

#1 Recommended by: Whirlpool KitchenAid MAYTAG AMANA

affresh®

APPLIANCE CARE



NEVER QUESTION YOUR CLEAN™

Affresh® appliance care by Whirlpool Corporation powers away odor-causing bacteria and grime for optimized performance. After all, who better to trust than one of the world's most admired brands.



#1 SELLING WASHING MACHINE CLEANER**

Affresh® appliance care transcends an increasingly competitive market.



FULL PORTFOLIO OF APPLIANCE CLEANERS

Affresh® appliance care delivers unique add-on purchase opportunities within one trusted brand.



RECOMMENDED MAINTENANCE ROUTINE

Cleaning cadence creates a high frequency of store visits and repeat purchases.



BUNDLE OPPORTUNITY

Pair affresh® appliance care with appliance sales to build immediate adoption and long-term loyalty.

PRIME LOCATION CONSIDERATIONS FOR CONVENIENT PORTFOLIO DISPLAY

- Checkout counter/cash register
- Appliance department
- High-traffic areas of the store



*affresh® products and the recommended brands' products are all owned and distributed by Whirlpool Corporation.



**Nielsen Scantrack; Total US Extended All Outlet Combined dollar sales, 52WK period ending December 2023.