

# SAMSUNG

## Product Guide

# 11.4 cu. ft. BESPOKE Flex Column refrigerator with customizable colors & flexible design

**RZ11T7474**

Available in:

Navy Glass

White Glass

Grey Glass



# Product Overview

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**RZ11T7474 – 11.4 cu. ft. BESPOKE Flex Column refrigerator  
with customizable colors & flexible design**

# Product Overview

**Product Title**  
11.4 cu. ft. BESPOKE Flex Column refrigerator with customizable colors and flexible design

**Product Description**  
BESPOKE Flex Column refrigerator, which converts from fridge to freezer, can be used alone or combined with another BESPOKE Flex Column or Bottom Freezer refrigerator, to design the perfect refrigerator for your home. Plus, choose from three unique colors.

**Available Colors**



**Navy Glass**  
RZ11T747441



**White Glass**  
RZ11T747435



**Grey Glass**  
RZ11T747431



# RZ11T7474 Navy Glass Carousel Image Order



**Easy Ad Links: RZ11T747441**  
**R.COM** <https://dam.gettyimages.com/p/z0c3461/external?q=RZ11T747441%20carousel%20images%20rcom>  
**S.COM** <https://dam.gettyimages.com/p/z0c3461/external?q=RZ11T747441%20carousel%20images%20scom>  
**360 Spin** <https://dam.gettyimages.com/p/z0c3461/external?q=RZ11T747441%20360%20spins>




**Easy Ad Links: RZ11T747435**  
**R.COM** <https://dam.gettyimages.com/p/z0c3461/external?q=RZ11T747435%20carousel%20images%20rcom>  
**S.COM** <https://dam.gettyimages.com/p/z0c3461/external?q=RZ11T747435%20carousel%20images%20scom>  
**360 Spin** <https://dam.gettyimages.com/p/z0c3461/external?q=RZ11T747435%20360%20spins>





**Easy Ad Links: RZ11T747431**  
**R.COM** <https://dam.gettyimages.com/p/z0c3461/external?q=RZ11T747431%20carousel%20images%20rcom>  
**S.COM** <https://dam.gettyimages.com/p/z0c3461/external?q=RZ11T747431%20carousel%20images%20scom>  
**360 Spin** <https://dam.gettyimages.com/p/z0c3461/external?q=RZ11T747431%20360%20spins>



# Product Messaging

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**RZ11T7474 – 11.4 cu. ft. BESPOKE Flex Column refrigerator  
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| Features and Benefits – RZ11T7474 |                     |   |  |   |
|-----------------------------------|---------------------|---|--|---|
| Overall Product Headline          | Feature Name        | Long Body Copy  | Short Body Copy  | Associated Image  |
| Customize Your Color              | Color Customization | Customize the color of your refrigerator. Choose from three colors to create a space that fits your style.  | With customizable color options, choose from three colors to create a space that fits your style.                |    |
| Flexible Design                   | Modularization      | Design your ideal refrigerator space – use it as a standalone or seamlessly combine it with another BESPOKE Flex Column or Bottom Freezer refrigerator. | Use it as a standalone or seamlessly combine it with another BESPOKE Flex Column or Bottom Freezer refrigerator. |   |
| Switch from fridge to freezer     | Fully Convertible   | Switch between fridge and freezer temperatures to fit your storage needs.   | Converts from fridge to freezer.   |  |

| Features and Benefits – RZ11T7474 (Continued) |                     |   |                                      |   |
|---|---------------------|---|--------------------------------------|---|
| Overall Product Headline                      | Feature Name        | Long Body Copy  | Short Body Copy                      | Associated Image  |
| Modern look                                   | Slim, Modern Design | Elevate the look of your space with a slim, modern design.      | A slim, modern look.                 |    |
| Even cooling, top to bottom                   | All-Around Cooling  | Multi-vent technology keeps items evenly cooled on every shelf. | Keep every item evenly cooled.       |   |
| N/A   | Reversible Door     | The reversible door makes it adjustable to any space.           | Adjust the door to fit in any space. | <div></div> <div>GIF and static JPG available</div> |

| Features and Benefits – RZ11T7474 (Continued) |                        |  |  |   |
|---|------------------------|--|--|---|
| Overall Product Headline                      | Feature Name           | Long Body Copy   | Short Body Copy  | Associated Image  |
| N/A   | ENERGY STAR® Certified | Eco-friendly and energy-efficient.*<br><small>*Visit <a href="http://www.energystar.gov">www.energystar.gov</a> for more information on ENERGY STAR® guidelines.</small> | Eco-friendly and energy-efficient.*<br><small>*Visit <a href="http://www.energystar.gov">www.energystar.gov</a> for more information on ENERGY STAR® guidelines.</small> |   |

# Product Accessory

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**RZ11T7474 – 11.4 cu. ft. BESPOKE Flex Column refrigerator  
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# Product Accessory

Easy Ads link

<https://dam.gettyimages.com/p/z0c3461/external?q=RZ11T7474%20product%20images>

| Model          | Description  | UPC          |
|----------------|--|--------------|
| RA-C07K1BAA/AA | BESPOKE Pairing Kit for Flex Column and Bottom Freezer | 887276536231 |



# Lifestyle Image

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**RZ11T7474 – 11.4 cu. ft. BESPOKE Flex Column refrigerator  
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# Lifestyle Image

Easy Ads link

<https://dam.gettyimages.com/p/z0c3461/external?q=RZ11T7474%20lifestyle%20image>



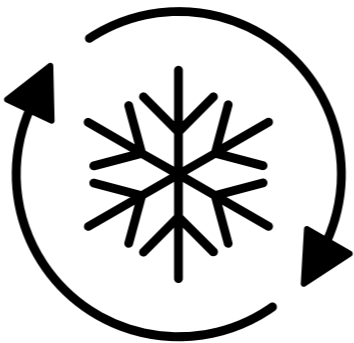
# Feature Icons

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**RZ11T7474 – 11.4 cu. ft. BESPOKE Flex Column refrigerator  
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# Feature Icons

Easy Ads link  
<https://dam.gettyimages.com/p/z0c3461/external?q=RZ11T7474%20ICONS>



All-Around Cooling



ENERGY STAR®  
Certified

**SAMSUNG**