

Whirlpool® 5 & 6 Series Front Load Pairs

Product Presentation





Industry Insights

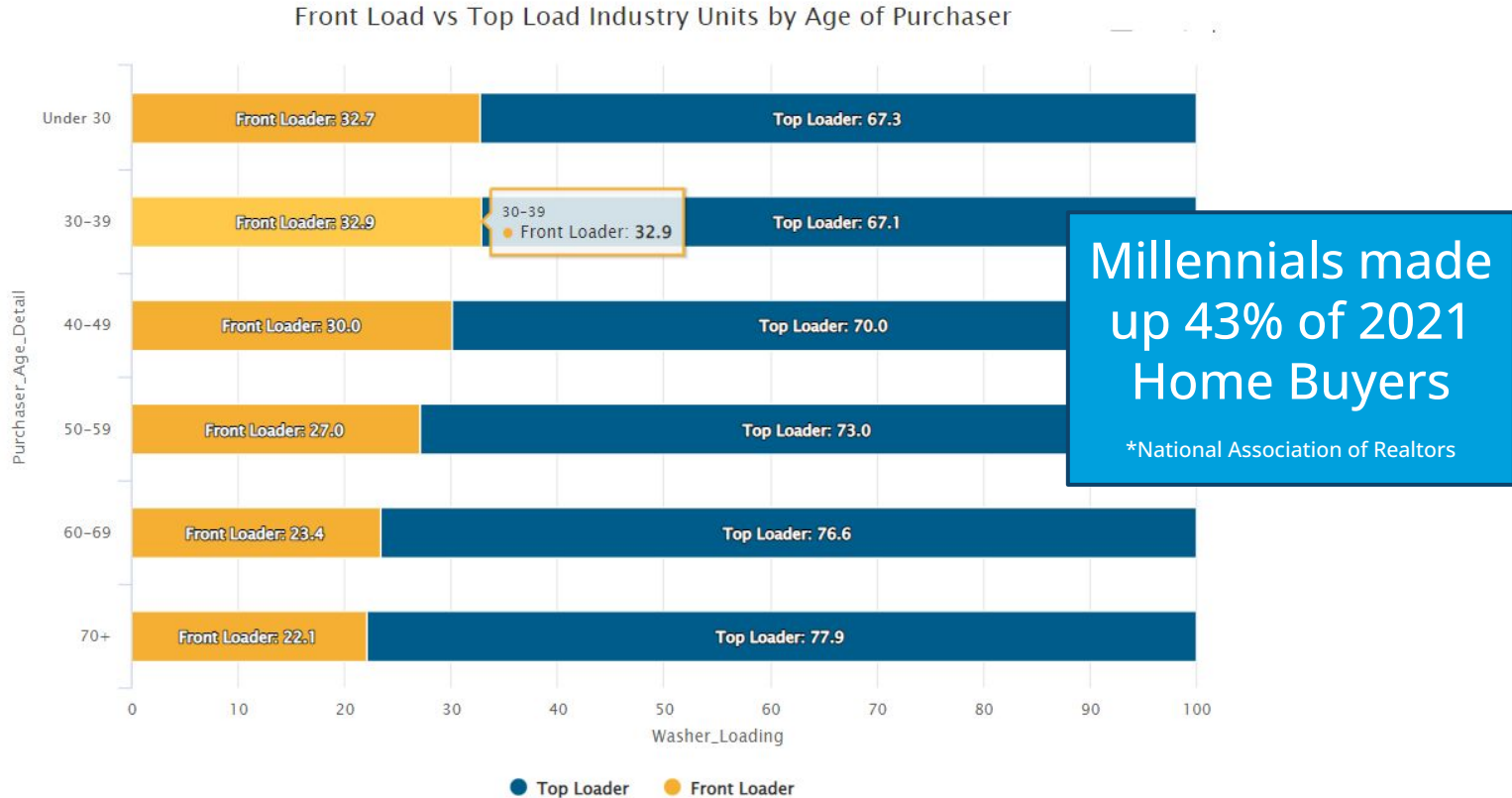
Whirlpool® 5 & 6 Series Front Load Washers

Whirlpool® 5 & 6 Series Matching Dryers

Model Lineup Overview

Resources

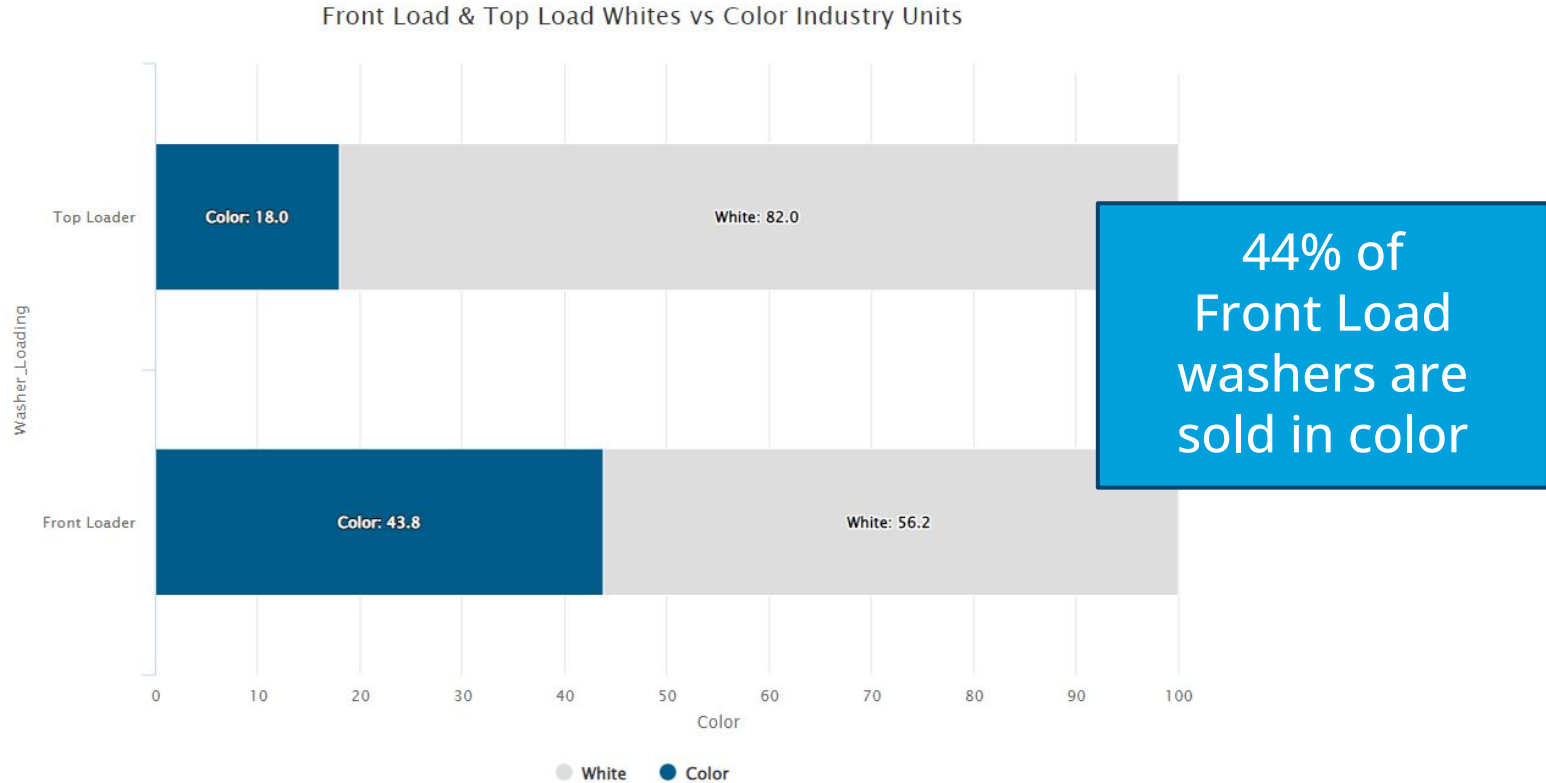
Millennials are most likely to purchase Front Load



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Clothes Washer - Unit Share x Last 20Q
Washer_Loading x Purchaser_Age_Detail

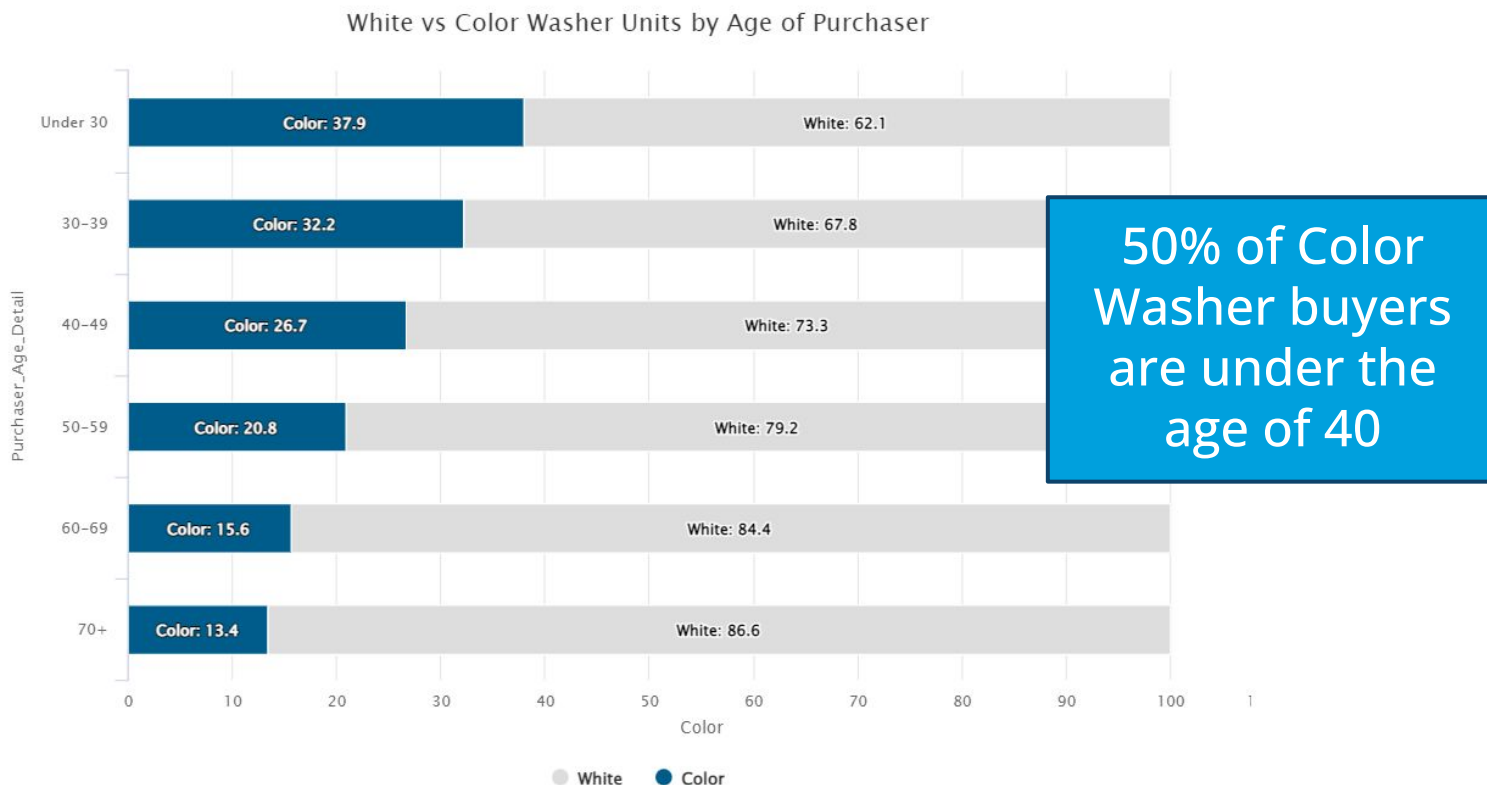
Front Load more likely than Top Load to sell in Color



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Clothes Washer - Unit Share x Last 20Q
Color x Washer>Loading

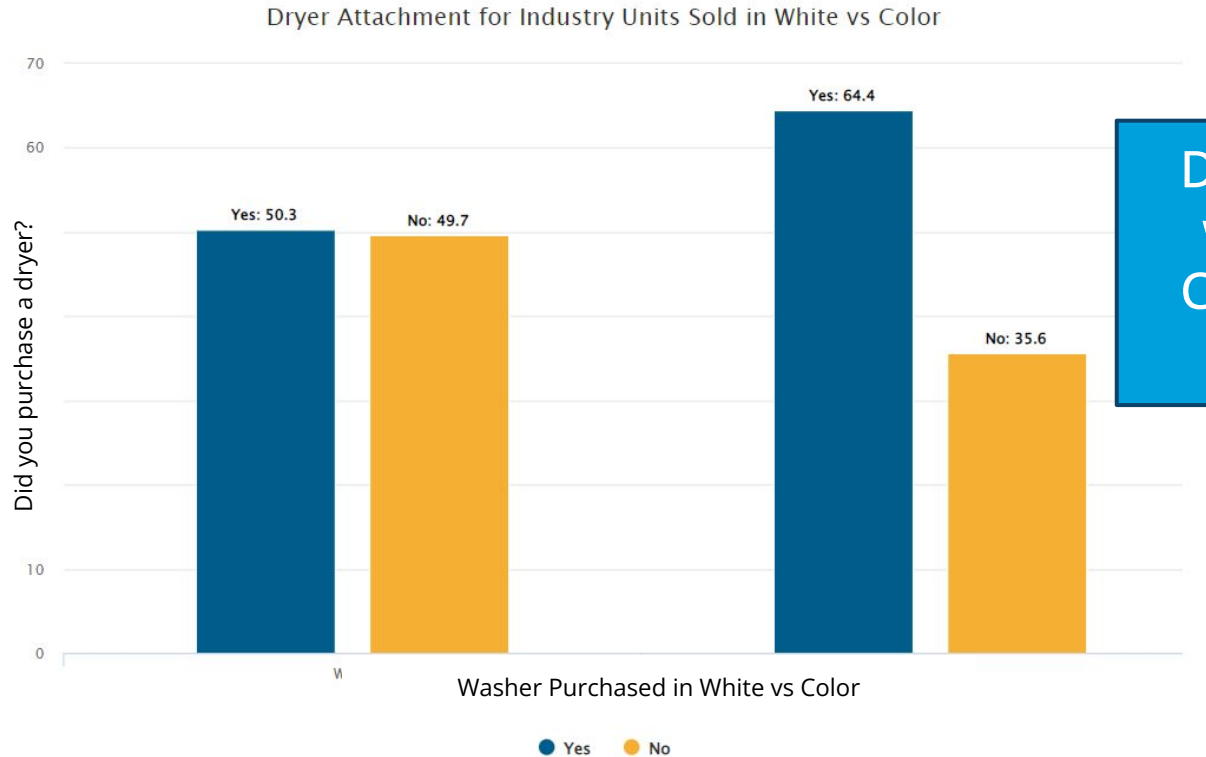
Millennials & Gen Z most likely to purchase Colors



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Clothes Washer - Unit Share x Last 20Q
Color x Purchaser_Age_Detail

Dryer Attachment Higher when Washer Sold in Color



Dryers attach with 64% of Color Washer purchases

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Clothes Washer - Unit Share x Last 20Q
Purchased_Dryer x Color

Whirlpool 27" 5 & 6 Series Front Load Pairs

Available in White and Chrome Shadow



FRONT LOAD COLOR OPTIONS AVAILABLE AT ENTRY PRICE POINTS IN OUR LINEUP

How often do YOUR customers....



The 27" 5605 and 6605 offer...

Complain about long wash and dry times?

Look for appealing aesthetics at affordable prices?

Want to maximize washer capacity?

Worry about odors developing if clothes are not promptly moved from the washer to the dryer?

Desire sanitizing and deep cleaning?

Worry about wrinkles setting in if they cannot quickly remove them from the dryer after the cycle?

25 Minute Quick Wash Cycle

for an avg. size load

Upgraded **aesthetics**

Available in White and Chrome Shadow

5605 = 4.5 Cu Ft 6505 = 5.0 Cu Ft

7.4 Cu Ft Matching Dryers

Tumble Fresh Option

For up to 12 hours after the wash cycle

Steam Clean Option

Increased wash action and heat

WrinkleShield™ Option

For up to 150 minutes after the dry cycle



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Whirlpool® 4.5 Cu Ft Front Load Washer

WFW5605M

Available in White & Chrome Shadow



Quick Wash Cycle

25 Minute Regular / Quick Wash for a standard 10-lb load

Intuitive Controls

What to Wash / How to Wash controls allow you to customize up to 35 cycle options



Internal Heater

Enables Steam Clean and Sanitize options

Tumble Fresh Option

Tumbles clean clothes periodically for up to 12 hours to keep clothes fresh without immediately transferring to the dryer

Quick Wash



Whirlpool 5 & 6 Series Front Load Washers offer a
25-Minute Regular/Quick Wash for a 10 lb load



ASK

How long do you expect a wash cycle to run?

SHOW

Your customers the 25-Minute Remaining display when selecting Regular/Quick Wash

ASK

How often do you wash only 2 or 3 items at a time?

TELL

The Regular / Quick Wash cycle on Whirlpool 5 & 6 Series Front Load washes a standard 10-lb load in 25 minutes

What does 10-lb of Laundry look like?



Customize 35 Cycle Options with Intuitive Controls



Power up this washer on the sales floor to demonstrate the
What to Wash / How to Wash Intuitive Controls

ASK

What cycle options would you select to

Eliminate 99.9% of Household Bacteria on Towels?*



*Based on Regular/Quick Cycle with a standard 10-lb load

**Bacteria tested were K. pneumoniae, P. aeruginosa, S. aureus.

Our Largest
Capacity Front
Load Washer at
5.0 Cu. Ft.



Step up to 5.0 Cu Ft with WFW6605M

Available in White & Chrome Shadow

Whirlpool
CORPORATION

Quick Wash Cycle

25 Minute Regular / Quick Wash for a standard 10-lb load

Intuitive Controls

What to Wash / How to Wash controls allow you to customize up to 35 cycle options



Internal Heater

Enables Steam Clean and Sanitize options

Tumble Fresh Option

Tumbles clean clothes periodically for up to 12 hours to keep clothes fresh without immediately transferring to the dryer



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Plan to Sell Overview

Resources



Whirlpool® 27" 7.4 Cu Ft Dryer

WE/GD5605M

Available in White & Chrome Shadow

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WrinkleShield™ Option

Tumbles with no heat for up to 150 minutes after the cycle ends or until you open the door

Advanced Moisture Sensing

3 sensors track moisture and temperature to prevent over and under drying

Intuitive Controls

Choose What to Dry and How to Dry to customize up to 36 cycle options

Sanitize Cycle

Eliminates 99.9% of common household bacteria.*



*Bacteria tested were K. pneumoniae, P. aeruginosa, S. aureus.



Step up to 6605 for Steam

WE/GD6605M

7.4 Cu Ft Dryer

Available in White & Chrome Shadow

Whirlpool
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Delivers the same capacity and features as the 5 series with the added benefits of steam:

WrinkleShield™ Plus with Steam

Uses tumbling and steam for up to 150 minutes after the cycle ends or until you open the dryer door

Steam Refresh Cycle

Release wrinkles and reduce odors

Static Reduce Option

Reduce static with a spray of mist with tumbling after the load is dry.



*Bacteria tested were K. pneumoniae, P. aeruginosa, S. aureus.

Industry Insights

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Model Lineup Overview

Resources



WHIRLPOOL BRAND MODEL LINEUP 2022- WASHER



New



WFW560CHW

Carry Over



WFW5620HW

WFW5605MW/C



WFW6620HW/C

WFW6605MW/C



WFW8620HW/C

Carry Over



WFW9620HW/C/B

Carry Over



WiFi					Yes
Dispensing	Single Load Dispenser			Single Load + Load & Go™ XL	
Innovation				Wash & Dry Option	
Capacity	4.3 Cu. Ft.	4.5 Cu. Ft.	5.0 Cu. Ft.		
Post Care	NA	Tumble Fresh		12-Hour FanFresh® Option	
Quick Wash	Quick Wash	25 Minute Regular Load Quick Wash		15 Minute Small, Lightly Soiled Quick Wash	
Steam	NA	Steam Clean Option			
Energy Star® Certified	ENERGY STAR® Certified				
Drive System	Direct Drive				
Basket	Smooth Wave Stainless Steel				
Dryer Match	WE/GD560CHW	WE/GD5605HW/C	WE/GD6605HW/C	WE/GD8620HW/C	WE/GD9620HW/C/B

WHIRLPOOL BRAND MODEL LINEUP 2022- DRYER



WHD560CHW, WED560LHW
WE/GD5620HW

WE/GD6620HW/C

WE/GD8620HW/C

WE/GD9620HW/C/B

New

Carry Over

WE/GD5605MW/C

WE/GD6605MW/C

Carry Over

Carry Over



*MAP is minimum advertised price for cooperative advertising purposes. Retailer alone sets advertised and resale price. Color +\$100 / Gas +\$100



Capacity	7.4 cu. ft.				
Sanitize	No	Yes			
Steam	No	Yes			
Post Care	WrinkleShield™		Wrinkle Shield™ + with steam		
Interior Light	No			Yes	Yes
Drum Material	Powder			Stainless	
Wifi	No				Yes
Sensors	Advanced Moisture Sensing (3 Sensors)				
Energy Star	Yes				
Dryer Technology	Heat Pump (WHD) / Vented	Vented			
Washer Match	WFW560CHW	WFW5605MW/C	WFW6605MW/C	WFW8620HWC	WFW9620HW/C/B



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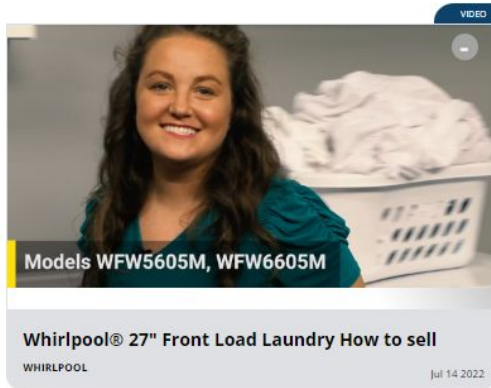
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Plan to Sell Overview

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Click Images For More Sales Tools



How to Sell Video



Quick Wash Video



eLearning Course