



# Whirlpool Corporation Invites You to Experience the Future of Innovation at KBIS 2025

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The company is set to return to the show with new products and interactive experiences from four of its iconic brands

BENTON HARBOR, Mich., Feb. 18, 2025 /PRNewswire/ -- Whirlpool Corporation, a leading global appliance company, announced it will return to the Kitchen & Bath Industry Show (KBIS) on February 25-27, 2025, in the Las Vegas Convention Center. This year's show marks a celebration of design and innovation, as Whirlpool Corporation brings its trusted brands to life through immersive experiences and groundbreaking new products. From luxury and performance to creativity and everyday care, each brand within the booth reflects the company's dedication to meeting the diverse needs of modern consumers.

Visitors to the Whirlpool Corporation booth (#W1801) will experience the latest offerings from each of its iconic brands—Whirlpool, KitchenAid, JennAir and Maytag—with new product introductions and interactive experiences highlighting the company's ongoing pursuit of improving life at home.

"We're thrilled to allow a number of our brands the opportunity to shine in a space that's uniquely their own, with new innovations, experiences and surprises to come, all while connecting with our valued customers in person," said Shannon Blakely, Vice President of North America Brand Marketing at Whirlpool Corporation. "The Kitchen and Bath Industry Show is about more than just showcasing appliances; it's about creating meaningful interactions and inspiring creativity."

In booth #W1801, attendees will have the opportunity to explore dynamic brand spaces, discover appliance solutions that push boundaries and interact with appliances that are as aesthetic as they are functional, including:

## Enter A New Era of Luxury with JennAir Appliances

Stepping into the JennAir space, attendees will be immediately transported to a world of luxury. Beyond the exciting collaborations that will be revealed at the show, attendees can expect to experience a new era of design excellence, with

advancements that blend style, technology and unparalleled performance, such as:

- **The JennAir® 30" and 36" Induction Downdraft Cooktop**
- **The JennAir® 48" Professional Style Induction Range**
- **The JennAir® 36" Induction Cooktop with Temperature-Controlled Cooking**
- **The JennAir® Custom Panel Collection featuring Leather Cuts and new collaboration with Nature Squared**

Attendees will get a front-row seat to the new technology in action with live cooking demonstrations each day of the show, with New York Times Cookbook Bestseller and James Beard Award Winner Andy Baraghani, and Whirlpool Corporation's Culinary Training Chef, Ann Nolan, daily. View the full schedule [here](#).

The JennAir® space will also feature the Defiant Lounge designed in collaboration with Kerrie Kelly, renowned designer, lifestyle expert and Vice Chair of the National Kitchen & Bath Association. The lounge will include elegant lighting and luxury finishes. Kelly will also host exclusive happy hours for design professionals in the space on Tuesday, February 25 and Wednesday, February 26, from 4 - 5 p.m. PST.

Expect the Unexpected from KitchenAid Appliances

In the KitchenAid section of the booth, visitors are invited to reimagine the kitchen experience through innovation that challenges convention. KitchenAid will debut a bold new line of appliances, featuring vibrant hues and cutting-edge designs that invite creativity and exploration. Be one of the first to experience a kitchen that defies expectations—a space where color and design come together to inspire.

Building on the theme of vibrant design, KitchenAid® is set to debut two stunning new appliance colors at the show. These eye-catching shades are thoughtfully crafted to enhance any kitchen aesthetic and will be featured on:

- **The KitchenAid® 30-inch Commercial-Style Gas Range with 4 Burners**
- **The KitchenAid® 30-inch Smart Slide in Gas Range with EvenHeat™ Convection, Steam Bake with Steam Bake Tray, No Preheat Air Fry, and Steam/Self Clean**
- **The KitchenAid® 24 Cu. Ft. Counter Depth French Door Refrigerator with Internal Water Dispenser**
- **The KitchenAid® 360° Max Jets™ Third Rack Dishwasher with Advanced ProDry™ System, 44 dBA**
- **The KitchenAid® 30-inch Double Wall Ovens with Smart Cook Cycles & EvenHeat™ Convection**

To dive deeper into the brand's design story, KitchenAid has partnered with designer Noz Nozawa. Noz is known for designing interiors with a colorful, layered mix of styles. She is celebrated in the design industry for her effervescent work. Noz will be present in the KitchenAid booth to lend her design expertise as it relates to the new KitchenAid offerings being unveiled at KBIS 2025.

Noz and other KitchenAid Design Ambassadors will host exclusive, 30-minute walking tours of the booth to share more about KitchenAid brand's latest innovations and their steadfast commitment to clean, uncomplicated design that prioritizes premium craftsmanship and self-expression. View the full schedule [here](#).

#### Explore a Gallery of Care with Whirlpool

In the Whirlpool brand section of the booth, attendees will experience how its appliances go beyond simply helping with everyday tasks—they're made by people who understand the daily challenges of family life. From burnt breakfast-for-dinners to forgotten sweaters left in the washer, Whirlpool invites you to explore their Gallery of Care, where you'll discover how their appliances are specifically designed to support families through the real pain points of everyday life.

Some new, standout appliance innovations Whirlpool will feature at the show include:

- **The Whirlpool® 5.0 cu. ft. Smart Front Load ENERGY STAR Washer with the FreshFlow Vent System**, with the first fan-powered system with antimicrobial protection
- **The Whirlpool® 7.4 cu. ft. Smart Front Load ENERGY STAR Gas Dryer with Steam Capabilities**, with steam-enhanced cycles and options to help prevent wrinkles, refresh clothes and reduce static
- **The Whirlpool® 30-inch Smart Electric Smart Range**, with Air Cooking Technology and simple cleanup thanks to its WipeClean™ coating
- **The Whirlpool® 36-inch Wide Counter Depth French Door Refrigerator** with EasyView Crispers and EasyReach Zone

#### Experience Performance with Maytag

At KBIS 2025, Maytag welcomes attendees to experience performance like never before. Maytag will captivate the five senses, immersing guests in the hardworking performance that defines the brand. Known for delivering appliances that outwork, outlast, and outpower the rest, Maytag is set to showcase its latest appliance solutions designed for homes that demand more.

The Maytag space will display its newest appliances that reflect today's top industry trends, such as:

- **The Maytag® Pet Pro Front Load Laundry System**, engineered to conquer pet hair like a pro
- **The Maytag® 30-Inch Wide Gas Range with Grill Mode**, delivering year-round grilling perfection
- **The Maytag® Arctic Blue Refrigerator**, featuring the PowerCold® feature for rapid cooling with one touch
- **The Maytag® Dishwasher**, with the PowerBlast® Cycle and Advanced Drying System to deliver superior cleaning and drying performance

For more information about the company's presence at KBIS and events at the show, visit: [WhirlpoolPro.com/KBIS2025](https://WhirlpoolPro.com/KBIS2025).

For additional details about Whirlpool Corporation, its portfolio of brands, and other offerings for building industry professionals, visit [WhirlpoolPro.com](https://www.whirlpoolpro.com).

#### About Whirlpool Corporation

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).

#### Media Contact:

Hannah Loeschorn

[hloeschorn@agencyinmotion.com](mailto:hloeschorn@agencyinmotion.com)

312-761-1167

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