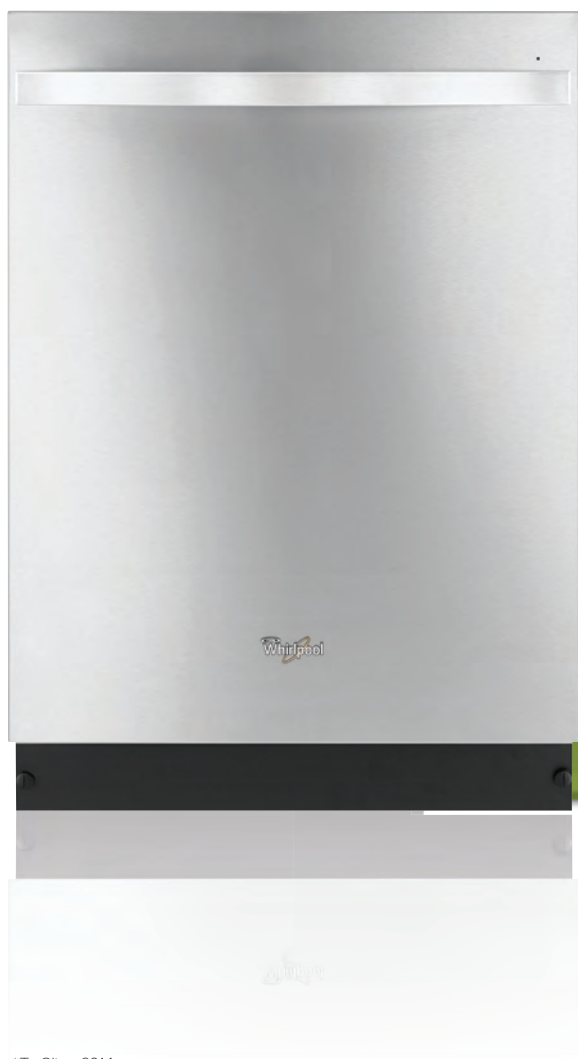


SALES  
RESOURCE  
GUIDE

# NEW! DISHWASHERS

FROM THE #1 BEST-SELLING DISHWASHER BRAND\*



\*TraQline, 2014.

Designed to Simplify™ **Whirlpool®**



# SELLING IN 60 SECONDS



**ASK:** How often has your dishwasher been unable to clean every dish in your load?

**TELL:** The **TotalCoverage** spray arm uses twice the jets\* for more coverage and a smarter sequence of spray patterns from multiple nozzles.



PAGE  
**3**

- ➔ **NEW!** REDESIGNED SPRAYING SEQUENCE
- ➔ **NEW!** SPRAY PATTERNS AT THE RIGHT TIME DURING THE CYCLE

**ASK:** Have you had leftover food residue on your silverware?

**TELL:** **Silverware Spray** targets every piece of silverware with high-pressure water jets.



PAGE  
**4**

- ➔ **NEW!** BASKET DESIGN CLEANS SILVERWARE MORE EASILY BY ALLOWING MORE WATER IN







**American Pride**  
Designed, Engineered &  
Assembled in the U.S.A.

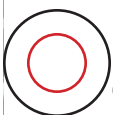
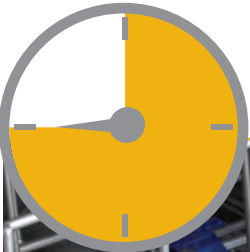
NO ONE HAS FEWER REPAIRS  
**18 YEARS**  
IN A ROW\*\*

Designed to Simplify™ **Whirlpool®**

NOTE: Not all features are available on all models.  
\*Compared to Whirlpool® dishwashers without TotalCoverage spray arm. \*\*According to a leading consumer magazine.

**ASK:** How much space does your silverware basket take up in your dishwasher?

**TELL:** The **AnyWare™ Plus silverware basket** can be placed outside of the rack for 100% usable rack space.



PAGE  
**5**

- ➔ **NEW! LATCH DESIGN**
- ➔ **PLACE THE BASKET IN FOUR DIFFERENT LOCATIONS**
  - IN THE DOOR
  - OUTSIDE OF THE RACK
  - TWO LOCATIONS IN THE RACK

**ASK:** How much time do you spend soaking and scrubbing baked-on foods?

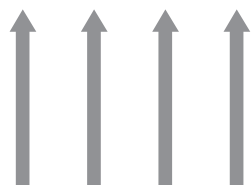
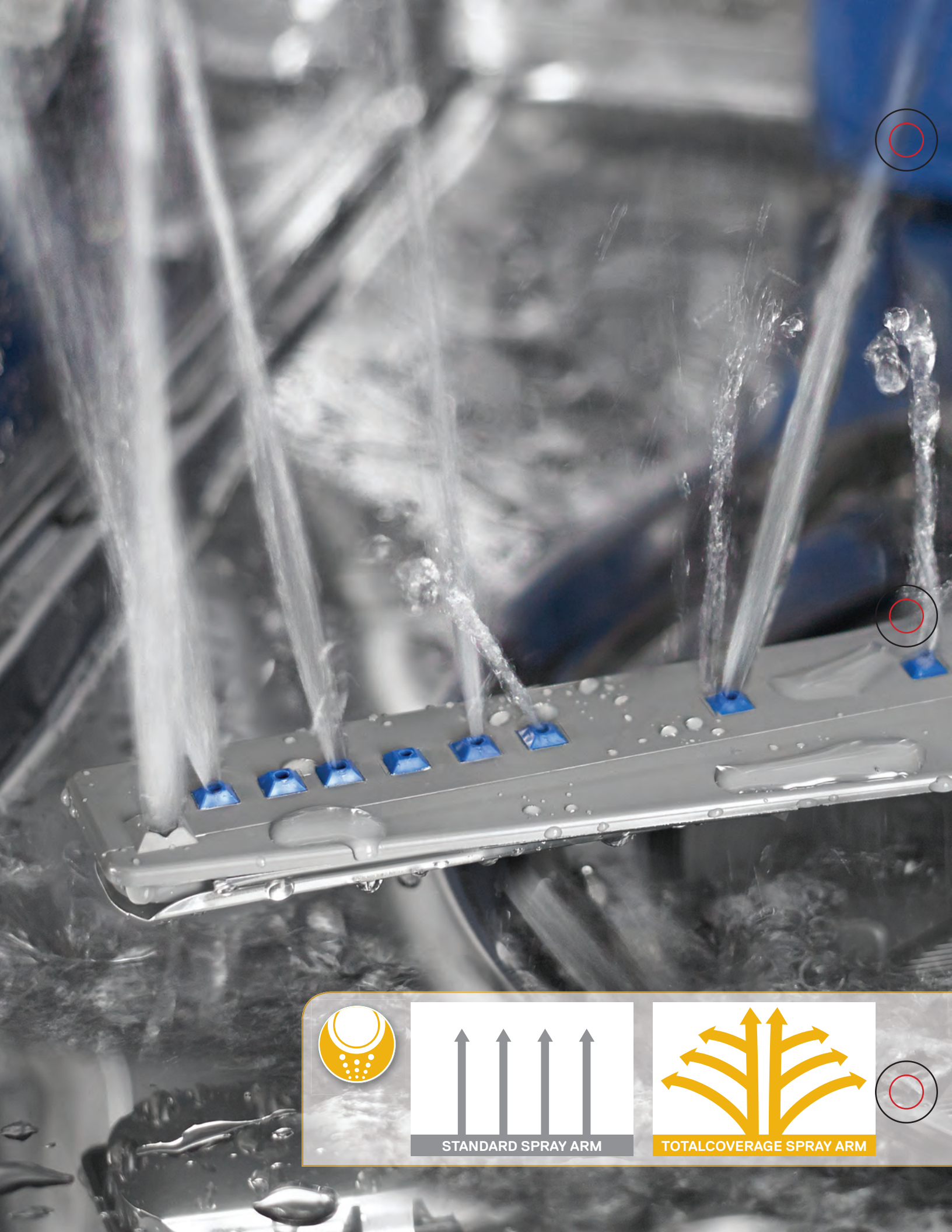
**TELL:** The **TargetClean™** option uses intense blasts of water so you won't have to soak or scrub.



PAGE  
**7**

- ➔ **CLEANS DIFFICULT SOILS**
  - LARGE CASSEROLE DISHES
  - OATMEAL BOWLS
  - BAKED-ON CRUSTS





STANDARD SPRAY ARM



TOTAL COVERAGE SPRAY ARM

# TWICE THE JETS\*

## FOR MORE COVERAGE

with the new **TotalCoverage** spray arm

**REAL LIFE**  
Selling Situation

**#21**

### THE DINNER HOST

Mandy loves to make big, intricate meals—multiple courses, desserts, sides and tasty drinks—but she hates spending time elbow-deep in the sink because she can't trust her dishwasher to clean all her different glasses, pans, trays and dishes. How can you help her?



#### A smarter sequence of spray patterns

The TotalCoverage spray arm uses a **redesigned spraying sequence** that cleans effectively by adjusting spray patterns. The trajectory of the water coming out of the nozzles sprays in a crisscross pattern to clean every dish, every bowl, everywhere!



#### The right cleaning at the right time

Not only does the **TotalCoverage** spray arm clean everything from dirty pots and pans to wine glasses, it does it at exactly the right time during the wash cycle.



#### Cleans dishes from multiple nozzles

**New spray patterns**—with 21 nozzles instead of 10—attack soils throughout the cycle, so dishes will be all clean and ready to go.

#### THE TOTALCOVERAGE SPRAY ARM IS ALSO GOOD FOR:

- ➔ The family that hosts holiday meals and birthday parties.
- ➔ The family with children who don't always load the dishwasher the right way to get the best cleaning.

\*Compared to Whirlpool® dishwashers without TotalCoverage spray arm.





IN THE RACK



OUTSIDE THE RACK





# EXCEPTIONAL CLEANING

with new **Silverware Spray**

**REAL LIFE**  
Selling Situation

**#13**

## THE LUNCH PACKER

Shawn likes to send his kids off to school with a lunch he packs himself. A lot of times, this means a tasty peanut butter and jelly sandwich. He's tired of putting his knives through a dish cycle only to pull them out with bits of food left on them. How can you help him?



### Helps remove stuck-on food

With a concentrated shower of water to the in-door silverware basket, **Silverware Spray** uses 41 high-pressure jets to remove everything from peanut butter and bits of jelly to oatmeal on spoons and more.



### Silverware on the rack or in the door

The improved **AnyWare™ Plus silverware basket** frees up space by easily fitting in the door, on the rack or in two locations inside the rack to make room for more dishes.



### Virtually eliminates rewashing

Tell customers they won't have to worry about running their silverware through a second wash cycle. Our **new basket** is specially designed to clean silverware more easily by allowing more water in.

### WE LISTEN TO CUSTOMERS:

➔ **Customers told us that our silverware basket in the door could be improved.**

So we added a new latch to the AnyWare™ Plus silverware basket that makes it easier to open. Plus, we redesigned the basket to allow for more water from the middle and lower spray arms, along with Silverware Spray, to reach the silverware.



54%

OF CUSTOMERS SAY THAT CASSEROLE  
AND BAKING DISHES ARE ITEMS THAT  
OFTEN DON'T GET CLEAN\*



# STOP SOAKING AND SCRUBBING

with the new **TargetClean™** option

**REAL LIFE**  
Selling Situation

**#74**

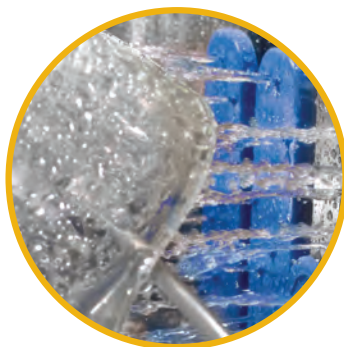
## THE BUSY COUPLE

At the end of a long work day, Mike and Michelle want to spend time with the kids. They don't want to spend it on their feet soaking and scrubbing dishes from their last meal, but their baked-in casserole dishes and pans need a little extra care to get clean. How can you help them?



### Scours away baked-on foods

For pots and pans left in the sink overnight, the **TargetClean™** option is specially designed to clean large cookware without soaking or scrubbing, including baked-on lasagna and more.



### Uses 40 focused spray jets

Large, **intense blasts of water** deliver plenty of coverage throughout the dishwasher, and reach tough corners to help get rid of food soils that are often left in deep pans.



### Cleans large casserole dishes and more

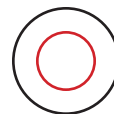
The **TargetClean™** option is made to ease your cleaning load, no matter what you served dinner in. It'll handle large casserole dishes, oatmeal bowls and everything in-between.

### THE TARGETCLEAN™ OPTION IS ALSO GOOD FOR:

- ➔ The family that doesn't have time to clean dishes right after dinner, so food gets crusted into their casserole dishes and brownie pans by the time they do the dishes.
- ➔ The eco-conscious couple that doesn't like keeping the water running too long to soak, scrub and re-soak dishes that have tough soils.



# WE'RE THE #1 PREFERRED APPLIANCE BRAND\* BECAUSE WE LISTEN



62% OF CUSTOMERS ARE SHOPPING FOR A  
DISHWASHER BECAUSE THEIRS IS BROKEN\*

NO ONE HAS FEWER REPAIRS

**18** YEARS  
IN A ROW\*\*

## No one has fewer repairs\*\*

With Whirlpool® dishwashers, they'll get peace of mind knowing that no brand has had fewer repairs 18 years in a row.\*\*

## Formed pocket handle

Customers wanted a handle that doesn't come loose or move in place, so we made these dishwashers with a formed pocket handle that provides a more solid touchpoint. *WDF760SAD, WDF540PAD, WDF520PAD, WDF320PAD*

## 1-Hour Wash cycle

Delivers great wash performance in nearly half the time† to thoroughly clean soiled dishes when they're in a rush. *WDT920SAD, WDF760SAD, WDT720PAD, WDF540PAD, WDF520PAD, WDF320PAD*

## New EZ-2-Lift™ adjustable upper rack

No need to adjust with your fingertips. Just pull up or down on the rack and adjust two inches in either direction to fit larger items in either rack. *WDT920SAD, WDF760SAD*

Did you know?

**87%**  
wash late  
in the day††

87% of customers wash their dishes in the evening or at night.†† Quieter sound levels and the Soak and Clean cycle are made for customers that don't want to be disturbed by loud washing noises as the family winds down for the day.







**American Pride**  
Designed, Engineered &  
Assembled in the U.S.A.



WDF760SADM



## Estimated time remaining

Customers wanted a better console. We gave them a sleek 2-1/2" console with an estimated time remaining display that lets them know how long before the cycle ends. Or they can opt for fully integrated control models, also featuring an estimated time remaining display.

## EZ Adjustable tines

Innovative sliding lower-rack tines move left or right to create twice the space between tines and fit larger bowls for optimal cleaning. *WDT920SAD, WDF760SAD*

## Cleaning as quiet as 46 dBA<sup>‡</sup>

For the kitchen that doesn't want to be disturbed by loud washing cycles, this lineup offers quiet cleaning options as low as 46 and 49 dBA.<sup>‡</sup> *WDT920SAD, WDF760SAD*



## 30-Day Clean and Quiet Guarantee

Give your customers peace of mind with the Clean and Quiet Guarantee featured on dishwashers with a stainless steel tub. If your customers are not completely satisfied that their new Whirlpool® dishwasher is quieter and cleans better than their previous model, Whirlpool Corporation will take it back within 30 days of the date of purchase and refund the full price. Visit [whirlpool.com](http://whirlpool.com) for complete details and qualified models. *WDT920SAD, WDF760SAD*

\*TraQline, 2014. \*\*According to a leading consumer magazine. †Compared to Normal cycle with lightly soiled loads. ††Consumer Insights Survey: Dishwasher Habits and Practices. ‡Per IEC standards.



HOW THESE  
**WHIRLPOOL®**  
**DISHWASHERS**  
ACHIEVE PERFECT  
CLEANING EVERY TIME  
WITH THE SENSOR CYCLE



Measures load size,  
water temperature  
and how dirty  
dishes are



Determines the  
right amount of  
cleaning time and  
drying time



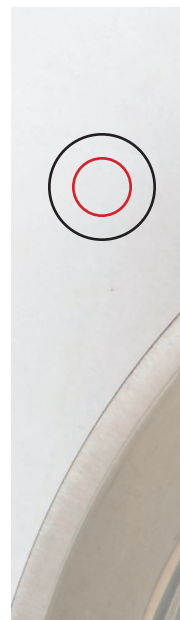
Achieves  
precise cleaning  
for every load



## TRIPLE FILTRATION SYSTEM



The highly effective **triple filtration system** consists of the coarse filter, filter screen and micro fine filter. It removes food particles and other soils load after load to deliver outstanding cleaning.



WHAT CUSTOMERS  
**ARE SAYING:**





SENSES



ADJUSTS



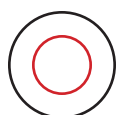
CLEANS

The **Sensor cycle** determines ideal washing and drying by adjusting the water temperature and time based on how dirty the dishes are, as well as how many plates are in the load. Two separate sensors check the water up to four times during the wash cycle. Plus, the Sensor cycle delivers great cleaning by automatically adjusting time, energy and water levels for each load.



“Our new Whirlpool® **energy-efficient dishwasher** replaced a unit that was over 12 years old. What a difference time makes! Dishes are consistently sparkling clean. Noise level when running is **incredibly quiet**. The filter is **easy to remove and clean**.”

“It had everything I wanted—**stainless steel interior, hidden controls**—but it was the style that clinched it for me. It looks incredibly cool. I appreciate all the flexibility—**adjustable racks and tines** on both levels—and the innovations like the door-mounted silverware basket. Everything comes out sparkling.”





# Sales Materials

We're here to support you.  
Use these resources to help you sell!

## Training & Sales Execution Materials

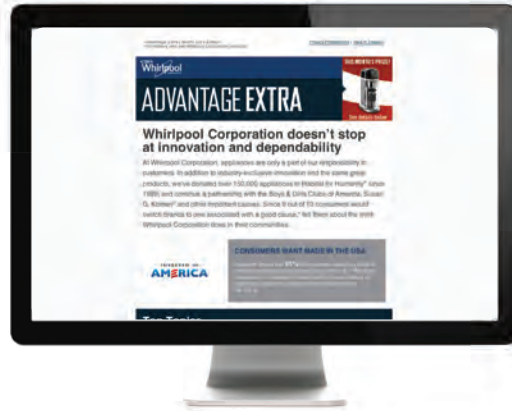
### Advantage Live - Monthly Events

September will feature Whirlpool brand dishwasher and kitchen suites. Get more information at [Advantage-Live.com](http://Advantage-Live.com).



### Advantage Extra Newsletter

Past issues available on  
The Loop™ appliance connection



### Fall Advantage Magazine

Cost: Free (Form No. XT140131)

## P-O-P & In-Store

### Dishwasher Spec Sheet

Cost: Free (Form No. WD140041)

### Transition Guide

Cost: Free (Form No. WD140040)

### American Pride P-O-P

Cost: Free  
(Form No. WX130325-KIT)



### Dishwashers P-O-P

Cost: Free  
(Form No. WD140016)

## Digital

### Whirlpool Brand Interactive Catalog

Go to: The Loop™ appliance connection

### Accessories Interactive Catalog

Go to: [content.yudu.com/A1qxue/WpAccCat211Dis](http://content.yudu.com/A1qxue/WpAccCat211Dis)

### Kitchen Stylist™ Tool

Show your customers how easy it is to see their virtual kitchen enhanced by Whirlpool® appliances!  
Visit [whirlpool.com/kitchen-stylist](http://whirlpool.com/kitchen-stylist) to get started.

# Accessories



## affresh® Dishwasher Cleaner

W10282479

You don't want your clean dishes coming out of a dirty dishwasher. This 6-pack of tablets powers away hard water mineral residue and is Designed for the Environment.\*



## 5', 3-Prong Dishwasher Power Cord

4317824

Take home everything you need to bring power to your dishwasher with the UL-listed power cord, strain relief, wire nuts and installation instructions.



Check us out on YouTube, Facebook, Twitter and LinkedIn

\*Visit [epa.gov/dfe](http://epa.gov/dfe) for more information.

# NEW DISHWASHER LINEUP

Whirlpool® dishwashers match any customer's lifestyle with intuitive capabilities and features that equip each cycle to clean optimally.



DISHWASHER MODEL	WDF320PAD	WDF520PAD	WDF540PAD	WDT720PAD	WDF760SAD	WDT920SAD
REPLACES MODEL	WDF310PAA	WDF510PAY	WDF530PAY	WDT710PAY	WDF750SAY	WDT910SAY
CONSOLE	4"	2-1/2"	2-1/2"	FULLY INTEGRATED CONTROLS	2-1/2"	FULLY INTEGRATED CONTROLS
PLACE SETTINGS	13	14	15	15	15	16
FEATURES						
NEW! TOTALCOVERAGE SPRAY ARM					•	•
NEW! SILVERWARE SPRAY				•	•	•
NEW! TARGETCLEAN™ OPTION					•	•
SENSOR CYCLE			•	•	•	•
ACCUSENSE™ SOIL SENSOR	•	•	•	•	•	•
NEW! ANYWARE™ PLUS SILVERWARE BASKET		•	•	•	•	•
1-HOUR WASH CYCLE	•	•	•	•	•	•
SOAK AND CLEAN CYCLE		•	•	•	•	•
EZ-2-LIFT™ ADJUSTABLE UPPER RACK					•	•
EZ ADJUSTABLE TINES						•
RACK MATERIAL	VINYL	VINYL	NYLON	NYLON	NYLON	NYLON
TUB MATERIAL	PLASTIC-WHITE	PLASTIC-SLATE	PLASTIC-SLATE	PLASTIC-SLATE	STAINLESS STEEL	STAINLESS STEEL
SOUND LEVEL	55 dBA**	55 dBA**	53 dBA**	51 dBA**	49 dBA**	46 dBA**
DIMENSIONS						
HEIGHT (A)	33-1/2" – 34-1/2"	33-1/2" – 34-1/2"	33-1/2" – 34-1/2"	33-1/2" – 34-1/2"	33-1/2" – 34-1/2"	33-1/2" – 34-1/2"
WIDTH (B)	23-7/8"	23-7/8"	23-7/8"	23-7/8"	23-7/8"	23-7/8"
DEPTH (C)	25-1/4"	24-1/2"	24-1/2"	26-1/2"	24-1/2"	26-1/2"
COLORS	W, B, T, D, S	W, B, M	W, B, T, M	W, B, M, H, E	W, B, T, M	M, H, E

SHADING indicates key upgrades

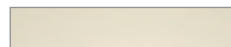
## AVAILABLE COLORS



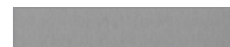
W | White



B | Black



T | Biscuit



D | Universal Silver



S | Stainless Steel



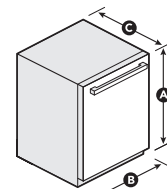
M | Monochromatic Stainless Steel



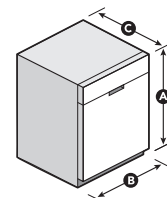
H | White Ice



E | Black Ice



FULLY INTEGRATED CONTROLS



TRADITIONAL CONTROLS

**American Pride**  
Designed, Engineered & Assembled in the U.S.A.

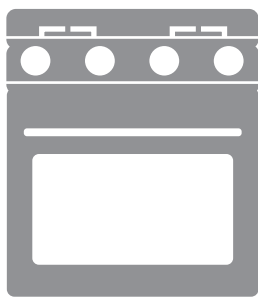


All Whirlpool® dishwashers are ENERGY STAR® qualified.

NO ONE HAS FEWER REPAIRS  
**18 YEARS**  
IN A ROW†

\*\*Per IEC standards. †According to a leading consumer magazine. Visit [whirlpool.com](http://whirlpool.com) for a complete list of product features and specifications. Prototypes shown, production models may vary. Dimensions and specifications may change without notice in our effort to continuously innovate and improve. ©/™ ©2014 Whirlpool. All rights reserved. Printed in the U.S.A. 7/14. Form No. WT140129





**150K**  
APPLIANCES



**45**  
COUNTRIES



**\$80**  
MILLION

The partnership between Habitat for Humanity and Whirlpool Corporation has brought over 150,000 ranges and efficient refrigerators to Habitat homes in 45 countries. Eighty million dollars in products and donations later, Whirlpool Corporation employees continue to build strong communities one home at a time.

*For more information, go to [whirlpoolcorp.com/habitat](http://whirlpoolcorp.com/habitat)*

