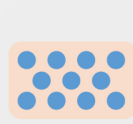
The water components expand in volume as ice crystals and damage the cell.

PRIME FREEZE Rapid Freezing



When frozen When defrosted

Moisture is maintained!



The water components increase a little in size.



The water components stay inside.

2 Quick Cooling

PRIME FREEZE

QUICK COOLING



For Seasoning

The seasonings penetrate into the ingredient faster and the meat becomes juicier than when seasoned in the fridge compartment.

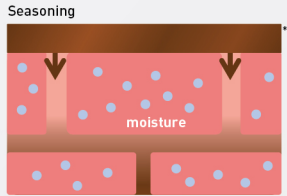
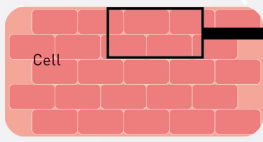


For Making Dessert

You can quickly make desserts like jelly and chocolate that need to chill to firm.

PRIME FREEZE Quick Cooling

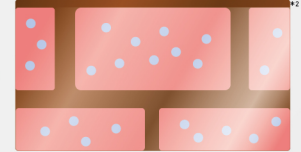
Penetrates flavor in the gaps of cells by quickly cooling food



Gaps between cells become wider through soft freezing. Seasoning more easily penetrates into the wider gaps.

Juicy and Delicious!

Because moisture inside is maintained



The gaps are locked when soft frozen completely. The meat keeps moisture while seasoning is well penetrated

*1 After using Quick Cooling mode, please cook the ingredient right away or move it to regular freezer compartment.
*2 For illustrative purposes only.

3 Cool Down

PRIME FREEZE

COOL DOWN



For Hot Food

When you need to cool cooked food, you can use the Cool Down Mode to cool them down quickly. You can put it in while still hot, the waiting time is greatly reduced.



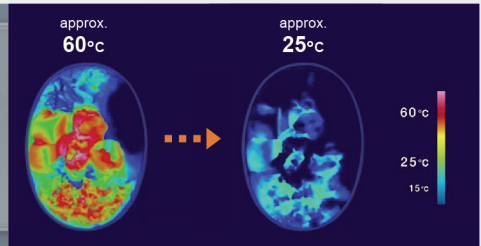
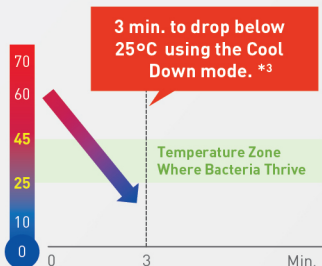
For Baby Formula & Food

The Cool Down Mode is also useful to cool down your baby's milk and baby food to the right temperature.

Minimize bacteria growth by cooling down quickly

Cools a 60°C lunch box to 25°C or less in just 3 minutes.
The food quickly goes through the temperature zone of 25°C to 45°C where bacteria thrives.

Heat Dissipation Speed



*3 Test conditions: Placed 150g of rice at temperature of 60°C in a lunchbox, cooled down for 3 minutes without closing the lid. The temperature of the rice reaches 25°C or lower (in-house measurement).

Extra hygienic storage



nanoex™ X are nano-sized ions born from the moisture in the air that contain 4.8 trillion molecules called hydroxyl radicals, which have a bacteria elimination effect. They float to every corner of the refrigerator to keep food fresh and clean. A filter containing silver ions installed at the air inlet also deactivates bacteria and deodorises for even greater hygiene.

SCAN TO LEARN MORE



Use nanoex™ X for safe and clean food storage.



Keeps items safe & clean

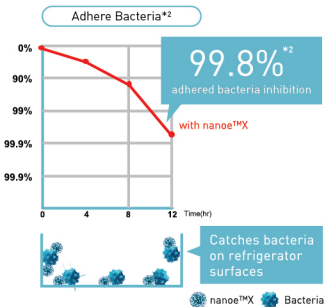
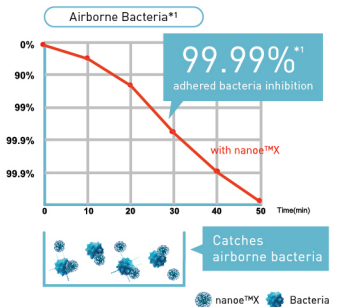
Easily rinses away pesticide residue

Keeps odor at bay

*1 Testing organization: Kitasato Research Center for Environmental Science (General incorporated foundation), KRCE-S-Bio. Test Report No. 2017_0188. Test method: After releasing floating bacteria (1 type) in a 400 L chamber, the number of bacteria in collected air were counted. Bacteria inhibition method: Release of nanoex™. Test results: With nanoex™ X, after 50 min, 99.99% more of bacteria inhibited. Does not guarantee the prevention of food poisoning. *2 Test Organization: TECHNO SCIENCE Corporation, Certificate No.: 20020273-001. Tested Pesticides: Diniconazole and Azoxystrobin. Test Method (In2): 3) days exposure with and without nanoex™ X, and after a rinse with water. Test Conditions: In a 400 L square box, temperature of 5°C, humidity of over 70%, with nanoex™ X repeatedly ON for 20 min/OFF for 40 min. Test process: 1) Pesticide applied to a 42.8 cm dish. 2) Dish placed in 400 L box. 3) After 3 days, dish washed with water. 4) Residue of pesticide on the dish checked. 5) Analysis with LC/MS. Test Results: Diniconazole reduced by 77.7% with nanoex™ X, 44.4% without nanoex™ X. Azoxystrobin reduced by 59.3% with nanoex™ X, 12.5% without nanoex™ X. The effect differs depending on the type of vegetable. *3 Test laboratory: Panasonic in-house data. Test report Number: 1V332-18118-K01. Test method: Verification using 6-scale odour intensity index. Tested odour: Trimethylamine on the bleached cloth was left inside 400L box for 8 hours in an environment with and without nanoex™ X. odour intensity was measured by 16 panels. Test result: odour intensity was 1.9 in an environment with nanoex™ X. odour intensity was 3.2 in an environment without nanoex™ X.

nanoex™ X attacks both the bacteria on surfaces and floating in the air throughout the refrigerator

The highly concentrated nanoex™ X ions disperse and penetrate spaces throughout the entire refrigerator, inhibiting not only the airborne bacteria but also those adhering to the walls. This effectively inhibits bacteria build-up and keeps both food and interior surfaces clean.



*Effect in a test conducted in a 400 L chamber, not verified results in actual situations of use. *1 Testing organization: Kitasato Research Center for Environmental Science (General incorporated foundation), KRCE-S-Bio. *2 Testing organization: Kitasato Research Center for Environmental Science (General incorporated foundation), KRCE-S-Bio.

Panasonic's original nanoex™ technology has a well-proven track record. It has already achieved a solid reputation for reliability across a wide range of applications.

Panasonic's original nanoex™ technology is patented in Japan and has widely been trusted and accepted in many applications in the automotive, public transportation, residential and commercial space sectors.



Automatic Ice Maker



Ice is automatically made in 120 min*. The large-capacity ice case enables storage of a max. of 276 ice cubes.

*At normal ice making.



*1 The photo uses the NR-CW530 model.

*2 Auto Ice compartment is at the same location for all models.

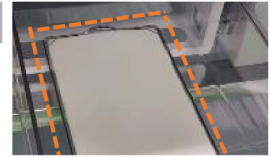
Auto Ice Clean Mode

Press and hold **AUTO ICE OFF** for 3 seconds to activate. Clean the ice tray automatically using the water in the tank.



Quiet

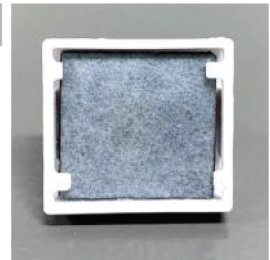
A soundproof mat on the bottom of the case reduces the sound of ice falling for quiet operation.



Clean & Hygienic

Antibacterial Water Tank

The tank is made using zinc and other antibacterial agents to keep water clean. Zinc has the same high-antibacterial effect as silver to prevent plastic discoloration and keep the tank clear and transparent. The removable ice tray are fully washable.



Hygiene Filter

The tank is equipped with a carbon hygiene filter to absorb odors and bacteria.

*3 Filter lifespan: 3 years

*4 The Antibacterial Water Tank & Hygiene Filter are both present in the Auto Ice-Maker & Water Dispenser

Water Dispenser



Drink Clean, Chilled Water Anytime

Enjoy a glass of cool, crisp water from the water dispenser with a 3-liter capacity tank without ever opening the door.

Water stays clean thanks to a water tank molded from antibacterial BPA-free**6 plastic, while the internal carbon filter suppresses odor.



Detachable Water Tank

**6 Certified by TÜV Rheinland Vietnam Co., Ltd. Test reports: No. 248134659-01 to No. 248134659-10

What is BPA? Bisphenol A

BPA industrial chemicals used in some plastic and resin containers can seep into food and beverages.

**5 Water Dispenser is present on both models.

Save Energy Intelligently

ECONAVI sensors detect while a microprocessor analyzes usage conditions. The INVERTER compressor adjusts the rotation speed of the motor according to the results of the microprocessor analysis to optimize cooling performance.



* Panasonic in-house data. Ambient temperature: 32°C, when the temperature setting of the refrigerator is "MED". Door opening/closing frequency: fridge compartment 35 times, freezer compartment 7 times. Load: 1750kg test package in the freezer compartment, 2.5L of water in the fridge compartment. If there is a power outage, ECONAVI function may not operate normally. † Panasonic in-house data. A comparison of the PRIME-EDITION VW500 and the NR-B41M1, a conventional non-inverter Panasonic model. The energy consumption level is based on Vietnam standards.



Specifications



Model No.	NR-CW530XMM	NR-BW530XMM
SRP	89,999	65,599
Door Color	Dark Mirror	Dark Mirror
Door Material	Glass	Glass
Total Capacity	495 L (17.4 cu. ft.)	500 L (17.6 cu. ft.)
Dimension (W x D x H mm)	750 x 750 x 1730	750 x 750 x 1730
Freshness	Prime Freeze	•
	Prime Fresh	•
	Fresh Safe with Humidity Care	•
Hygiene	nanoe™ X	•
	Ag Clean	•
Other Functions	Water Dispenser	Tank
	Auto Ice	Tank
Top Mount Compressor	•	•
Control Panel	Outer	Inner

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