

# SAMSUNG

## Product Guide

# 12.0 cu. ft. BESPOKE Bottom Freezer refrigerator with customizable colors & flexible design

**RB12A3006**

Available in:

Navy Glass

White Glass

Grey Glass



# Product Overview

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**RB12A3006 – 12.0 cu. ft. BESPOKE Bottom Freezer refrigerator  
with customizable colors and flexible design**



# Product Overview

**Product Title**  
12.0 cu. ft. BESPOKE Bottom Freezer refrigerator with customizable colors and flexible design

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

## Available Colors



**Navy Glass**  
RB12A300641



**White Glass**  
RB12A300635



**Grey Glass**  
RB12A300631



# RB12A3006 Navy Glass Carousel Image Order



**Easy Ad Links: RB12A300641**  
**R.COM** <https://dam.gettyimages.com/p/z0c3461/external?q=RB12A300641%20carousel%20images%20rcom>  
**S.COM** <https://dam.gettyimages.com/p/z0c3461/external?q=RB12A300641%20carousel%20images%20scom>  
**360 Spin** <https://dam.gettyimages.com/p/z0c3461/external?q=RB12A300641%20360%20spins>




**Easy Ad Links: RB12A300635**  
**R.COM** <https://dam.gettyimages.com/p/z0c3461/external?q=RB12A300635%20carousel%20images%20rcom>  
**S.COM** <https://dam.gettyimages.com/p/z0c3461/external?q=RB12A300635%20carousel%20images%20scom>  
**360 Spin** <https://dam.gettyimages.com/p/z0c3461/external?q=RB12A300635%20360%20spins>

**Easy Ad Links: RB12A300631**  
**R.COM** <https://dam.gettyimages.com/p/z0c3461/external?q=RB12A300631%20carousel%20images%20rcom>  
**S.COM** <https://dam.gettyimages.com/p/z0c3461/external?q=RB12A300631%20carousel%20images%20scom>  
**360 Spin** <https://dam.gettyimages.com/p/z0c3461/external?q=RB12A300631%20360%20spins>




# Product Messaging


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**RB12A3006 – 12.0 cu. ft. BESPOKE Bottom Freezer refrigerator  
with customizable colors and flexible design**

Features and Benefits – RB12A3006				
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 Bottom Freezer refrigerator or Flex Column.	Use it as a standalone or seamlessly combine it with another BESPOKE Bottom Freezer refrigerator or Flex Column.	
Modern look	Slim, Modern Design	Elevate the look of your space with a slim, modern design.	A slim, modern look.	



Features and Benefits – RB12A3006 (Continued)				
Overall Product Headline	Feature Name	Long Body Copy	Short Body Copy	Associated Image
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	ENERGY STAR® Certified	Eco-friendly and energy-efficient.* <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.* <small>*Visit <a href="http://www.energystar.gov">www.energystar.gov</a> for more information on ENERGY STAR® guidelines.</small>	
N/A	Reversible Door	The reversible door makes it adjustable to any space.	Adjust the door to fit in any space.	

Features and Benefits – RB12A3006 (Continued)				
Overall Product Headline	Feature Name	Long Body Copy	Short Body Copy	Associated Image
N/A	LED Lighting	LED lighting designed to beautifully light up the interior of your fridge so you can quickly spot what you want.	LED lighting designed to beautifully light up the interior of your fridge.	

# Product Accessory

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**RB12A3006 – 12.0 cu. ft. BESPOKE Bottom Freezer refrigerator  
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# Product Accessory

Easy Ads link  
<https://dam.gettyimages.com/p/z0c3461/external?q=RB12A3006%20product%20images>

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





# Lifestyle Image

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**RB12A3006 – 12.0 cu. ft. BESPOKE Bottom Freezer refrigerator  
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# Lifestyle Image

Easy Ads link  
<https://dam.gettyimages.com/p/z0c3461/external?q=RB12A3006%20lifestyle%20image>



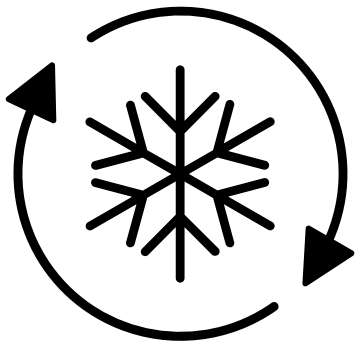
# Feature Icons

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**RB12A3006 – 12.0 cu. ft. BESPOKE Bottom Freezer refrigerator  
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# Feature Icons

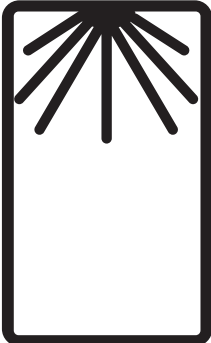
Easy Ads link  
<https://dam.gettyimages.com/p/z0c3461/external?q=RB12A3006%20ICONS>



All-Around Cooling



ENERGY STAR®  
Certified



LED Lighting

**SAMSUNG**