



Whirlpool Corporation Helps Builders Create Homes of Distinction at 2012 IBS

ORLANDO, Fla., Feb. 8, 2012 /PRNewswire/ -- (Orange County Convention Center) -- The Whirlpool Corporation commitment to helping building professionals create homes of distinction can be found throughout the 2012 International Builders' Show® (IBS). During the show, attendees can tour showhomes featuring Whirlpool Corporation product suites, learn about the latest appliances for aging in place and more.

(Logo: <http://photos.prnewswire.com/prnh/20040202/DEU004LOGO>)

"Our extensive selection of powerful brands, including Jenn-Air, KitchenAid, Maytag, Whirlpool, Amana and Gladiator, can be found throughout the show," said Terri Connett, senior contract channel manager at Whirlpool Corporation. "With this many trusted brands — and an extensive selection of innovative products — we make it easy for builders to specify the right appliances for every type of home and homebuyer."

Showhomes

Featuring appliances from Whirlpool, KitchenAid, Jenn-Air, Maytag and Gladiator brands, the annual *BUILDER* Concept Home series includes three distinct homes, each reflecting the lifestyle needs of an important demographic group — Gen X, Gen Y, and Baby Boomers. The homes showcase important shifts in development and design strategies, including product applications that make the project successful. The trio of homes, side-by-side on a cul-de-sac, will be available for free guided tours to IBS 2012 attendees. Additionally, the Baby Boomer house will be rendered as a comprehensive, photo-realistic virtual tour within the project website at BUILDERConceptHome2012.com.

The NextGen Companion Homes™ Series will also be unveiled and available for tours during the show. Featuring Whirlpool brand appliances, this home series is designed to meet the growing market demand for small-footprint homes that satisfy the diverse generational needs of the American family. The first three homes in the "Companion Series" are designed to share the same lot as an existing home, making them ideal for use as a guest home or lodging for aging parents or extended family. Homes features in the series will also have the ability to be on a stand-alone lot with the design flexibility to add modules, such as additional rooms or a garage. More information can be found at nextgenhome.com.

The New American Home (TNAH) showcases innovative construction technologies and the latest building products. Featuring Jenn-Air, Whirlpool and Gladiator brand appliances, the home honors architecture of the past, while taking advantage of current technologies and design trends. As NAHB's official show home, TNAH gives building industry professionals an opportunity to see design trends, construction techniques and materials that can be used in any new or remodeled home. Registered IBS attendees can pick up tickets and tour the home via free shuttle buses. Visit buildersshow.com for more details.

"Each of these showhomes was designed with unique lifestyles in mind. With so many distinctive brands and innovative products to choose from, the possibilities for building professionals are endless," said Connett.

Session with the Experts: Enhancing 'Design for All' by Selecting the Right Products

On Wednesday, Feb. 8, from 1:15 to 2:15 p.m., product experts, including Edward Lindner, contract channel trade relations manager at Whirlpool Corporation, will be part of a highly visual session at the show on "designing for all." Since universal design involves more than putting in certain features in the home, *Enhancing 'Design for All' by Selecting the Right Products* will focus on selecting products that allow the home to serve the current and future needs of everyone, regardless of age or ability.

Certified Aging-in-Place Specialist (CAPS) Day

Whirlpool Corporation is sponsoring the CAPS Day at IBS on Thursday, Feb. 9. CAPS Day is part of Remodelers Central, a place to focus on the questions, issues, strategies and trends unique to remodeling. Remodelers Central is open every day of the show to all attendees interested in remodeling. The area features a place to network and do business, seminars and roundtables on core remodeling issues, and a guided exhibit hall tour concentrated on new in aging-in-place products.

Receptions

Whirlpool Corporation is sponsoring the NAHB Professional Women in Building (PWB) Leadership Circle Reception as the council honors its present and past local, state and national leadership. The installation of the 2012 PWB Council Trustees is featured during the program.

Additionally, Whirlpool Corporation is sponsoring the NAHB 50+ Housing Reception on Wednesday, Feb. 8. During the reception, attendees may network with leading builders, developers and other 50+ housing professionals.

Visit buildersshow.com for further details about show activities.

About Whirlpool Corporation

Celebrating its 100th anniversary in 2011, Whirlpool Corporation's influence on home and family life has shaped trends in the kitchen, laundry area and beyond. The company strives to exceed expectations with appliances that help building professionals create homes of distinction. Whirlpool Corporation's The Inside Advantage™ Program offers Powerful Brands, Innovative Products, Targeted Services and Market Insight to support building professionals.

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of more than \$18 billion in 2010, 71,000 employees, and 66 manufacturing and technology research centers around the world. The company markets *Whirlpool*, *Maytag*, *KitchenAid*, *Jenn-Air*, *Amana*, *Brastemp*, *Consul*, *Bauknecht* and other major brand names to consumers in nearly every country around the world. For more information on Whirlpool Corporation and its offerings for building professionals, please visit insideadvantage.com or call 1-800-952-2537.

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