



WHIRLPOOL BRAND LAUNCHES SPIN&LOAD DISHWASHER RACK, THE MOST INCLUSIVE LOWER-LEVEL DISHWASHER RACK DESIGN ON THE MARKET

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The innovation was designed in collaboration with the United Spinal Association as part of the brand's larger commitment to human-centered and inclusive design for the kitchen

BENTON HARBOR, Mich., May 27, 2025 /PRNewswire/ -- One in four U.S. households include at least one family member with a disability*. With the launch of the [Whirlpool® Spin&Load Rack](#), Whirlpool brand brings human innovation and inclusive design to the everyday kitchen with an easy-to-use, 360o spinning lower-level dishwasher rack. Designed in collaboration with United Spinal Association, Spin&Load Rack is a replacement lower rack for a traditional dishwasher and represents a significant advancement in kitchen inclusivity in a way that traditional dishwasher racks do not.

"The Spin&Load Rack is a great example of Whirlpool brand's commitment to human-centered innovation and inclusive design that empowers families to accomplish the chores on their to-do list," said April Taylor, Associate Brand Manager at Whirlpool brand. "It's important to us that we invest in creating inclusive and diverse products that empower all of our consumers and make a positive difference in their lives."

As the most inclusive lower-level dishwasher rack design on the market, Spin&Load Rack features an easy-to-use, 360o spinning design to allow easy access to all areas of the lower rack of the dishwasher, reducing the need for individuals to reach or reposition themselves while loading and unloading their dishes. Spin&Load Rack is easy to install and designed to fit all 24" Whirlpool Corporation dishwashers manufactured after 2018, including Amana, JennAir, KitchenAid and Maytag brands**. The accessory also features simplified and inclusive packaging, ensuring users can easily open and unbox with one hand with an accessible pull-tab design.

Whirlpool Corporation's employee resource group known as AVID (Awareness of Visible and Invisible Disabilities) was

involved in the initial development process for Spin&Load Rack, with the initial idea for the innovation stemming from an AVID-hosted challenge asking interns to design a more inclusive product. From there, Whirlpool engineers developed prototypes, which were brought to a consumer research study leveraging members of the United Spinal Association to interact with the prototypes and share feedback, informing how the final design eventually came to life. Whirlpool brand's design team also conducted a full usability study on Spin&Load Rack with individuals from Corewell Health to share feedback on the final design.

"In order to produce innovative and inclusive designs, it was important for Whirlpool brand to include voices from the disability community at every stage of the development process, from design and manufacturing to marketing assets and influencer involvement, including Whirlpool Corporation's AVID employee resource group and groups like the United Spinal Association and Corewell Health," said Katelin Frayer, engineering analyst at Whirlpool Corporation. "As a member of AVID and one of the hosts of the AVID innovation challenge, as well as an owner of Whirlpool's relationship with United Spinal Association, I am thrilled to see Spin&Load Rack come to life in support of the brand's mission to create more inclusive products for those with mobility disabilities and make a meaningful impact on our consumers."

In support of the launch of Spin&Load Rack, Whirlpool brand is also collaborating with Tony Award-winning actress, singer, and author Ali Stroker, the first actor who uses a wheelchair to appear on Broadway, to support marketing efforts for the kitchen accessory. A humanitarian and advocate for individuals with disabilities, Stroker has made it her mission to improve the lives of others through the arts, disabled or not, as highlighted in her motto: "Turning Your Limitations Into Your Opportunities."

"I'm thrilled to join Whirlpool brand in their mission to make the kitchen and home more inclusive for families, and particularly individuals with mobility disabilities, to ensure that they can easily and conveniently tackle the chores on their to-do list," said Ali Stroker. "I've often had to adapt to the environments around me, and it feels good knowing that Whirlpool brand has designed something that empowers a wide range of individuals and their families to take on the dishes that inevitably pile up to save time and simplify dish duty."

In addition to Spin&Load Rack, Whirlpool brand offers other existing inclusive appliances, including the [Whirlpool® 44 dBA ADA Compliant Dishwasher Flush with Cabinets with 3rd Rack](#), [Whirlpool® 36-inch Wide Counter Depth 4 Door Refrigerator - 19.4 cu. Ft.](#), and the [Whirlpool® 4.5 cu. ft. Front Load ENERGY STAR® Washer with Tumble Fresh Option](#) and [Whirlpool® 7.4 cu. ft. ENERGY STAR® Front Load Electric Dryer with Wrinkle Shield™ Option](#).

Spin&Load Rack will be available for purchase in June 2025 for \$149.99 at [Whirlpool.com/kitchen](https://www.whirlpool.com/kitchen). For more information, visit <https://www.whirlpool.com/inclusive-design.html>.

*Based on 2019 U.S. Census Data

**Compatibility with Whirlpool brand dishwashers and dishwashers manufactured by Whirlpool Corporation after 2018,

including Amana, JennAir, KitchenAid, and Maytag brands. The full list of compatible models can be found on [Whirlpool.com](https://www.whirlpool.com).

Whirlpool Corporation (NYSE: WHR) is a leading home appliance company, in constant pursuit of improving life at home. As the last-remaining major U.S.-based manufacturer of kitchen and laundry appliances, the company is driving meaningful innovation to meet the evolving needs of consumers through its iconic brand portfolio, including Whirlpool, KitchenAid, JennAir, Maytag, Amana, Brastemp, Consul, and InSinkErator. In 2024, the company reported approximately \$17 billion in annual sales - close to 90% of which were in the Americas - 44,000 employees, and 40 manufacturing and technology research centers. Additional information about the company can be found at [WhirlpoolCorp.com](https://www.whirlpoolcorp.com).

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