



June 22, 2015

Whirlpool Corporation Highlights Strategic Advantages To Builders At PCBC

Appliance Maker to Showcase New KitchenAid Design, Industry-First Finish and Connected Technology

BENTON HARBOR, Mich., June 22, 2015 /PRNewswire/ -- Whirlpool Corporation, the world's leading manufacturer of major home appliances, will showcase a diverse selection of innovative, resource-efficient kitchen and laundry appliances from its strategically differentiated brand portfolio this week. Products from the company's Whirlpool, Maytag, KitchenAid and Jenn-Air brands will be displayed at the Whirlpool Corporation booth (1313) during the 2015 Pacific Coast Builders Conference (PCBC) in San Diego, June 24-25.

"Whirlpool Corporation certainly understands that it is one of many suppliers in the homebuilding and remodeling processes," said Bob Bergeth, general manager, builder sales at Whirlpool Corporation. "However, we know that appliances are not just commodities - they are the engines that drive a home. From the value-driven simplicity of Amana brand to the status and prestige of Jenn-Air brand, our portfolio stands out and is custom tailored to fit virtually any homebuyer lifestyle."

During PCBC, attendees will experience KitchenAid brand's new sophisticated, professionally inspired design, created for builders who want to offer their clients uniquely identifiable appliances that inspire culinary creativity and meet the highest standards of performance. Part of KitchenAid brand's new design includes an industry-first black stainless steel finish.

Whirlpool Corporation will also feature its latest innovations in laundry, including connected technology that works with a new Whirlpool® top load laundry pair to reach new levels of custom care, and the ventless Whirlpool® HybridCare™ Du@t clothes dryer with Heat Pump technology (WED99HEDC), designed to reduce installation costs for professionals and energy costs for homeowners. The HybridCare™ dryer was named a 2015 PCBC Parade of Products winner for innovation in design and practical application.

The display is all part of an ongoing campaign that emphasizes the appliance manufacturer's longstanding commitment to the building industry. The campaign, *United We Build*, is the embodiment of the strategic advantages Whirlpool Corporation offers builders, including a differentiated portfolio of brands to fit virtually any buyer, products that offer purposeful innovation and operational strategies that keep deliveries and projects on track.

"By choosing Whirlpool Corporation, builders unlock the power of a supplier that truly knows what it takes to build and sell homes," said Laura Petee-Chrisinske, senior marketing manager, contract channel at Whirlpool Corporation. "At its core, *United We Build* is a representation of our promise to provide reliable solutions that support the homebuilding process and drive overall customer satisfaction."

According to the Bureau of Labor Statistics, 41 percent of household activity is spent interacting with appliances. In addition, Americans spend 32 percent of their time at home in the kitchen. "Whirlpool Corporation is backed by more than 100 years of research-driven innovation, American manufacturing excellence and exceptional design. Homeowners recognize and trust our brands and, because of this, our products can be found in 8 out of 10 American homes," Bergeth added.

In addition to the connected Whirlpool® top load laundry pair and the ventless Whirlpool® HybridCare™ dryer, the Whirlpool Corporation display will be highlighted by the following products:

- The Maytag® 5.8 cu. ft. Front Control Gas Range with the FIT system (MGS8880DS), designed to reduce labor time and installation costs and accommodate virtually any existing freestanding range cutout¹ thanks to its full-depth design;
- The KitchenAid® 25.8 cu. ft., 36-inch Multi-Door Freestanding Refrigerator with Platinum Interior Design (KRMF706ESS), an ideal offering for builders' most organized homebuyers, featuring unparalleled control for organizing and a sophisticated, platinum interior backdrop;
- The KitchenAid® 44 dBA Dishwasher with Dynamic Wash Arms (KDTM704ESS), which allows builders to offer customers a quiet solution that harnesses the power of the Dynamic Wash Arms to provide complete water coverage and superior cleaning;
- The KitchenAid® 30-inch 4-Burner Dual Fuel Downdraft Slide-In Range (KSDG950ESS), which opens up possibilities for builders and designers thanks to an integrated ventilation system right in the range and a duct-free kit available for purchase separately; and,

- The Jenn-Air® 36-inch 6-Burner Gas Cooktop (JGC7636B), which is billed as the industry's most powerful 36-inch 6-burner gas cooktop² and is perfect for builders' customers who enjoy cooking and entertaining on a larger scale.

For more information about Whirlpool Corporation, its portfolio of brands and other offerings for industry professionals, visit InsideAdvantage.com.

Inside Advantage is designed exclusively for professionals to facilitate the designing, building and remodeling process for any project involving major appliances. Backed by the Whirlpool Corporation depth of consumer insight and supported by its strong portfolio of brands, Inside Advantage helps designers, builders and remodelers create more livable spaces. Sales support materials and logistical services are readily available to Inside Advantage members.

¹ Based on existing cutout width of 30", cabinet depth of 23"-24" and countertop cutout depth of 24"-25".

² Based on combined burner total BTUs.

ABOUT WHIRLPOOL CORPORATION

Whirlpool Corporation (NYSE: WHR) is the number one major appliance manufacturer in the world, with approximately \$20 billion in annual sales, 100,000 employees and 70 manufacturing and technology research centers throughout the world in 2014. The company markets Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Bauknecht, Jenn-Air, Indesit and other major brand names in more than 170 countries. Additional information about the company can be found at whirlpoolcorp.com, or find us on Twitter at [@WhirlpoolCorp](https://twitter.com/WhirlpoolCorp).

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/whirlpool-corporation-highlights-strategic-advantages-to-builders-at-pcbc-300102542.html>

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