

RESOURCE GUIDE

TOP OF THE LINE 30" FREESTANDING RANGES

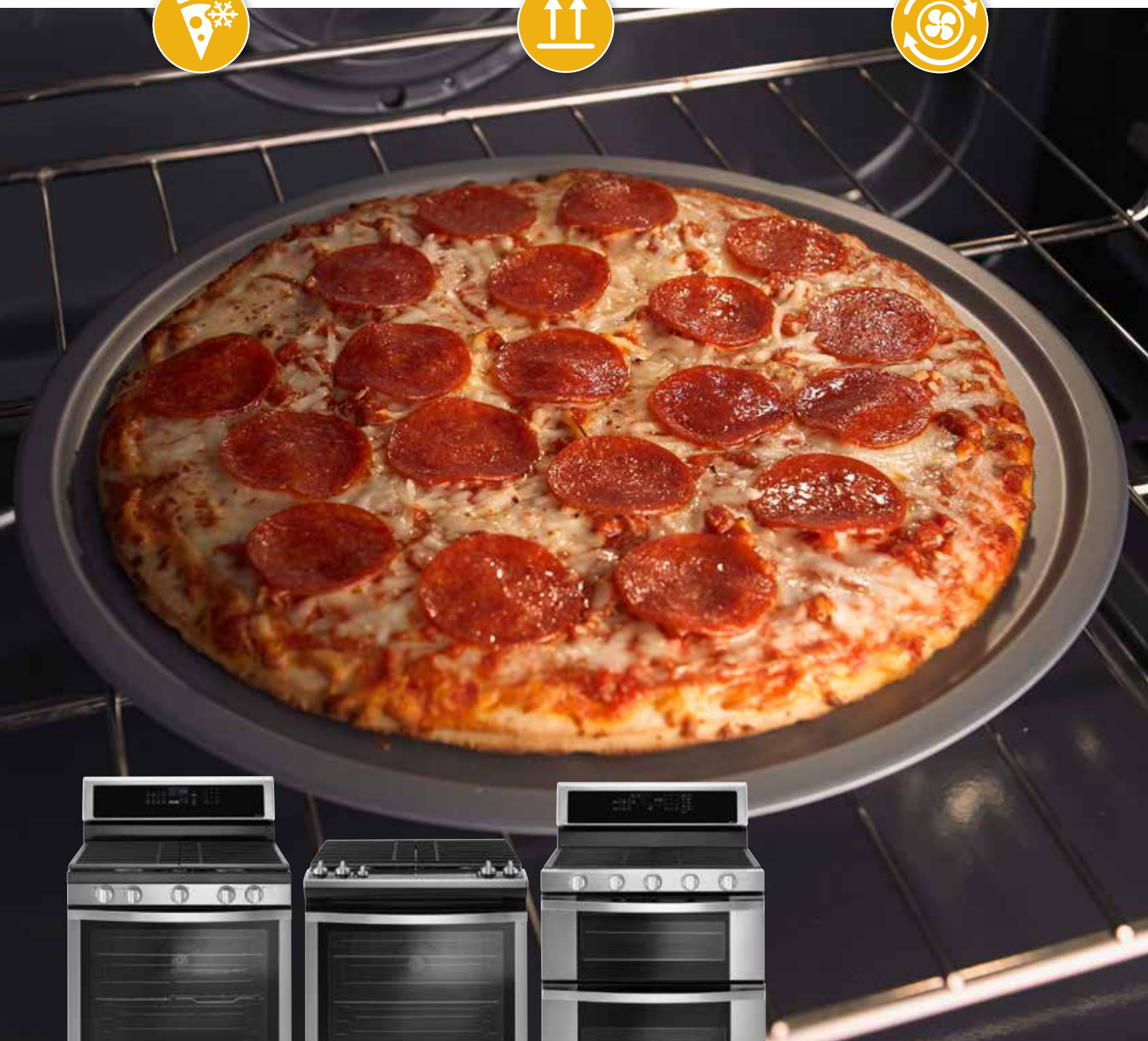
Frozen Bake™
Technology



EZ-2-Lift™
Hinged Grates



True Convection
Cooking



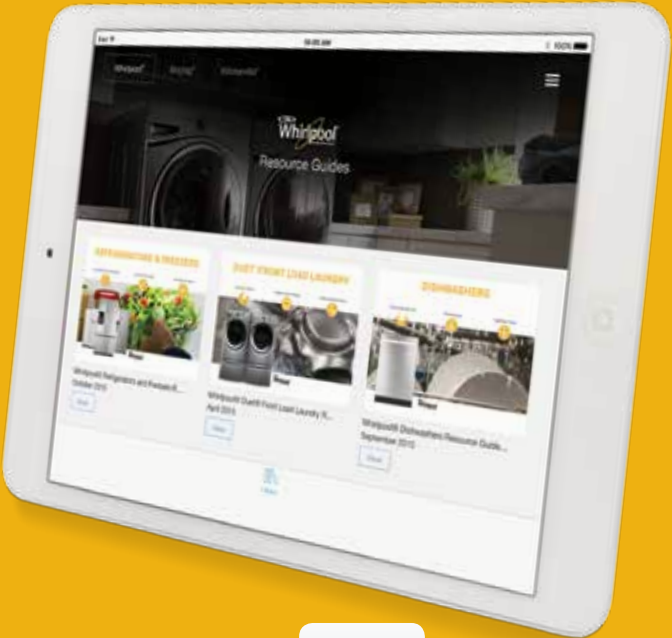
EVERYTHING YOU NEED TO KNOW!



GET SELLING RIGHT AWAY WITH THE TOP 3 FEATURES IN THIS BOOK.

THEN DOWNLOAD THE WHIRLPOOL CORPORATION SALES ACADEMY APP

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.



DOWNLOAD THE WHIRLPOOL CORPORATION SALES ACADEMY APP TODAY!

PHONE AND TABLET





YOUR IDEAL SALES FLOOR RESOURCE THE WHIRLPOOL CORPORATION SALES ACADEMY APP

- Quickly reference all product categories including feature comparisons and photography
- Access key feature and benefit information as well as additional customer-friendly content with just a tap on your tablet or phone
- 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



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PHONE AND TABLET



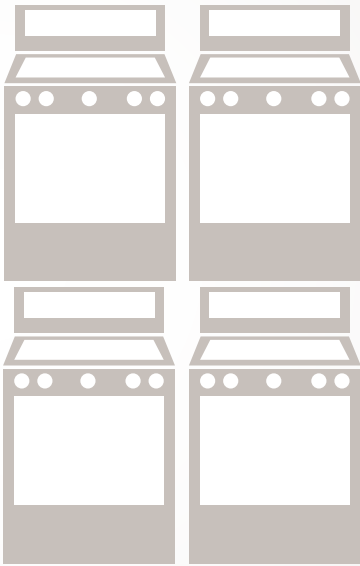
WHY LEARN ABOUT TOP OF THE LINE WHIRLPOOL® RANGES?

85% of American homes have a 30" freestanding range*



every year, customers purchase

5.7 MILLION 30" FREESTANDING RANGES.†



In 2015, approx. **800,000** ranges sold were priced \$1,000 and up.**

And when customers shop for appliances, **RANGES** are purchased more for their features than any other product category.†

That's why Whirlpool brand invested in 3 styles of TOP OF THE LINE 30" RANGES



FREESTANDING
A classic kitchen look



FRONT CONTROL
Built-in look without remodeling



DOUBLE OVEN
Cook multiple dishes at once



FLOOR THREE
PITCH ONE



WHIRLPOOL CORPORATION
SALES ACADEMY

*AHAM 2012; Teralytix 2013. **AHAM/TraQline 2015. †TraQline 2013-2015. APPLE, the APPLE logo, and iPad are trademarks of Apple Inc., registered in the U.S. and other countries. APP STORE is a service mark of Apple Inc. GOOGLE PLAY is a trademark of Google Inc. HABITAT FOR HUMANITY and certain trademarks are owned by their respective companies. ®/™ ©2016 Whirlpool. All rights reserved. TRC20159. Printed in the U.S.A. 3/16. WT160008.

HELP CUSTOMERS CHOOSE THE RIGHT STYLE

The #1 Selling Appliance Brand in the U.S.A.* brings you new top of the line 30" ranges—3 different styles each available in electric or gas to offer the best choice for each customer.



A CLASSIC KITCHEN LOOK



BUILT-IN LOOK WITHOUT REMODELING



COOK MULTIPLE DISHES AT ONCE

QUALIFY YOUR CUSTOMER

How would you like to upgrade the features on your freestanding range?

FREESTANDING RANGES

New Whirlpool® freestanding ranges offer a variety of premium features and a classic look that fits into existing kitchen designs.

QUALIFY YOUR CUSTOMER

Would you like to upgrade to a built-in look without remodeling?

FRONT CONTROL RANGES

Front control ranges offer a high-end, upgraded look with controls that are easy to reach.

QUALIFY YOUR CUSTOMER

How often do you want to cook multiple dishes at the same time?

DOUBLE OVEN RANGES

Customers can easily cook multiple dishes at once in independent ovens—even at two different temperatures.

OTHER THAN PRICE, FEATURES ARE THE MOST IMPORTANT PURCHASE FACTOR WHEN CUSTOMERS SHOP FOR A RANGE**

so Whirlpool brand designed **top of the line** ranges with **premium features** across all 3 styles.

PREMIUM FEATURES

Learn how **Frozen Bake™** technology allows customers to skip preheating for common frozen foods on **PAGE 2**.

See how **EZ-2-Lift™** hinged grates offer quick access to clean up cooktop spills on **PAGE 3**.

Find out how **True convection cooking** and a **perimeter bake element** provide even baking results on **PAGE 3**.

TOP 3 COOKING FEATURES TO KNOW

64%

of consumers said their meals often consist only of frozen food.*

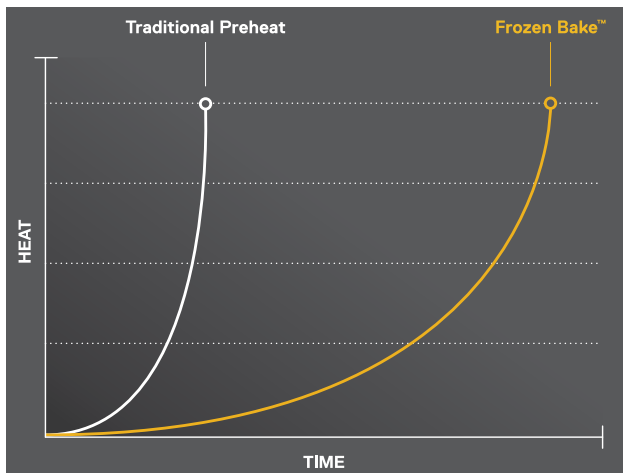
Frozen Bake™ technology

Frozen Bake™ technology cooks frozen foods faster** by eliminating the need to preheat the oven without sacrificing results. Customers start by selecting one of these common frozen foods:

- Pizza
- Lasagna
- Nuggets/Fries
- Pies

Then customers set the recommended time and temperature from the item's packaging and the oven calculates the best cook time based on food type.

TRADITIONAL PREHEAT VS. FROZEN BAKE™ TECHNOLOGY

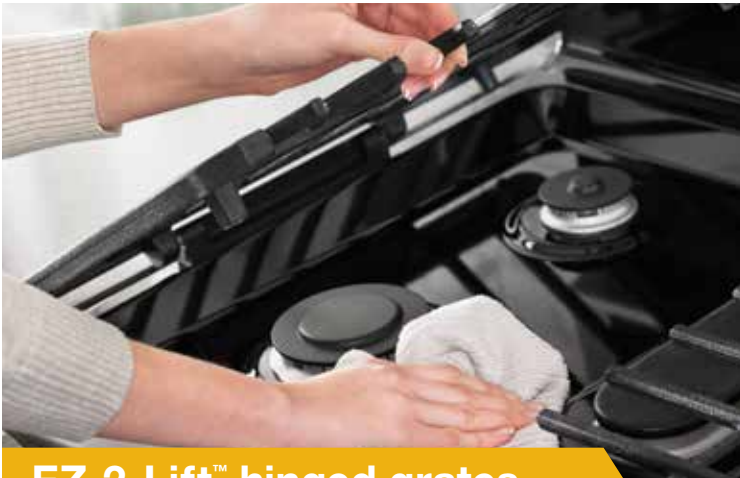


Adding food at the beginning of a traditional preheat cycle could lead to overbaking. Frozen Bake™ technology prevents this by using the elements and fan in precise proportions to simultaneously heat the oven cavity and cook frozen food.



WHIRLPOOL CORPORATION SALES ACADEMY APP

Download to view videos and animations,
learn the appliance science and find floor
demo instructions on Whirlpool® ranges.



EZ-2-Lift™ hinged grates

Industry-first EZ-2-Lift™ hinged grates give customers quick access to clean up cooktop spills. Grates stay up and out of the way for easy cleaning, plus the grates are removable and dishwasher-safe.



True convection cooking

Cook food faster* and more evenly with a third heating element and a convection fan that help distribute hot air evenly over, under and around food. On electric ranges, the design of the hidden perimeter bake element helps prevent over-browning food on the bottom rack, even when convection is not selected.

*Compared to thermal-bake cycle on the same model.
NOTE: Not all features available on all models. Actual product may vary from image shown.

HAVE YOUR CUSTOMERS RAISE THE GRATES

Freestanding & Double Oven Ranges



- ▶ Grate hinges are located along the sides of the cooktop
- ▶ Lift from the center of the cooktop and open grates out

Front Control Range



- ▶ Grate hinges are located along the back of the cooktop
- ▶ Lift up from the front and show how easy it is to clean the cooktop

ELECTRIC RANGE SPECIFICATIONS

FREESTANDING



FRONT CONTROL



DOUBLE OVEN



RANGE MODEL	WFE745H0F	WEE745H0F	WGE745C0F
CAPACITY (CU. FT.)	6.4	6.4	2.5 Upper / 4.2 Lower (6.7 Total)
COLORS	S / H / E	S / H / E	S / H / E
OVEN FEATURES			
CLEANING SYSTEM	AquaLift® Self-Cleaning Technology	AquaLift® Self-Cleaning Technology	Self-Cleaning Upper & Lower SteamClean Lower
TRUE CONVECTION COOKING	•	•	Lower
CONVECTION CONVERSION	•	•	•
HIDDEN BAKE ELEMENT	Perimeter	Perimeter	Multi-Pass
FROZEN BAKE™ TECHNOLOGY	•	•	Upper
RAPID PREHEAT	•	•	Lower
SABBATH MODE	•	•	•
STORAGE DRAWER	•	•	
BALL BEARING PREMIUM DRAWER GLIDES	•	•	
OVEN RACKS	1 Max Capacity Recessed & 2 Standard	1 Max Capacity Recessed & 2 Standard	Upper – 1 Standard Lower – 2 Standard
RACK POSITIONS	7	7	2 Upper / 5 Lower
TEMPERATURE MANAGEMENT SYSTEM	•	•	•
COOKTOP FEATURES			
ELEMENTS	5 Radiant	5 Radiant	5 Radiant
LEFT REAR ELEMENT	6" Melt	6" Melt	6" Melt
RIGHT REAR ELEMENT	6"	6"	6"
LEFT FRONT ELEMENT	12"/9"/6" FlexHeat™ Triple Radiant Element	12"/9"/6" FlexHeat™ Triple Radiant Element	12"/9"/6" FlexHeat™ Triple Radiant Element
RIGHT FRONT ELEMENT	9"/6" Dual	9"/6" Dual	9"/6" Dual
CENTER ELEMENT	6" Warm Zone	6" Warm Zone	6" Warm Zone
EASY-WIPE CERAMIC GLASS COOKTOP	•	•	•
DIMENSIONS			
HEIGHT	47-7/8"	36"	47-1/8"
WIDTH	29-7/8"	29-7/8"	29-15/16"
DEPTH	27-3/4"	28-7/8"	28-1/2"

AVAILABLE COLORS



Stainless Steel (S)



White Ice (H)



Black Ice (E)

Download the Whirlpool Corporation Sales Academy App for full product specifications.

GAS RANGE SPECIFICATIONS

FREESTANDING



FRONT CONTROL



DOUBLE OVEN



RANGE MODEL	WFG745H0F	WEG745H0F	WGG745S0F
CAPACITY (CU. FT.)	5.8	5.8	2.1 Upper / 3.9 Lower (6.0 Total)
COLORS	S / H / E	S / H / E	S / H / E
OVEN FEATURES			
CLEANING SYSTEM	AquaLift® Self-Cleaning Technology	AquaLift® Self-Cleaning Technology	Self-Cleaning
TRUE CONVECTION COOKING	•	•	Lower
CONVECTION CONVERSION	•	•	•
FROZEN BAKE™ TECHNOLOGY	•	•	Upper
RAPID PREHEAT	•	•	Lower
SABBATH MODE	•	•	•
STORAGE DRAWER	•	•	
BALL BEARING PREMIUM DRAWER GLIDES	•	•	
OVEN RACKS	1 Max Capacity Recessed & 2 Standard	1 Max Capacity Recessed & 2 Standard	Upper – 1 Standard Lower – 2 Standard
RACK POSITIONS	7	7	2 Upper / 5 Lower
TEMPERATURE MANAGEMENT SYSTEM	•	•	•
COOKTOP FEATURES			
EZ-2-LIFT™ HINGED GRATES	•	•	•
SEALED BURNERS	5	5	5
GRIDDLE	Optional	Optional	Optional
LEFT REAR BURNER	9,500 BTU	5,000 BTU AccuSimmer®	5,000 BTU AccuSimmer®
RIGHT REAR BURNER	5,000 BTU AccuSimmer®	9,200 BTU	5,000 BTU AccuSimmer®
LEFT FRONT BURNER	17,000 BTU SpeedHeat™	17,000 BTU SpeedHeat™	16,000 BTU SpeedHeat™
RIGHT FRONT BURNER	15,000 BTU	15,000 BTU	10,000 BTU
CENTER BURNER	8,000 BTU Oval	8,000 BTU Oval	7,350 BTU Oval
DIMENSIONS			
HEIGHT	47-7/8"	36"	47-1/8"
WIDTH	29-7/8"	29-7/8"	29-15/16"
DEPTH	27-7/8"	28-7/8"	28-1/2"

AVAILABLE COLORS



Stainless Steel (S)



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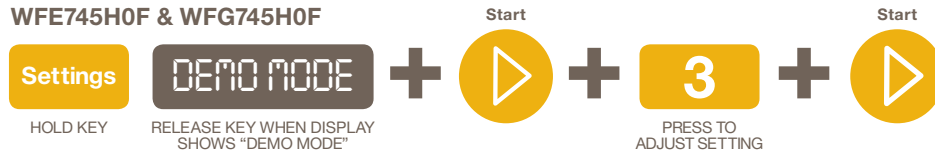
86% OF BUYERS WILL PAY MORE FOR A BETTER CUSTOMER EXPERIENCE.*

Create that experience on your floor with a feature demonstration. Electric models require the cord-power demo kit (W10468755) to operate the control panel in Demo Mode.

1. Start Demo Mode

Follow key sequence for corresponding model below.

WFE745H0F & WFG745H0F



WEE745H0F & WEG745H0F



WGE745C0F & WGG745S0F



2. Demo Frozen Bake™ technology to show customers how easy it is to cook common frozen foods

Enter Demo Mode. Press "Frozen Bake" to start the cycle.

The display will prompt the user to select one of four pre-programmed foods.

Press "Cook Time" and enter the maximum cook time from the item's packaging.

Press "Start" and the range will calculate the best cook time based on customer inputs and the current oven temperature.



3. Stop Demo Mode

Press "Cancel" to exit.



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

*2011 Customer Experience Impact Report.

BUILDING STRONG COMMUNITIES



Active partnerships between Habitat for Humanity® and Whirlpool brand can be found in more than 45 countries with \$90 million in support provided through products and donations. More than 168,000 appliances have been donated for Habitat homes in the U.S. and Canada, helping to build strong communities, one home at a time.

For more information, go to whirlpoolcorp.com/social-responsibility

