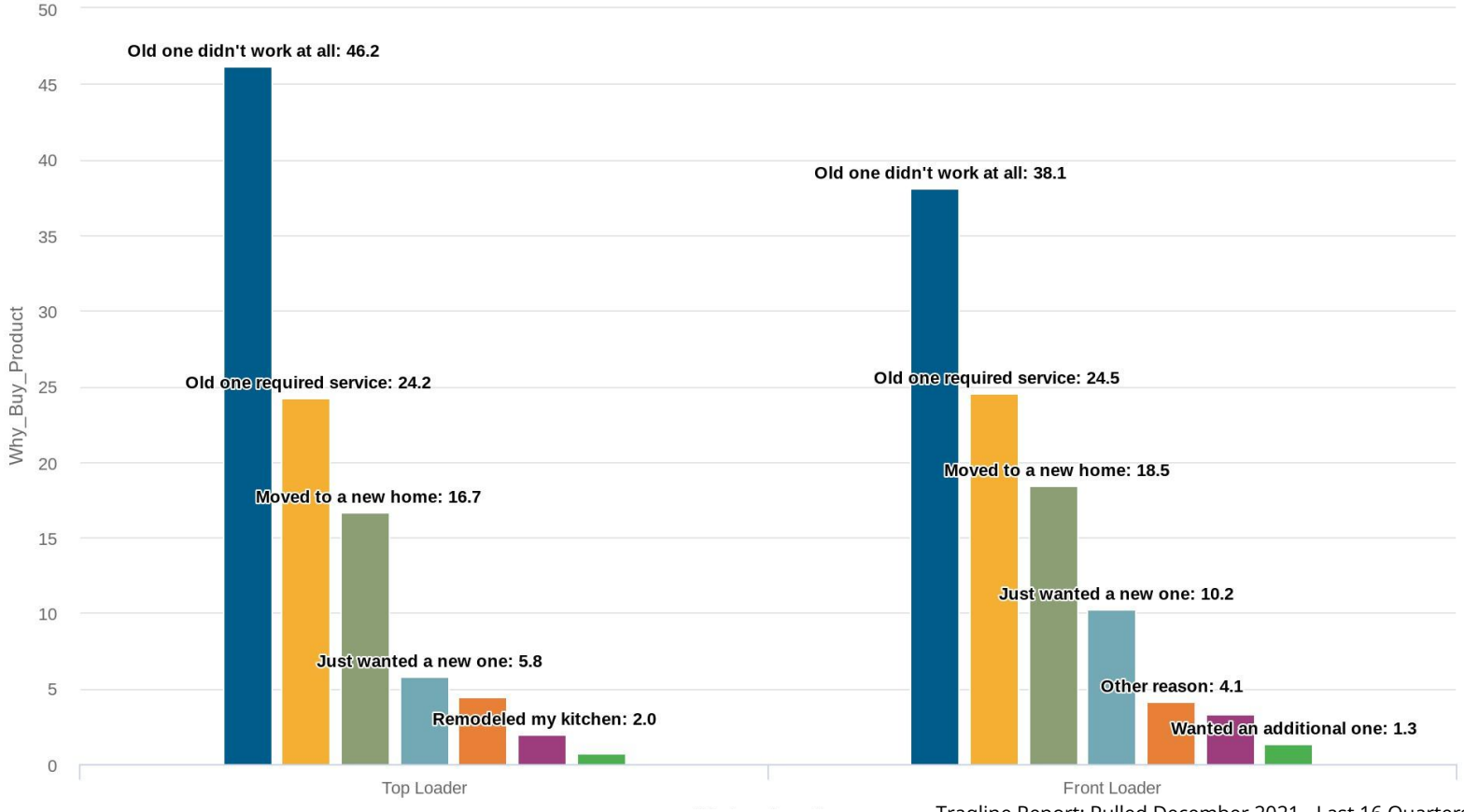
LAUNDRY

Laundry Basics

Whirlpool Corporation Confidential

Why are customers purchasing new washers?



Traqline Report: Pulled December 2021 - Last 16 Quarters

Whirlpool Corporation Confidential

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Top Load vs Front Load Washers



Whirlpool Corporation Confidential

What % of Industry Sales are Top Load vs Front Load?



Stevenson Traqline: 2017-2021

Whirlpool Corporation Confidential

Do **YOU** recommend Top Load or Front Load? **Why?**





Whirlpool Corporation Confidential

Top Load Washers: PROs and CONs

Pros: Top load washers

- Requires less maintenance overall
- Generally faster cycle times on select models
- Choose between **agitator, impeller** or Whirlpool brand's industry-first **2 in 1 Removable Agitator** wash action
- Deep Water Wash Options on some models

Cons: Top load washers

- Generally uses more water and energy
- May be difficult to reach the bottom of washer for those with shorter stature
- Can cause more wear and tear on clothing
- Not stackable



Whirlpool Corporation Confidential

Front Load Washers: PROs and CONs

Pros: Front load washers

- Use less water per load
- Higher spin speeds force more water out of clothing for shorter drying times
- Can stack and save space
- Tumbling motion is gentle on clothes

Cons: Front load washers

- Can be uncomfortable to load and unload without a washer pedestal
- May develop mold or mildew problems without proper maintenance
- Harder to add clothes mid-cycle
- Generally more expensive



Side by Side Install without Pedestals

Whirlpool Corporation Confidential

Did you know?

Top Load Industry is **split 50/50** between Agitator and Impeller sales.

Which do **YOU** recommend? **Why?**





Stevenson Traqline 2010-2020

Whirlpool Corporation Confidential

Agitator vs Impeller Trade Offs



Top Load Washer

Impeller

More Usable Capacity

Great for Bulky Items & Bedding

Typically Lower Water Levels

Thorough, Gentle Clean



Agitator

Rubbing Action of Agitator

Great for Mixed Loads

Typically Deeper Water Levels

More Mechanical Action

Whirlpool Corporation Confidential

LAUNDRY

Whirlpool® Laundry

Whirlpool Corporation Confidential

“THE INDUSTRY’S FIRST 2 in 1 REMOVABLE AGITATOR..

....lets you customize any load to care for your clothes the way you want by easily swapping the agitator post in or out. With two ways to wash, it’s twice the washer you have at home”



Whirlpool Corporation Confidential

Demo the Removable Agitator on your Sales Floor



Squeeze the handle, turn counter-clockwise and lift to remove agitator

Reverse this action to put back into place

Whirlpool Corporation Confidential

WTW5057LW
1426086

WTW8127LW
1426103

Let’s talk about Top Load Water Levels

How do **YOU** wash your hands?



Submerge in sink full of soap water & scrub, then rinse

OR



Wet hands under faucet, apply soap, scrub hands, then rinse

Whirlpool Corporation Confidential

Detergent Dispensing

Non-Dispensing

(Pour detergent directly into wash tub)



Dispensing

Pour detergent into dispenser where it will mix with water before being released into wash tub



Bulk Dispensing

Pour enough detergent for X # of loads into cartridge where it will mix with water before being released into wash tub.



WhirlPool Corporation Confidential

Load & Go™ Dispenser on Whirlpool® Front & Top Load removes guesswork from measuring detergent





Many households only have 1 person responsible for doing laundry.

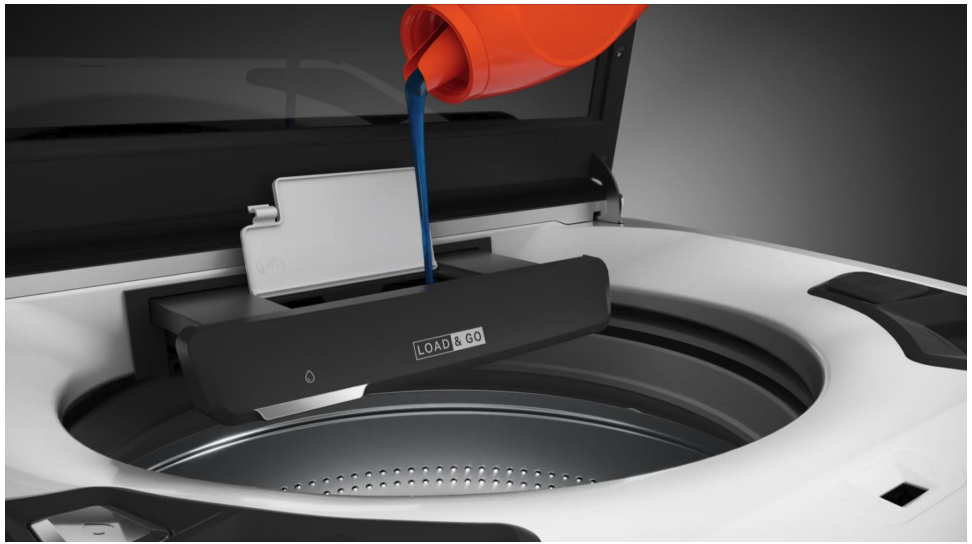
Load & Go™ Dispenser removes guesswork from measuring detergent so more family members can get involved in the laundry chore.

WTW6120HW 13656584	WTW7120HW 1425646	WTW8127HW 1426103	WFW5620HW 1326342	WFW6620HC 1304034

Whirlpool Corporation Confidential

Whirlpool® Top Load LOAD & GO™ Dispenser

Skip detergent refills for up to 20 loads* with the Load & Go™ dispenser. It measures and dispenses the right amount of detergent for every load to give clothes the care they need in fewer steps.



Load and Go™ dispenser

20 LOADS* — Detergent - 33.8 oz

Available detergent concentrations

Up to 10X — Concentrations ranging from 2X - 10X

Check detergent levels on the go with Whirlpool® App**

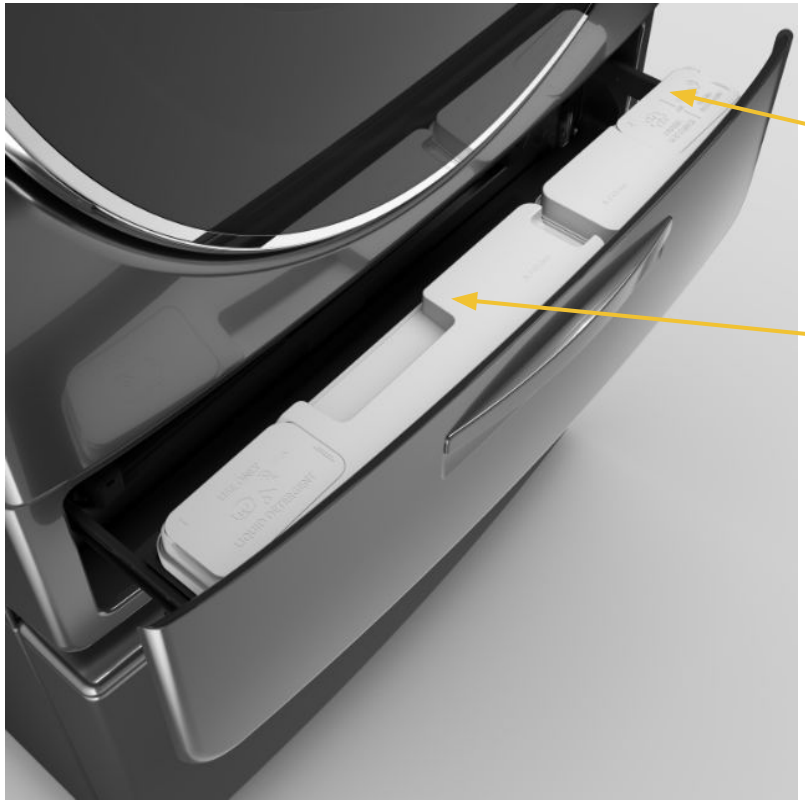
Machine and App notifications when detergent is running Low.

WTW6120HW 13656584 | **WTW7120HW 1425646** | **WTW8127HW 1426103**

Whirlpool Corporation Confidential

*Based on an 8-lb load. **WiFi, App & Connected Subscription required. Features subject to change. Details & privacy info at whirlpool.com/connect.

Whirlpool® Front Load LOAD & GO™ Dispenser



Load and Go™ dispenser	20 LOADS*	Detergent - 40 oz
Load and Go™ XL dispenser	40 LOADS*	Detergent - 80 oz
Load and Go™ XL plus dispenser	40 LOADS*	Detergent - 80 oz Softener - 40 oz

WFW5620HW
1326342

WFW6620HC
1304034

*Based on an 8-lb load.

Whirlpool Corporation Confidential

Let’s talk about Pretreating

How do you tackle tough laundry stains?



Do you use pretreating detergent or spray?



Do you soak clothes before washing in a bucket / sink / your washer?



Do you have a sink near your laundry space?

WhirlPool Corporation Confidential

Built-In Water Faucet & Pretreat Station Plus

Prewash clothes and other items right in the washer with a conveniently located faucet that gives access to an instant cold water stream to remove loose soils. Save a step by soaking and washing in one cycle by using the Presoak Option.



Step up to the Pretreat Station Plus for Hot & Cold Water Faucet, a Pretreat Brush & to add a dose of chemical action to the water stream



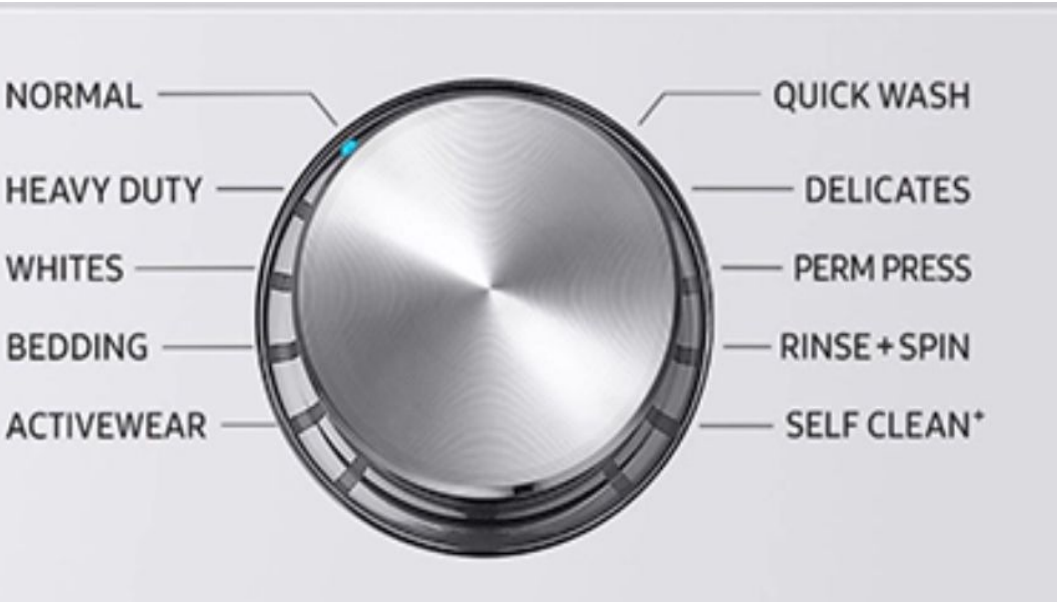
WTW6120HW 13656584 | **WTW7120HW 1425646** | **WTW8127HW 1426103**

Whirlpool Corporation Confidential

Cycle Selection: Which would **YOU** choose?

You spilled coffee on a delicate work blouse. You want to get it cleaned quickly before your next work shift.





Whirlpool Corporation Confidential

What to Wash? or **How** to Wash?

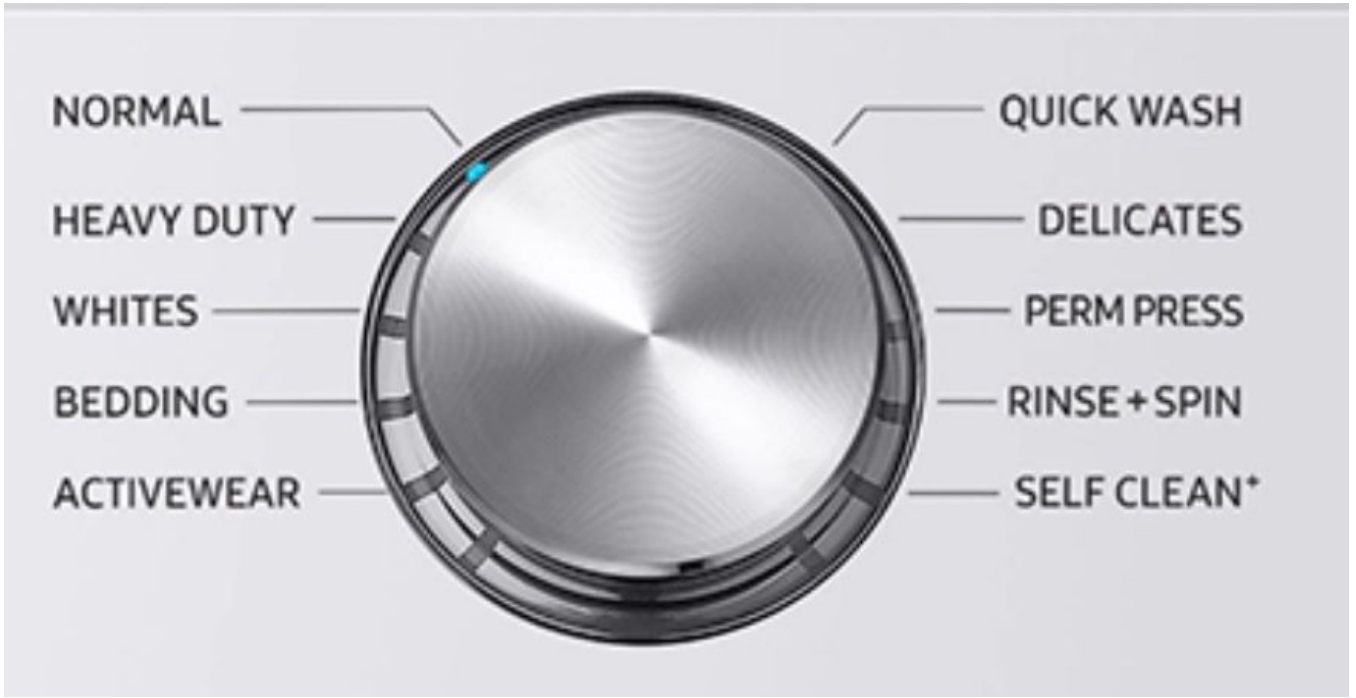
HOW

HOW

WHAT

WHAT

WHAT



HOW

WHAT

HOW

HOW

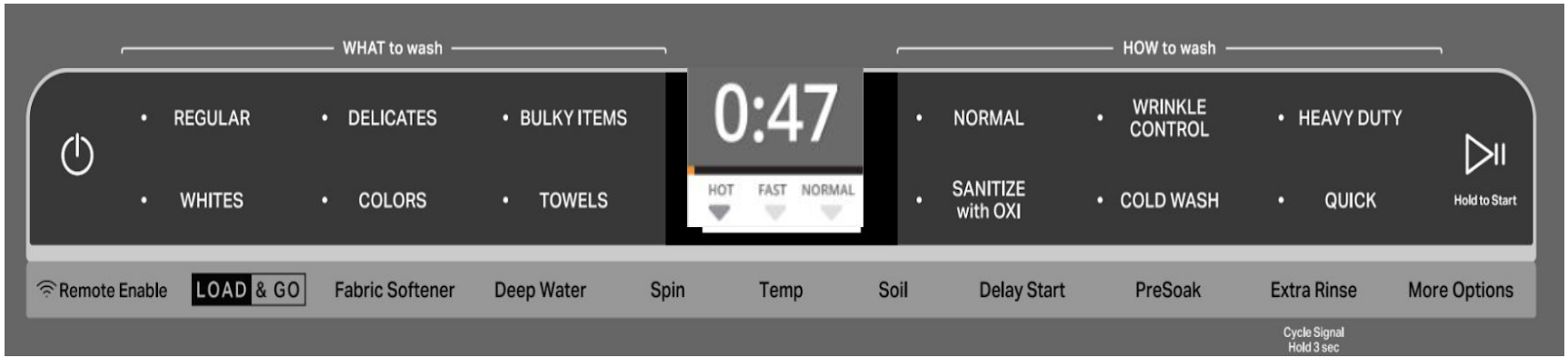
Use the chat function to provide your responses

Whirlpool Corporation Confidential

Whirlpool Intuitive Controls remove the guesswork

WASHER: Let the washer guide you to the right cycle combinations or customize up to 36 of your own to get the right type of fabric care for whatever you're washing.

DRYER: Let the dryer guide you to the right cycle combinations or customize up to 35 of your own to get the right type of fabric care for whatever you're drying.



**WiFi, App & Connected Subscription required. Features subject to change. Details & privacy info at whirlpool.com/connect.

WTW6120HW 13656584	WTW7120HW 1425646	WTW8127HW 1426103	WFW5620HW 1326342	WFW6620HC 1304034

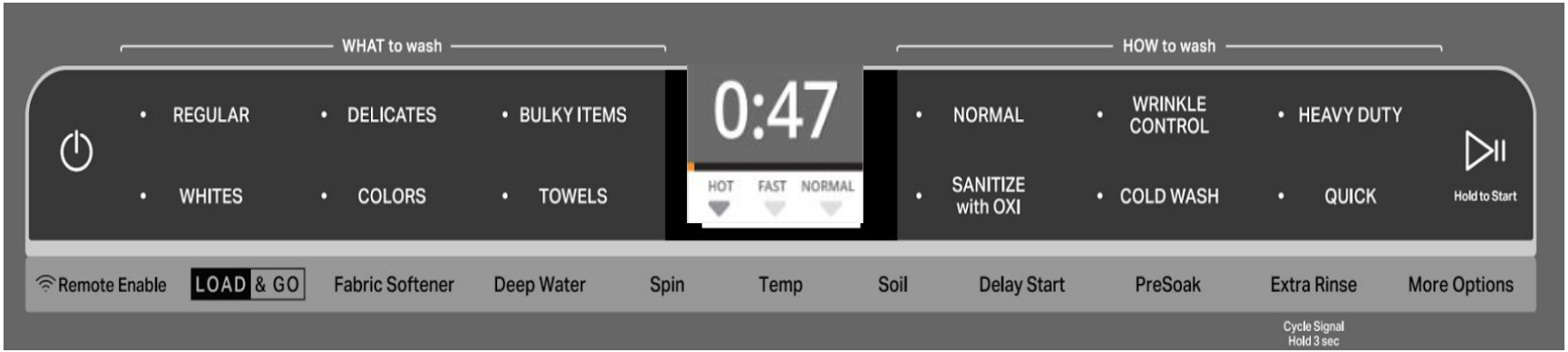
Whirlpool Corporation Confidential

Whirlpool Intuitive Controls



You spilled coffee on a delicate work blouse. You want to get it cleaned quickly before your work shift.

Which settings would you choose?

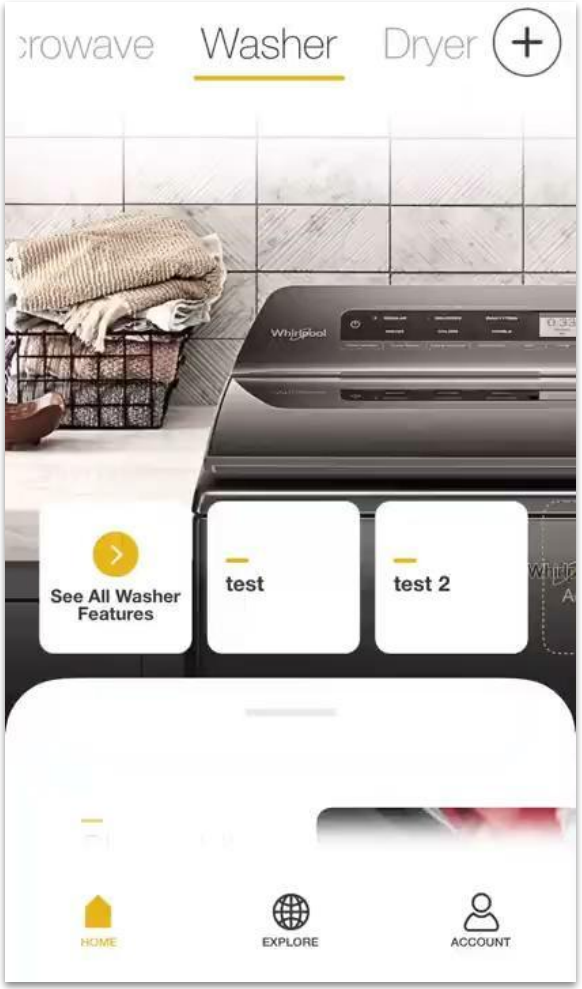


**WiFi, App & Connected Subscription required. Features subject to change. Details & privacy info at whirlpool.com/connect.

Whirlpool Corporation Confidential

A Smarter Way To Wash

Schedule wash cycles and send instructions straight to your appliance and start dinner from the next room with the Whirlpool App.



Whirlpool Corporation Confidential

WTW5057LW - on Costco Sales Floors

4.7 / 4.8 Cu Ft Top Load Washer with Removable Agitator



1

2 in 1 Removable Agitator

Customize any load to care for your clothes the way you want by easily swapping the agitator post in or out.

2

Deep Water Wash Option

This option automatically adds more water to your load, so heavily soiled clothes get an optimal clean.

3

Built In Water Faucet

Prewash clothes and other items right in the washer with a conveniently located faucet that gives access to an instant cold water stream to remove loose soils.

Whirlpool Corporation Confidential

WTW7120LW - on Costco Sales Floors

5.3 Cu Ft Smart Top Load Washer with Impeller



1

Load & Go™ Dispenser

Skip steps with the Load & Go™ dispenser. Simply add detergent once and skip refills for 20 loads*

2

Preatreat Station Plus

Soak, scrub and wash all in one spot with a built-in, dual temperature faucet and pretreat brush

3

Intuitive Controls

Let the washer guide you with up to 36 cycles by selecting What to Wash and How to Wash

* Based on an 8 lb load

Whirlpool Corporation Confidential

WFW6620HW - on Costco Sales Floors

4.5 Cu Closet-Depth Front Load Washer



1

Load & Go™ XL Dispenser

Skip steps with the Load & Go™ dispenser. Simply add detergent once and skip refills for 40 loads*

2

Intuitive Controls

Let the washer guide you with up to 36 cycles by selecting What to Wash and How to Wash

3

Built-In Water Heater

Enables Steam Clean Option and Sanitize Cycle

* Based on an 8 lb load

Whirlpool Corporation Confidential

Why Attach the Dryer?

- Larger Capacity
- Matching Aesthetic
- Matching Cycles
- Updated Features
- Drying Performance





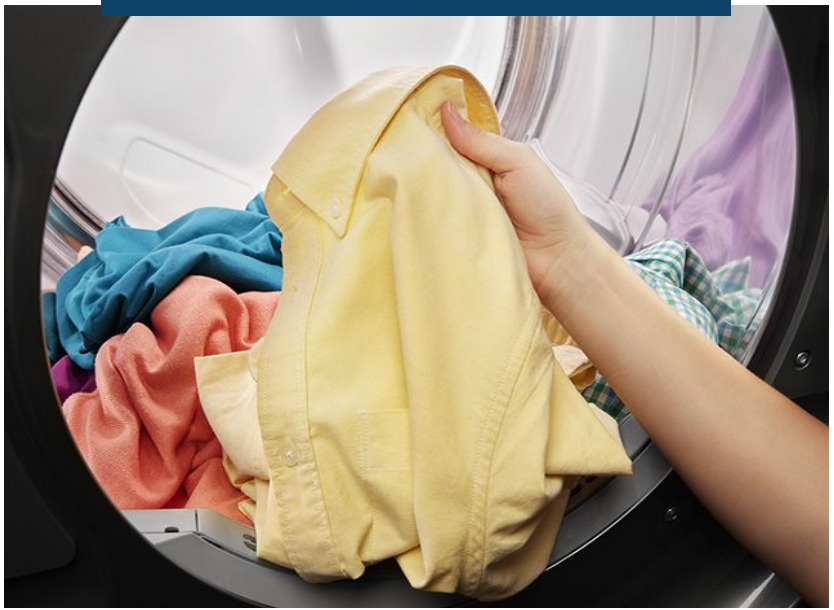
Whirlpool Corporation Confidential

Whirlpool® Dryer Features

Intuitive Controls



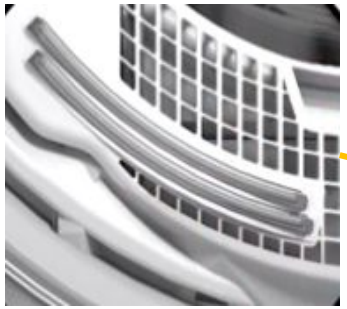
Wrinkle Shield™



Whirlpool Corporation Confidential

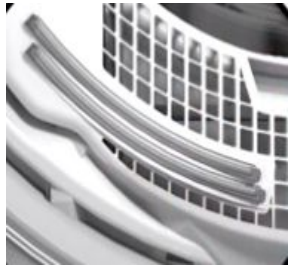
Dryer Moisture Sensing

ADVANCED MOISTURE SENSING





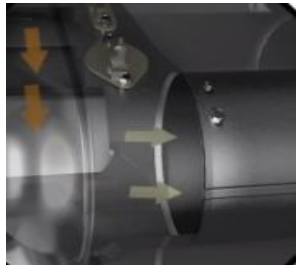
Moisture Sensors



Inlet Thermistor



Outlet Thermistor



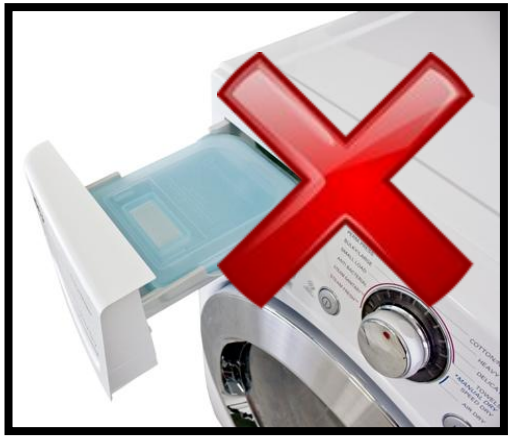
Whirlpool Corporation Confidential

What are some benefits of steam in a dryer?



- ✓ Wrinkle Release
- ✓ Refresh Dry Clothes
- ✓ Less Static





Whirlpool Corporation Confidential

Does it need a cord?



240v Homes built ~1980+ | 240v Homes built before ~1980 | 110v (gas dryers)

Whirlpool Corporation Confidential

WHIRLPOOL TOP-LOAD LAUNDRY LINEUP

W White
C Chrome Shadow
+ Bold type indicates key feature upgrade
Floored

TOP LOAD WASHERS



W

WTW4955HW
$749 MSRP
- 3.8 cu. ft. Agitator
- 12 Cycles
- 770 RPM
- Stainless Steel Basket
- Colors with Soak Cycle
- Whites with Soak Cycle
- Soil Level Selector
- Extra Rinse Option
- Metal console



W

WTW5010LW
$849 MSRP
+ **4.6 cu. ft. Impeller**
- 12 Cycles
+ **5 Options**
- 770 RPM
+ **Smooth Spiral Stainless Steel Wash Basket**
+ **Built-In Water Faucet**
- Presoak Option
- Deep Water Wash Cycle
- Quick Wash Cycle
+ **Lid Lock**



W

WTW5057LW
$899 MSRP
- 4.7-4.8 cu. ft. Flexible Capacity
+ **2 in 1 Removable Agitator**
- 12 Cycles
- 5 Options
- 770 RPM
- Built-In Water Faucet
+ **EasyView™ Slow-Close Glass Lid**
- Presoak Option
- Deep Water Wash Cycle
- Quick Wash Cycle

TOP LOAD DRYERS



W

WED4950HW (Electric)
$749 MSRP
WGD4950HW (Gas)
$849 MSRP
- 7.0 cu. ft.
- 14 Cycles
- 4 Options
- Timed Dry
- Hamper Door
- Wrinkle Shield™ Option
- Whites with Soak Cycle
- Drum Light
- Metal console



W

WED5010LW (Electric)
$849 MSRP
WGD5010LW (Gas)
$949 MSRP
- 7.0 cu. ft.
- 11 Cycles
- 1 Option
- Wrinkle Shield™
+ **Moisture Sensing**
- Air Only Cycle
- Quick Dry cycle
- Interior Light
- 29" Width



W

WED5050LW (Electric)
$899 MSRP
WED5050LW (Gas)
$999 MSRP
- 7.0 cu. ft.
+ **12 Cycles**
+ **2 Options**
- Wrinkle Shield™
+ **Steam Refresh**
- Moisture Sensing
- Air Only Cycle
- Quick Dry cycle
- Interior Light
- 29" Width

MSRP is Manufacturer's suggested retail price. Dealer alone determines actual retail and advertised prices. Gas Dryer & Color Up Charge.

WHIRLPOOL TOP-LOAD LAUNDRY LINEUP

W White
C Chrome Shadow
+ Bold type indicates key feature upgrade
★ Floored

PREMIUM TOP LOAD WASHERS



W
C

WTW5105HW/C
$949 / $1,049 MSRP

- 4.8 cu. ft. Impeller
+ **Intuitive Controls, 36 cycles, LCD display**
+ **Dispenser Drawer**
+ **Pretreat Station**
+ **EasyView™ full-width slow-close glass lid**
- Deep Water Wash Option
- 750 RPM Spin Speed

★



W

WTW6120HW
$1,049 MSRP

- 4.8 cu. ft. Impeller
- Intuitive Controls, 36 cycles, LCD display
+ **Load & Go™ dispenser**
+ **Pretreat Station Plus**
- EasyView™ full-width slow-close glass lid
- Deep Water Wash Option
- 750 RPM Spin Speed
+ **Smart features available with connected subscription**

★



W
C

WTW7120HW/C
$1,149 / $1,249 MSRP

+ **5.3 cu.ft Impeller**
- Intuitive Controls, 36 cycles, LCD display
- Load & Go™ dispenser
- Pretreat Station Plus
+ **EasyView™ full-width slow-close glass lid with chrome trim**
- Deep Water Wash Option
+ **850 RPM Spin Speed**
- Smart features available with connected subscription
+ **ENERGY STAR® certified**



W

WTW8127HW
$1,299 MSRP

- 5.2- 5.3 cu. ft. Flexible Capacity
+ **2 in 1 Removable Agitator**
- Intuitive Controls, 36 cycles, LCD display
- Load & Go™ dispenser
- Pretreat Station Plus
- EasyView™ full-width slow-close glass lid with chrome trim
- Deep Water Wash Option
- 850 RPM Spin Speed
- Smart features available with connected subscription
+ **Recirculating Pump**
- ENERGY STAR® certified

PREMIUM TOP LOAD DRYERS



W
C

WED5100HW/C (Electric)
$949 / $1,049 MSRP

WGD5100HW/C (Gas)
$1,049 / $1,149 MSRP

+ **7.4 cu. ft.**
- Wrinkle Shield™
+ **EcoBoost option**
+ **Sanitize cycle**
- Moisture Sensing
- Interior Light
- Hamper Door



W

WED6120HW (Electric)
$1,049 MSRP

WGD6120HW (Gas)
$1,149 MSRP

+ **7.4 cu. ft.**
- Wrinkle Shield™
- EcoBoost Option
+ **Smart features available with connected subscription**
- Sanitize cycle
- Moisture Sensing
- Interior Light
- Hamper Door



W
C

WED7120HW/C
$1,149 / $1,249 MSRP

WGD7120HW/C
$1,249 / $1,349 MSRP

- 7.4 cu. ft.
- Wrinkle Shield™
- EcoBoost Option
- Smart features available with connected subscription
- Sanitize cycle
+ **Advanced Moisture Sensing**
- Interior Light
+ **ENERGY STAR® certified**
+ **Hamper Door with Chrome Trim**



W

WED8127HW
$1,299 MSRP

WGD8127HW
$1,399 MSRP

- 7.4 cu. ft.
- Wrinkle Shield™
- EcoBoost Option
- Smart features available with connected subscription
- Sanitize cycle
- Advanced Moisture Sensing
- Interior Light
- ENERGY STAR® certified
- Hamper Door with Chrome Trim

MSRP is Manufacturer's suggested retail price. Dealer alone determines actual retail and advertised prices. Gas Dryer & Color Up Charge.

WHIRLPOOL FRONT-LOAD LAUNDRY LINEUP

W White
C Chrome Shadow
+ Bold type indicates key feature upgrade
Floored

FRONT LOAD WASHERS



W

WFW5620HW
$1,049 MSRP

- 4.5 cu. ft.
- 37 Cycle Combinations
- 9 Options
- 1160 RPM Spin Speed
- Load & Go™ Dispenser (20 Loads* based on an 8lb load)
- Intuitive Controls, What to Wash & How to Wash
- Quick Wash
- Steam Clean Option
- 33" Installation Depth



C

WFW6620HC
$1,249 MSRP

- 4.5 cu. ft.
- 37 Cycle Combinations
- 9 Options
- 1160 RPM Spin Speed
- **+ Load & Go™ XL Dispenser (40 Loads* based on an 8lb load)**
- Quick Wash
- Steam Clean Option
- 33" Installation Depth

FRONT LOAD DRYERS



W

WED5620HW (Electric)
$1,049 MSRP

WGD5620HW (Gas)
$1,149 MSRP

- 7.4 cu. ft.
- 36 Cycle Combinations / 4 Temps
- Powder Coat Drum
- Wrinkle Shield™ Option
- 64' Maximum Vent Length
- 4 Way Venting
- Stack Kit# W10869845
- Gas E-Star is WGD5620H



C

WED6620HC (Electric)
$1,249 MSRP

WED6620HC (Electric)
$1,349 MSRP

- 7.4 cu. ft.
- **+ 37 Cycle Combinations / 5 Temps**
- Powder Coat Drum
- **+ Wrinkle Shield™ Plus Option with Steam**
- **+ Steam Refresh Cycle**
- 64' Maximum Vent Length
- 4 Way Venting
- Stack Kit# W10869845
- Gas E-Star is WGD6620H

MSRP is Manufacturer's suggested retail price. Dealer alone determines actual retail and advertised prices. Gas Dryer & Color Up Charge.

LAUNDRY

Maytag® Laundry

Whirlpool Corporation Confidential

Laundry Habits



Is the heavy duty cycle best for all types of clothes ?

How do you remove tough stains from delicate laundry?

Whirlpool Corporation Confidential

Whirlpool CORPORATION

WASHER: Extra Power adjusts Detergent, Time & Temperature



DETERGENT

Start with cool/cold, low water, high detergent concentration to help attack **organic, protein based stains** (soft drinks, wine)



TIME

Machine **adds more agitation time during the main wash** to help ensure clothes are moving to help remove any loose, chunky soils.



TEMPERATURE

Machine works through the selected cycle at **a warmer temperature to help attack oil based stains** (grass, powder foundation makeup)

Whirlpool Corporation Confidential

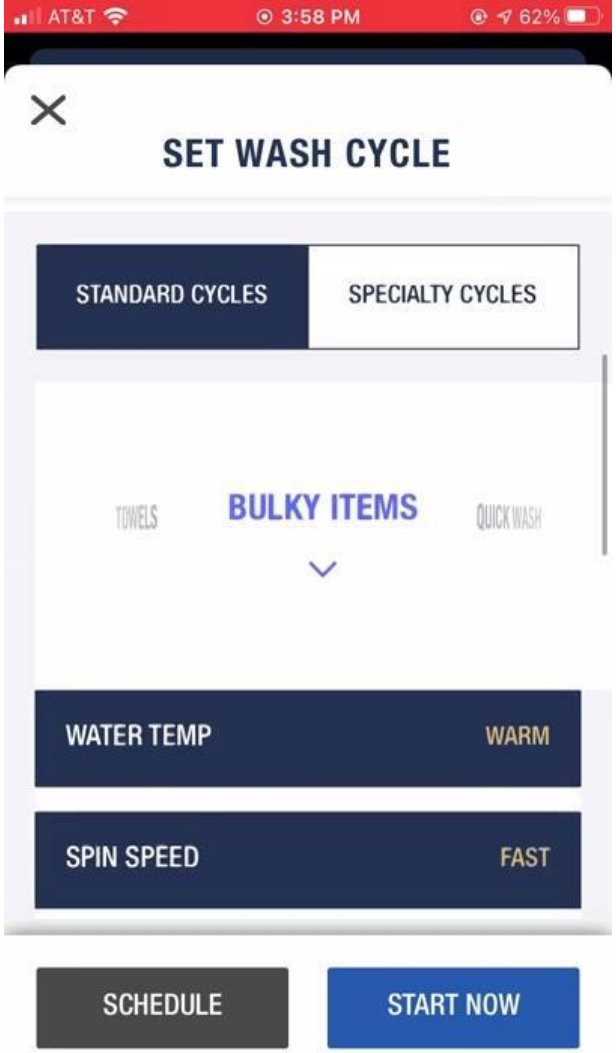
MVW6230HW/C
1425720 / 1425725

MVW6230HW/C
1425658 / 1425656

MHW5630HW
1326346

Whirlpool CORPORATION

Maytag® App Stain Guide



MVW6230HW/C
1425720 / 1425725

MVW6230HW/C
1425658 / 1425656

*Select Stains. Appliance must be set to remote enable. WiFi & App Required. Features subject to change. Details and privacy info at whirlpool.com/connect.

MVW6230HW

Smart Capable Top Load Washer with Extra Power Button **4.7 cu ft.**



1

Extra Power Button

The Extra Power button boosts stain-fighting performance on any wash cycle with a dual-temperature wash.

2

Smart Appliance*

Manage laundry from anywhere with optional smart features.

3

Deep Fill Option

Extra water works with robust wash action to effectively break down and rinse away everyday tough messes.

Whirlpool Corporation Confidential

10 YEAR LIMITED PARTS WARRANTY
DRIVE MOTOR • WASH BASKET

Visit Maytag.com for warranty details.

*Appliance must be set to remote enable. WiFi, App & Connected Subscription required. Features subject to change. Details and privacy info at whirlpool.com/connect.)

MVW7230HW - Step Up to More Capacity & Built-In Water Faucet

Smart Capable Top Load Washer - **5.2 cu. ft.**



1

Extra Power Button

Boosts stain-fighting performance on any wash cycle with a dual-temperature wash.

2

Smart Appliance*

Remotely start or stop your appliance and get end of cycle notifications so no load is left behind. Troubleshoot select issues to avoid unnecessary service calls

3

Built In Water Faucet

Use the built-in water faucet for a quick rinse or long soak

Whirlpool Corporation Confidential

*Appliance must be set to remote enable. WiFi, App & Connected Subscription required. Features subject to change. Details and privacy info at whirlpool.com/connect.)

10 YEAR LIMITED PARTS WARRANTY
DRIVE MOTOR • WASH BASKET

Visit Maytag.com for warranty details.

Whirlpool CORPORATION

MAYTAG LAUNDRY LINEUP

W White
C Metallic Slate
+ Bold type indicates key feature upgrade
Floored

TOP LOAD WASHERS



W

MVWC565FW
$799 MSRP

- 4.2 cu. ft. Agitator
- 11 Cycles
- 4 Options
- 700 RPM
- PowerWash® Agitator
- PowerWash® Cycle
- Stainless Steel Basket
- Deep Rinse Option
- Deep Water Wash Option



W

MVW6200KW
$949 MSRP

+ **4.8 cu. ft. Impeller**
- Knob Control, 10 Cycles, LED Status Indicator Light
+ **Power™ Impeller**
+ **Single load dispenser drawer**
- Stainless Tub
+ **Slow-close glass lid**
- Deep Fill option
- 750 RPM Spin Speed



W C

MVW6230HW/C
$1,049 / $1,149 MSRP

- 4.7 cu.ft. Agitator
- Power Agitator
+ **Extra Power**
+ **LCD Display**
+ **Slow-close glass lid**
+ **Smart features available with connected subscription**
- Deep Fill
- 750 RPM Spin Speed



W C

MVW7230HW/C
$1,149 / $1,249 MSRP

+ **5.2 cu. ft. Agitator**
+ **Power™ agitator**
- Extra Power
- LCD Display
- Slow-close glass lid
- Smart features available with connected subscription
- Deep Fill
+ **850 RPM Spin Speed / Direct Drive**
+ **ENERGY STAR® certified**

TOP LOAD DRYERS



W

MEDC465HW (Electric)
$799 MSRP
MGDC465HW (Gas)
$899 MSRP

- 7.0 cu. ft.
- 11 Cycles / 4 Temps
- Side Swing Door
- IntelliDry® Sensor
- Timed Dry
- Drum Light



W

MED6200KW (Electric)
$949 MSRP
MGD6200KW (Gas)
$1,049 MSRP

- 7.0 cu. ft.
- 11 Cycles / 4 Temps
- Moisture Sensing
- Wrinkle Prevent option
- Side Swing Door
- Drum Light
- End of Cycle Signal
- 29" Width, Top Lint Screen
- Rear Venting Only
- Max 64' Vent Length



W C

MED6230HW/C (Electric)
$1,049 / $1,149 MSRP
MGD6230HC (Gas)
$1,149 / $1,249 MSRP

+ **7.4 cu. ft.**
- Extra Power
+ **Advanced Moisture Sensing**
+ **Smart features available with connected subscription**
- Hamper Door
- 4-Way Vent Kit # W10323246



W C

MED7230HW/C (Electric)
$1,149 / $1,249 MSRP
MED7230HW/C (Gas)
$1,249 / $1,349 MSRP

+ **7.4 cu. ft.**
- Extra Power
- Advanced Moisture Sensing
- Smart features available with connected subscription
+ **Steam-Enhanced Dryer**
- Hamper Door
+ **Factory installed riser, will match 8-series washers**
+ **ENERGY STAR® certified, both Gas and Electric**
- 4-Way Vent Kit # W10323246

MSRP is Manufacturer's suggested retail price. Dealer alone determines actual retail and advertised prices. Gas Dryer & Color Up Charge.

MAYTAG LAUNDRY LINEUP

W White
C Metallic Slate
+ Bold type indicates key feature upgrade
Floored

FRONT LOAD WASHERS



W

MHW5630HW
$999 MSRP

- 4.5 cu. ft.
- 10 Cycles
- 9 Options
- 1160 RPM Spin Speed
- Extra Power Button
- Single Dose Dispenser
- 12 Hr Fresh Spin
- Quick Wash
- Steam Clean Option
- 33" Installation Depth

FRONT LOAD DRYERS



W

MED5630HW (Electric)
$999 MSRP

MGD5630HW (Gas)
$1,099 MSRP

- 7.3 cu. ft.
- 10 Cycles / 4 Temps
- Extra Power Button
- Wrinkle Prevent Option
- Powder Coat Drum
- 64' Maximum Vent Length
- 4 Way Venting
- Stack Kit# W10869845

MSRP is Manufacturer's suggested retail price. Dealer alone determines actual retail and advertised prices. Gas Dryer & Color Up Charge.