



RESOURCE GUIDE

FRONT LOAD LAUNDRY



EVERYTHING YOU NEED TO KNOW!



GET SELLING
RIGHT AWAY
WITH THIS BOOK

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The Whirlpool Corporation Sales Academy App includes everything you need to know and is the perfect sales floor resource. You can access key feature and benefit information, and additional customer-friendly content.



THE CONFIDENCE YOU NEED TO
CLOSE THE SALE IS JUST A TAP AWAY!

PHONE AND TABLET





YOUR IDEAL SALES FLOOR RESOURCE THE WHIRLPOOL CORPORATION SALES ACADEMY APP

- Access key feature and benefit information as well as additional customer-friendly content with just a tap on your tablet or phone
- Quickly reference all product categories including feature comparisons and photography
- Show customers features in action with videos and animations
- Get step-by-step demo information that can help you engage customers on your floor
- Understand the science behind our appliances so you can help your customers get just what they need
- Once a resource guide is downloaded no internet connection is needed to view content



**DOWNLOAD THE WHIRLPOOL CORPORATION
SALES ACADEMY APP TODAY!**

PHONE AND TABLET



LAUNDRY CUSTOMERS WANT

POWERFUL CLEANING AND DEPENDABILITY

MAYTAG BRAND GIVES THEM BOTH WITH



THE BEST CLEANING IN THE INDUSTRY*

driven by the PowerWash® system. The PowerWash® cycle cleans better than leading front load washers on the market.



A DECADE OF DEPENDABILITY

thanks to a 10-year limited parts warranty on the washers and dryers. Plus, the whole lineup is built with Maytag® Commercial Technology.



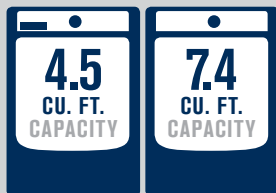
WHY IS FRONT LOAD LAUNDRY IMPORTANT?

Appliance shoppers
buy approximately
2 MILLION
FRONT LOAD WASHERS
EACH YEAR.**

82%
of those washers
sold are at 4.0 cu. ft.
capacity or greater.**

90%
of front load sales
are at \$1,000 or less.†

THE MAYTAG® FRONT LOAD LINEUP OFFERS



up to 4.5 cu. ft.
capacity washers
and 7.4 cu. ft.
capacity dryers



FRESH HOLD OPTION

is now available at a
lower price point.

*Models with the PowerWash® system: MHW6200F, MHW5500F, MHW3500F, MHW3505F. Based on 20-lb load, among leading front load brands, PowerWash® cycle vs. comparable cycles and default settings.

**AHAM, 2015. †TiraQime, 2015.

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WHIRLPOOL CORPORATION
SALES ACADEMY

FOCUS MODELS

Give customers the Best Cleaning in the Industry driven by the PowerWash® system.* Quickly meet the needs of most consumers with this new Maytag® front load laundry lineup.

MHW3505F & ME/GD3500F



RELIABLE CLEANING
AND DRYING

QUALIFY YOUR CUSTOMER

How do you handle
stubborn stains?

How often do you need to wash
large blankets or comforters?

LAUNDRY PAIR SOLUTION

The **PowerWash®** system featuring the extra cleaning action of the PowerWash® cycle and an internal heater helps remove everyday tough stains in a single wash.
See page 2.

With a **7.4 cu. ft. capacity dryer** there's plenty of room to get your largest loads evenly dried.†
See page 4.

MHW5500F & ME/GD5500F



GREAT FEATURES AT
GO-TO PRICE POINT

QUALIFY YOUR CUSTOMER

How do you deal with a load you
forgot to move to the dryer?

What do you do when you need a
wrinkled shirt ready now?

LAUNDRY PAIR SOLUTION

The **Fresh Hold®** option uses a fan and intermittent tumbling to reduce moisture and help prevent odors in clothes for up to 12 hours.
See page 3.

Steam-enhanced dryer cycles and options help refresh clothes and prevent wrinkles.

MHW8200F & ME/GD8200F



MAYTAG® HERITAGE MODELS

POWER AND
CONVENIENCE

QUALIFY YOUR CUSTOMER

How do you decide how much
detergent to use in a load?

What products do you use to help
reduce static in your clothes?

LAUNDRY PAIR SOLUTION

Optimal Dose dispensing holds enough detergent for up to 12 loads** so there's no need to refill every time. *See page 2.*

The **Reduce Static** option sprays a light mist of water near the end of the cycle to help dissipate any built up static in the load.

NOTE: Some prototypes shown, production models may vary.

*Models with the PowerWash® system: MHW8200F, MHW5500F, MHW3500F, MHW3505F. Based on 20-lb load, among leading front load brands, PowerWash® cycle vs. comparable cycles and default settings. †Based on an 18-lb load. ‡Based on an 8-lb load.

TOP WASHER

FEATURES TO KNOW

#1

Best Cleaning in the industry driven by the PowerWash® system*

PowerWash® system

The Best Cleaning in the industry is driven by the PowerWash® system,* now available on all our front load washers. The extra cleaning action of the PowerWash® cycle and an internal heater, as well as Optimal Dose dispensing on select models, work together to remove everyday stains in a single wash.

“Best Cleaning” isn’t just a slogan we put on our washers. Our top cleaning score means you can sell Maytag® washers with confidence assuring your customers that the testing proves it.



Optimal Dose dispensing

This dispenser holds enough detergent for up to 12 loads,** automatically measuring and delivering the right amount of detergent at the right time for great cleaning performance. It takes away the guesswork so that your customer can feel comfortable that they are using the right amount of detergent. It also helps to prevent problems caused by overuse of detergent.



NOTE: Not all features available on all models. Some prototypes shown, production models may vary.
*Models with the PowerWash® system: MHW8200F, MHW5500F, MHW3500F, MHW3505F. Based on 20-lb load, among leading front load brands, PowerWash® cycle vs. comparable cycles and default settings. **Based on an 8-lb load.



WHIRLPOOL CORPORATION SALES ACADEMY APP

Download to view videos and animations,
learn the appliance science and find
floor demo instructions on
Maytag® front load laundry.

Fresh Hold® option

This technology uses a fan and intermittent tumbling to reduce moisture and help prevent odors in clothes for up to 12 hours after the cycle is complete. It also helps dry out the empty wash basket to prevent odors between laundry days.

FEATURE NOW AVAILABLE AT A LOWER PRICE POINT!



THINK OF IT THIS WAY

Help customers understand the size and electricity consumption of the fan used to pull fresh air into the washer. Compare it to the size and wattage of a cooling fan found in a desktop computer.

TOP DRYER

FEATURES TO KNOW

PowerDry system

All Maytag® dryers in this new lineup have the capacity and features to dry loads faster with the help of the PowerDry system and PowerDry cycle.*

The PowerDry cycle optimizes heat and airflow for a cycle that runs hotter and works harder to power out moisture from the toughest loads.



Advanced Moisture Sensing

Get the largest loads evenly dried.** Three active sensors help the drying cycle automatically stop when fabrics are dry to help prevent overdrying. Four interior fins help clothes tumble freely instead of flattening out against the drum for even drying of both small and large loads.



NOTE: Not all features available on all models. Some prototypes shown, production models may vary.
*Compared to Normal cycle. **Based on an 18-lb load.



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MAYTAG® COMMERCIAL TECHNOLOGY

Our laundry pairs are built with
Maytag® Commercial Technology.
Select commercial-grade components
in the washer and dryer help address
key customer needs—vibration, noise
and durability.

WASHER COMPONENTS



Zinc-coated springs
Nickel-plated dampers



Pump impeller

DRYER COMPONENTS



High-performance motor



5-rib belt



WASHER CYCLES & OPTIONS



MHW8200F

WASH CYCLES	ITEMS TO WASH	CYCLE TIMES	CYCLE DETAILS	MODELS
Allergen	Sturdy garments, household items exposed to possible allergens	2 hr 13 min	Uses more water to flush out allergens such as dust mites and pet dander from normally soiled items.	MHW5500F MHW8200F
Bedding	Normally soiled sheets, pillowcases, light blankets or throws	1 hr 1 min	The wash action of this cycle is designed to keep large items from tangling and balling up.	MHW5500F MHW8200F
Clean Washer with affresh®	No clothes in washer	1 hr 4 min	Use this cycle every 30 washes to keep the inside of the washer fresh and clean.	All washers
Cold Wash	Bright or darkly colored cottons, linens, casual and mixed loads	54 min	This cycle uses a concentrated detergent solution along with cold water throughout the cycle to gently lift out stains and care for fabrics.	All washers
Delicates	Sheer fabrics, lingerie, sweaters and lightly soiled shirts, blouses, trousers, pants and skirts	43 min	This cycle combines slow-speed tumbling and slow-speed spin for gentle fabric care and reduced wrinkling.	All washers
Drain & Spin	Wet load of clothes	14 min	Use Drain & Spin to remove excess water from the load. Spin speed can be set to a slower setting.	All washers
Normal	Normally soiled cottons, linens, sheets and mixed garment loads	47 min	This cycle combines medium-speed tumbling and an extra-fast spin. This cycle is designed to provide the most energy efficiency.	All washers
Overnight Wash & Dry	2–4 lightly soiled synthetic garments, athletic uniforms, or workout wear	12 hr 25 min	This short wash cycle has an extra-fast spin followed by intermittent tumbling and fan activation to circulate air through clothes.	MHW8200F
PowerWash®	Heavily soiled fabrics	3 hr 1 min	Use this cycle for extremely soiled garments and household items that need additional cleaning power.	All washers
Rapid Wash	Small loads of 2–4 lightly soiled garments	25 min	For small loads needed quickly, this cycle combines high-speed tumbling, a shortened wash time and an extra-high speed spin for reduced drying times.	MHW3505F MHW5500F
Sanitize	Clothing, bedding and towels requiring sanitization	1 hr 24 min	Extra-hot wash temperature ensures sanitization. The Sanitize cycle with Heater eliminates 99.9% of common household bacteria.*	All washers
Wrinkle Control	Lightly soiled shirts, blouses, trousers, pants and dresses	54 min	This cycle combines low-speed tumbling and medium-speed spin for gentle fabric care and reduced wrinkling.	MHW5500F MHW8200F
WASH OPTIONS	CYCLE TO USE	OPTION DETAILS		MODELS
Delay Wash	Any cycle	Delay the start of the wash cycle by up to 12 hours.		All washers
Extra Rinse	Allergen, Bedding, Cold Wash, Delicates, Normal, Overnight Wash & Dry, PowerWash®, Rapid Wash, Sanitize or Wrinkle Control	Add an extra rinse to most cycles.		All washers
Fresh Hold®	Any cycle	Periodically tumbles the load after the end of the cycle for up to 12 hours while the integrated fan circulates air through the washer to reduce humidity.		MHW5500F MHW8200F
Steam for Stains**	Allergen, Bedding, Delicates, Normal, Overnight Wash & Dry, PowerWash®, Rapid Wash, Sanitize or Wrinkle Control	Adds additional soak and wash time to many cycles to help remove tough stains, as well as a steam boost for added cleaning power.		All washers

*Bacteria tested were *K. pneumoniae*, *P. aeruginosa* and *S. aureus*. **The Steam for Stains option is only available when a Warm, Hot or Extra Hot water temperature is selected.

DRYER CYCLES & OPTIONS



ME/GD8200F

DRY CYCLES	ITEMS TO DRY	CYCLE DETAILS	MODELS
Bedding	Jackets, comforters and pillows	Use for drying large, bulky items. Partway through the cycle, the signal will sound to indicate when it is time to rearrange items for optimal drying.	ME/GD5500F ME/GD8200F
Casual	Shirts, blouses, permanent press, synthetics and lightweight items	Uses a stepped drying temperature from medium to low for improved moisture removal and enhanced fabric care.	ME/GD8200F
Delicates	Undergarments, blouses, lingerie and performance wear	Uses extra-low heat to gently dry delicate items.	All dryers
Normal	Work clothes, casual wear, mixed cottons, sheets and corduroys	Uses medium heat to dry large loads of mixed fabrics and items. Normal is the preferred energy cycle.	All dryers
PowerDry	Heavyweight items such as towels or heavy work clothes	Offers stepped drying starting with high heat followed by medium heat for enhanced fabric care and energy savings.	All dryers
Rapid Dry	Small loads and sports wear	For small loads of 3–4 items.	All dryers
Sanitize	Large loads of heavyweight items	This is a long cycle with high heat, which provides excellent care for clothes while eliminating 99.9% of common household bacteria without bleach.* Use for large loads of heavyweight fabrics such as cotton towels.	All dryers
Steam Refresh	Shirts, blouses and slacks	Use to reduce light wrinkles from loads left in the dryer too long. Do not add dryer sheets.	ME/GD5500F ME/GD8200F
Timed Dry	Any load	Use to dry items to a damp level for items that do not require an entire drying cycle.	All dryers
Wrinkle Control	Shirts, blouses, permanent press, synthetics and lightweight items	Uses a stepped drying temperature from medium to low for improved moisture removal and enhanced lightweight items fabric care.	ME/GD5500F ME/GD8200F
DRY OPTIONS	CYCLE TO USE	OPTION DETAILS	MODELS
Energy Saver	Normal or Casual	Increase energy savings by using a slightly lower heat level. Energy Saver will increase drying times by approximately 40 minutes.	All dryers
Reduce Static	Bedding, Casual, Delicates, Normal, PowerDry or Wrinkle Control	The dryer will automatically tumble, pause and introduce a small amount of moisture into the load to help reduce static. This option adds approximately 8 minutes to the total cycle time.	ME/GD8200F
Steam Boost	Bedding, Normal or PowerDry	Adds steam to the end of the cycle to help smooth wrinkles. Steam Boost can be used with high or medium heat settings. This option adds approximately 15 minutes to the total cycle time.	ME/GD5500F ME/GD8200F
Wrinkle Prevent	Bedding, Casual, Delicates, Normal, PowerDry, Rapid Dry, Sanitize, Timed Dry or Wrinkle Control	Add up to 140 minutes of periodic tumbling to help reduce wrinkling. On select models the “With Steam” setting may be added for a short steam cycle after 60 minutes to help smooth out wrinkles.	All dryers

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

WASHER SPECIFICATIONS

AVAILABLE COLORS

- W** White
- C** Metallic Slate

Bold type indicates first appearance of key features



MAYTAG®
HERITAGE
MODEL

MODEL	MHW3505F	MHW5500F	MHW8200F
TRANSITION MODELS	MHW3100D	MHW5100D	MHW8100D
AVAILABLE COLORS	W	W / C	W / C
CAPACITY	4.3 CU. FT.	4.5 CU. FT.	4.5 CU. FT.
BEST CLEANING IN THE INDUSTRY ENABLED BY THE POWERWASH® SYSTEM*	•	•	•
STAINLESS STEEL WASH BASKET	•	•	•
INTERNAL WATER HEATER	•	•	•
OPTIMAL DOSE DISPENSER			•
ADVANCED VIBRATION CONTROL™ PLUS	•	•	•
MAXIMUM SPIN SPEED	UP TO 1,200 RPM	UP TO 1,200 RPM	UP TO 1,200 RPM
CYCLES AND OPTIONS			
POWERWASH® SYSTEM	•	•	•
POWERWASH® CYCLE	•	•	•
COLD WASH CYCLE	•	•	•
RAPID WASH CYCLE	•	•	•
SANITIZE CYCLE	•	•	•
ALLERGEN CYCLE		•	•
DELICATES CYCLE	•	•	•
OVERNIGHT WASH & DRY CYCLE			•
BEDDING CYCLE		•	•
WRINKLE CONTROL CYCLE		•	•
FRESH HOLD® OPTION		•	•
STEAM FOR STAINS OPTION	•	•	•
DELAY WASH OPTION	UP TO 9 HOURS	UP TO 12 HOURS	UP TO 12 HOURS
MAYTAG® COMMERCIAL TECHNOLOGY			
ZINC-COATED SPRINGS	•	•	•
NICKEL-PLATED DAMPERS	•	•	•
PUMP IMPELLER	•	•	•
DIMENSIONS			
HEIGHT X WIDTH X DEPTH	38-3/4" X 27" X 33"	38-3/4" X 27" X 34"	38-3/4" X 27" X 34"

NOTE: Some prototypes shown, production models may vary. Dimensions and specifications may change without notice in our effort to continuously innovate and improve.

*Models with the PowerWash® system: MHW8200F, MHW5500F, MHW3500F, MHW3505F. Based on 20-lb load, among leading front load brands, PowerWash® cycle vs. comparable cycles and default settings.



ENHANCE CUSTOMER EXPERIENCE

86% of buyers will pay more for a better customer experience*

Make sure your floored models are in Showroom mode so customers can interact with these laundry pairs.



MHW5500F

1 Showroom mode

Press and hold down the "Start" and "Control Lock" keys.

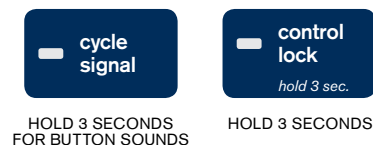
Release when the "Control Lock" LED is activated.

Press "Start."



2 To begin the LED sequence

Enter Showroom mode. Press and hold down "Cycle Signal" and "Control Lock" for three seconds.



A seven-segment display will demonstrate multiple features including door lock, wash actions, normal tumbling action, 1,200-RPM spin speed and the Fresh Hold® option. To advance through the demonstrations, press the + button for "Delay Start" or "Detergent Concentration."



3 Stop Showroom mode

Press and hold down "Start" and "Control Lock" for three seconds only.



Get more demos

and other customer-friendly content with the Whirlpool Corporation Sales Academy App.

*Source: 2011 Customer Experience Impact Report.

DEPENDABILITY THAT MAKES A DIFFERENCE



**BOYS & GIRLS CLUBS
OF AMERICA**

Maytag brand is a partner with the Boys & Girls Clubs of America to make a positive impact with the Maytag Dependable Leader Award.

Learn more and get involved at
whirlpoolcorp.com/social-responsibility

