

SAMSUNG

Product Guide

5300 Series Refrigerator

RS28A500ASR
RS28A500ASG

Available in Fingerprint Resistant Stainless Steel
and Fingerprint Resistant Black Stainless Steel



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Product Overview

RS28A500A – 28 cu. ft. Smart Side-by-Side Refrigerator

Product Overview

Product Title*

28 cu. ft. Smart Side-by-Side Refrigerator in Fingerprint Resistant Stainless Steel

Product Description* (200 characters)

Large capacity Smart Side-by-Side Refrigerator with In-Door Ice Maker is beautifully designed with a modern look that blends seamlessly into your kitchen and a finish that withstands everyday smudges.

*Product title and description should be updated upon color setup.

Available Colors



**Fingerprint Resistant
Stainless Steel**
RS28A500ASR



**Fingerprint Resistant
Black Stainless Steel**
RS28A500ASG



Carousel Image Order

Easy Ad Links: RS28A500ASR

R.COM <https://dam.gettyimages.com/p/z0c3461/external?q=RS28A500ASR%20Carousel%20Images%20Rcom>

S.COM <https://dam.gettyimages.com/p/z0c3461/external?q=RS28A500ASR%20Carousel%20Images%20Scom>

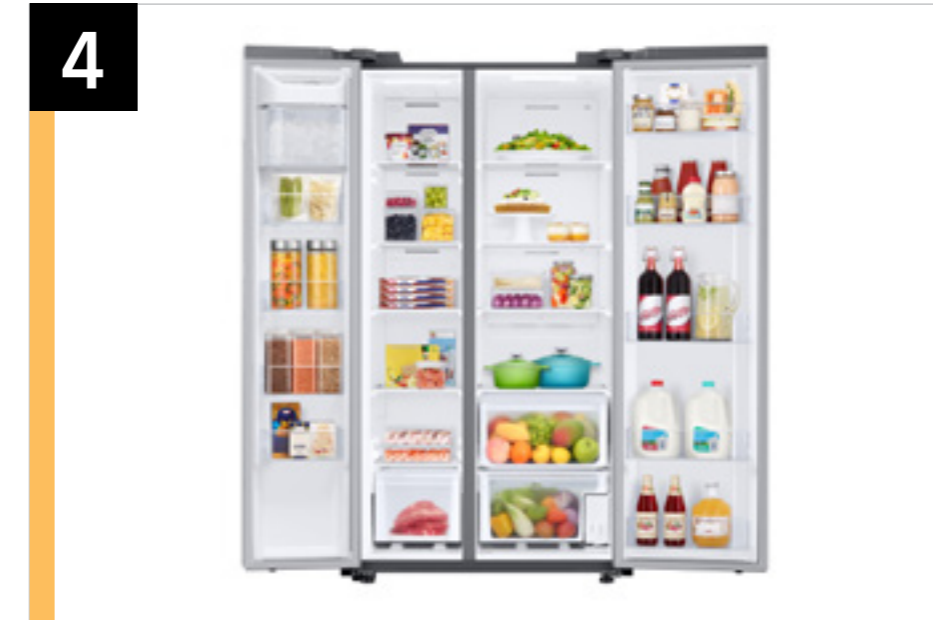
360 Spin <https://dam.gettyimages.com/p/z0c3461/external?q=RS28A500ASR%20360%20Spins>

Easy Ad Links: RS28A500ASG

R.COM <https://dam.gettyimages.com/p/z0c3461/external?q=RS28A500ASG%20Carousel%20Images%20Rcom>

S.COM <https://dam.gettyimages.com/p/z0c3461/external?q=RS28A500ASG%20Carousel%20Images%20Scom>



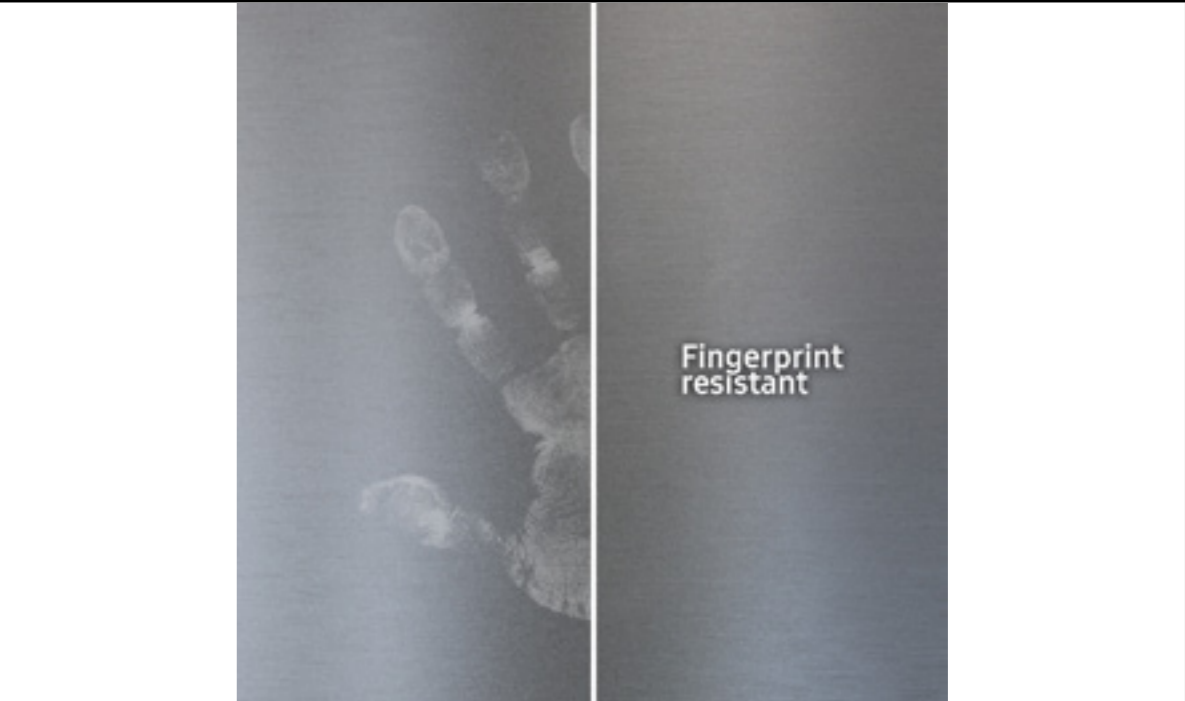
360 Spin <https://dam.gettyimages.com/p/z0c3461/external?q=RS28A500ASG%20360%20Spins>





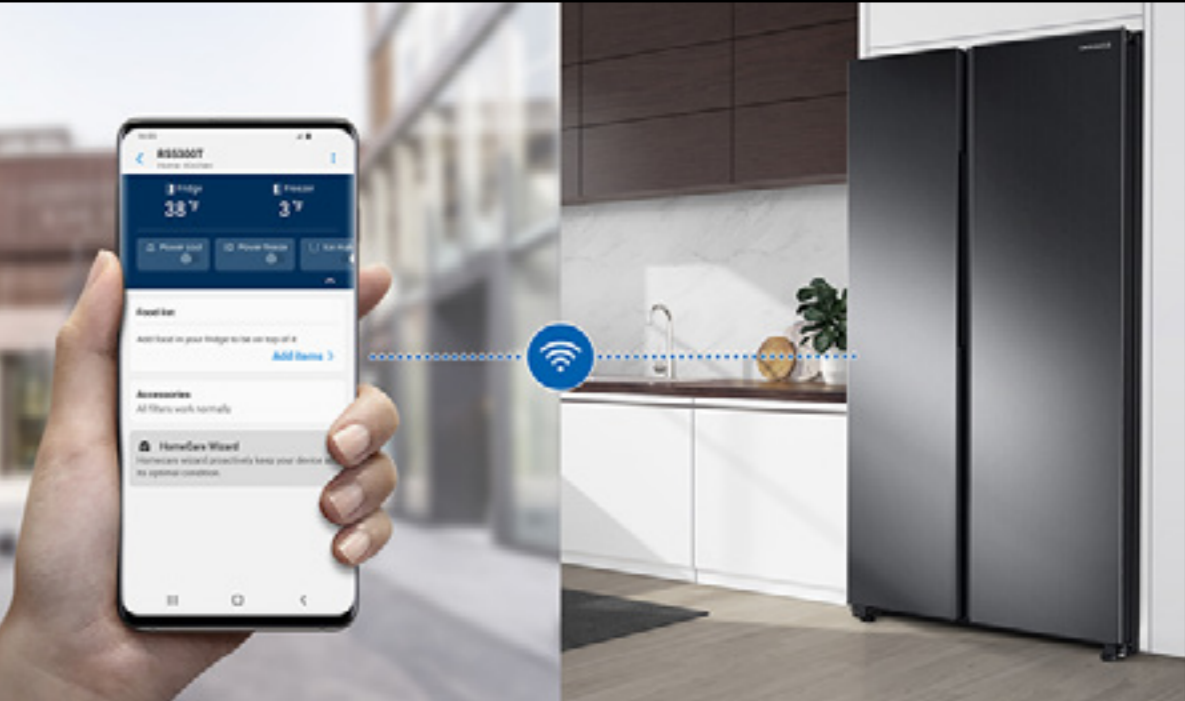
Product Messaging

RS28A500A – 28 cu. ft. Smart Side-by-Side Refrigerator



Features and Benefits – RS28A500ASR

Headline	Feature Name	Long Body Copy	Short Body Copy	Associated Image
<p>More space, more ways to stay organized</p>	<p>Large Capacity</p>	<p>A completely redesigned interior with 28 cu. ft. capacity that fits 10% more groceries than ever.* *When compared to Samsung Standard Depth Side-by-Side model RS25J500D with 24.52 cu. ft. capacity.</p>	<p>Fit more inside with 10% larger capacity.* *When compared to Samsung Standard Depth Side-by-Side model RS25J500D with 24.52 cu. ft. capacity.</p>	
<p>Seamlessly designed for a modern look</p>	<p>Modern Design</p>	<p>A modern look featuring a minimalist exterior with signature flat-door design and recessed handles that seamlessly blend into your kitchen.</p>	<p>Minimalist exterior with signature flat-door design and recessed handles that seamlessly blend into your kitchen.</p>	
<p>Less smudging means less cleaning</p>	<p>Fingerprint Resistant Finish</p>	<p>A finish that withstands everyday smudges, so you spend less time cleaning.</p>	<p>Less smudging means less cleaning.</p>	

Features and Benefits – RS28A500ASR (Continued)

Headline	Feature Name	Long Body Copy	Short Body Copy	Associated Image
<p>Keep it all cool with even air circulation</p>	<p>All-Around Cooling</p>	<p>Multi-vent technology keeps items on every shelf evenly cooled.</p>	<p>Keeps every item evenly cooled.</p>	
<p>N/A</p>	<p>In-Door Ice Maker</p>	<p>High-capacity, in-door ice maker with detachable ice bucket that saves shelf space for your frozen foods.</p>	<p>High-capacity, in-door ice maker saves shelf space.</p>	
<p>Wi-Fi connectivity</p>	<p>Wi-Fi Enabled</p>	<p>Use the Samsung SmartThings App* on your smartphone to control the temperature and monitor your refrigerator remotely.</p> <p><small>* Available on Android and iOS devices. A Wi-Fi connection and a Samsung account are required.</small></p>	<p>Control and monitor your fridge remotely.</p>	

Features and Benefits – RS28A500ASR (Continued)

Headline	Feature Name	Long Body Copy	Short Body Copy	Associated Image
N/A	Bright LED Lighting	Bright LED lighting designed to beautifully light up the interior of your fridge so you can quickly spot what you want.	Bright LED lighting designed to beautifully light up the interior of your fridge.	
N/A	Accessibility (ADA Compliant)	Easy-to-reach controls for everyone.	Easy-to-reach controls.	

Key Visual and Lifestyle Images

Easy Ads link

<https://dam.gettyimages.com/p/z0c3461/external?q=RS28A500ASG%20Key%20Visual>

Main Key Visual



Easy Ads link

RS28A500ASR: <https://dam.gettyimages.com/p/z0c3461?q=RS28A500ASR%20Lifestyle%20Images>

RS28A500ASG: <https://dam.gettyimages.com/p/z0c3461?q=RS28A500ASG%20Lifestyle%20Images>

Lifestyle Images



Product Specs

RS28A500A – 28 cu. ft. Smart Side-by-Side Refrigerator

Review Mapping

Model #	Type	Color
RS28A500ASR RS28A500ASG	Side-by-Side	Fingerprint Resistant Stainless Steel Fingerprint Resistant Black Stainless Steel

Related Product

Water Filter
HAF-QIN

Energy Guide and User Manual

Easy Ads link

<https://dam.gettyimages.com/p/z0c3461/external?q=RS28A500A%20Energy%20Guide>

U.S. Government Federal law prohibits removal of this label before consumer purchase.

ENERGYGUIDE

Refrigerator-Freezer
 • Automatic Defrost
 • Side-Mounted Freezer
 • No Through-the-Door Ice Service

Samsung
 Model RS28A500A**
 Capacity: 28.0 Cubic Feet

Compare ONLY to other labels with yellow numbers.
 Labels with yellow numbers are based on the same test procedures.

Estimated Yearly Energy Cost
\$ 82

Cost Ranges	Models with similar features	\$85	\$96
	All models	\$74	\$104

The estimated yearly energy cost of this model was not available at the time the range was published.

685 kWh
 Estimated Yearly Electricity Use

- Your cost will depend on your utility rates and use.
- Both cost ranges based on models of similar size capacity.
- Models with similar features have automatic defrost, side-mounted freezer, and no through-the-door ice.
- Estimated energy cost based on a national average electricity cost of 12 cents per kWh.

ftc.gov/energy

Energy Guide

Easy Ads link

<https://dam.gettyimages.com/p/z0c3461/external?q=RS28A500A%20User%20Manual>

Refrigerator

User manual

RS28A500A**/RS23A500A**

Free Standing Appliance

SAMSUNG

User Manual

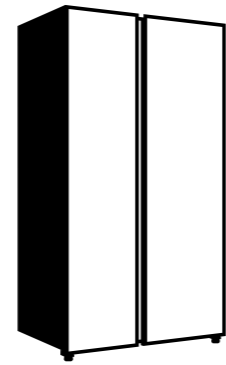
Feature Icons

RS28A500A – 28 cu. ft. Smart Side-by-Side Refrigerator

Feature Icons

Easy Ads link

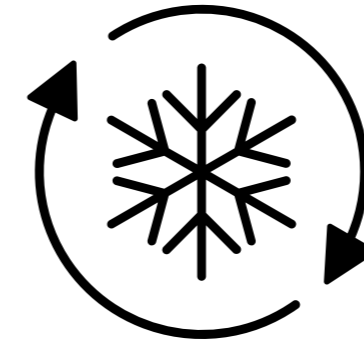
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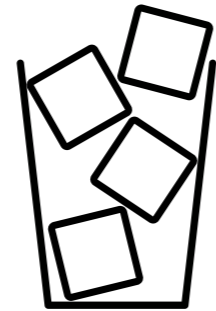
Modern Design



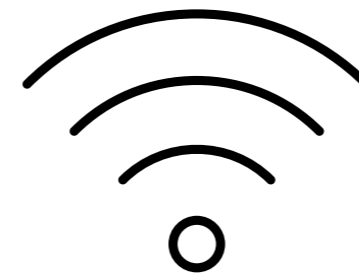
Fingerprint Resistant Finish



All-Around Cooling



In-Door Ice Maker



Wi-Fi Enabled



Bright LED Lighting

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