

Regular replacement: the key to freshness and cleanliness with everydrop®

Replacing your refrigerator's water filter every six months is not just a suggestion, it's a necessity. This commitment guarantees the water in your refrigerator consistently maintains its freshness and purity.

Capturing repeat buyers



The Six Month Filter Habit

Unlock the potential for securing loyal customers by underscoring the significance of regular filter changes, showcasing the unparalleled quality of everydrop® filters and exposing the risks associated with counterfeit alternatives. Make everydrop® their ultimate choice.

27%
of people
want to buy filters
from the same
store as their
fridge

15%
of consumers
are likely to return
to the store where
they purchased
their refrigerator
within 6 months

The distinction of everydrop®

Both designed by the refrigerator
manufacturer and recommended
for use with their appliances.



everydrop® filters are independently certified
for look and taste, health concerns and
emerging contaminants.

While some filters may qualify for one or two categories, everydrop® filters 1-5 and filter A meet all three.*



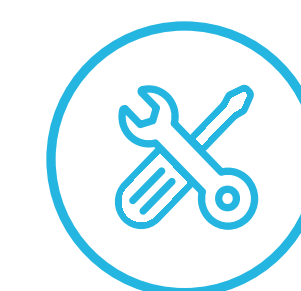
Know the risks of counterfeit water filters



Counterfeit filters may not be UL-certified. A UL-certified water filter gives you peace of mind that you're drinking water and ice that protects you from certain potentially harmful contaminants.**



A filter that isn't specifically made for your fridge may not fit properly, which can cause leaking.



Using a filter that is not approved by your refrigerator's manufacturer may cause damage that is not covered under the appliance's warranty.

Designed for Your Appliance†

Whirlpool®

MAYTAG

KitchenAid®

JENNAIR®

AMANA®

*Filters certified by NSF International under NSF/ANSI Standards 42, 53 and 401 to reduce specific contaminants. See everydropwater.com for details.
**Filters certified by UL Solutions under NSF/ANSI Standards 42, 53 and 401 to reduce specific contaminants. See everydropwater.com for details.
†everydrop® products and the recommended brand's products are owned and distributed by Whirlpool Corporation.

Find your everydrop® filter

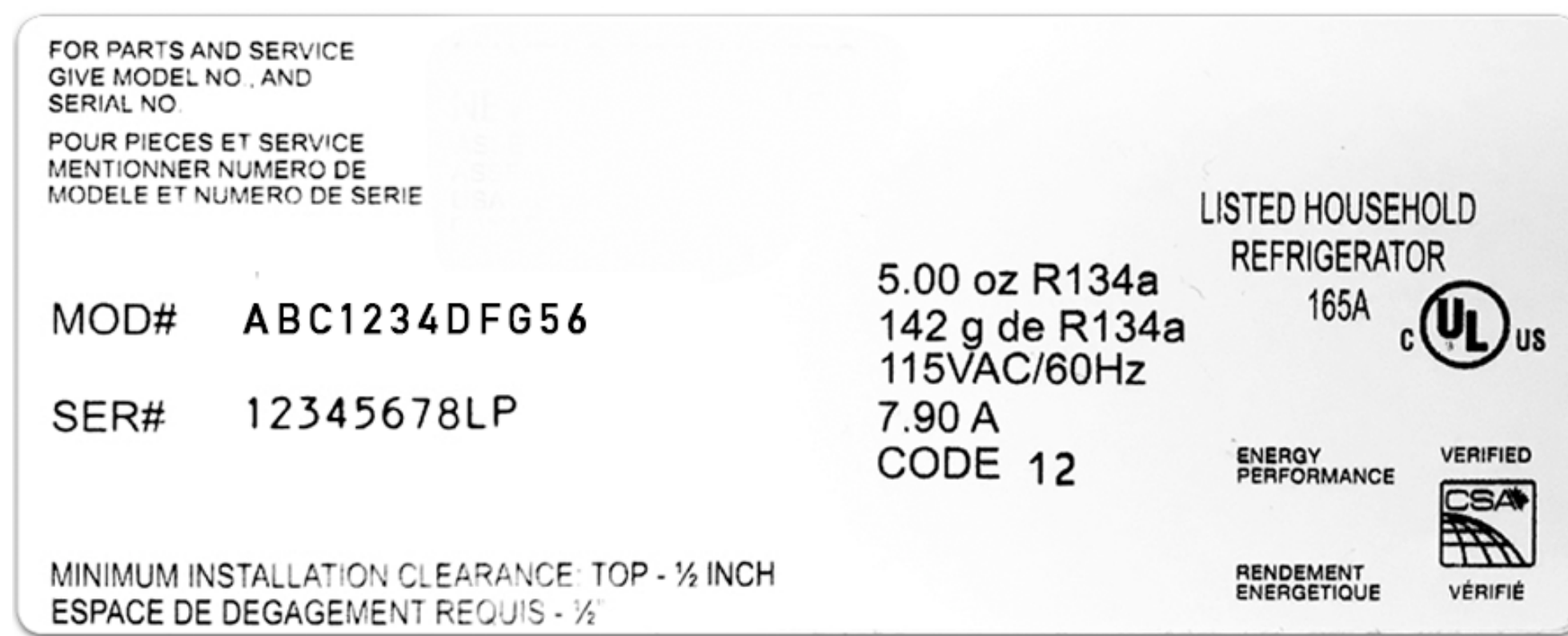
Replace your filter every six months for fresh, filtered water year round.



Scan to find your filter



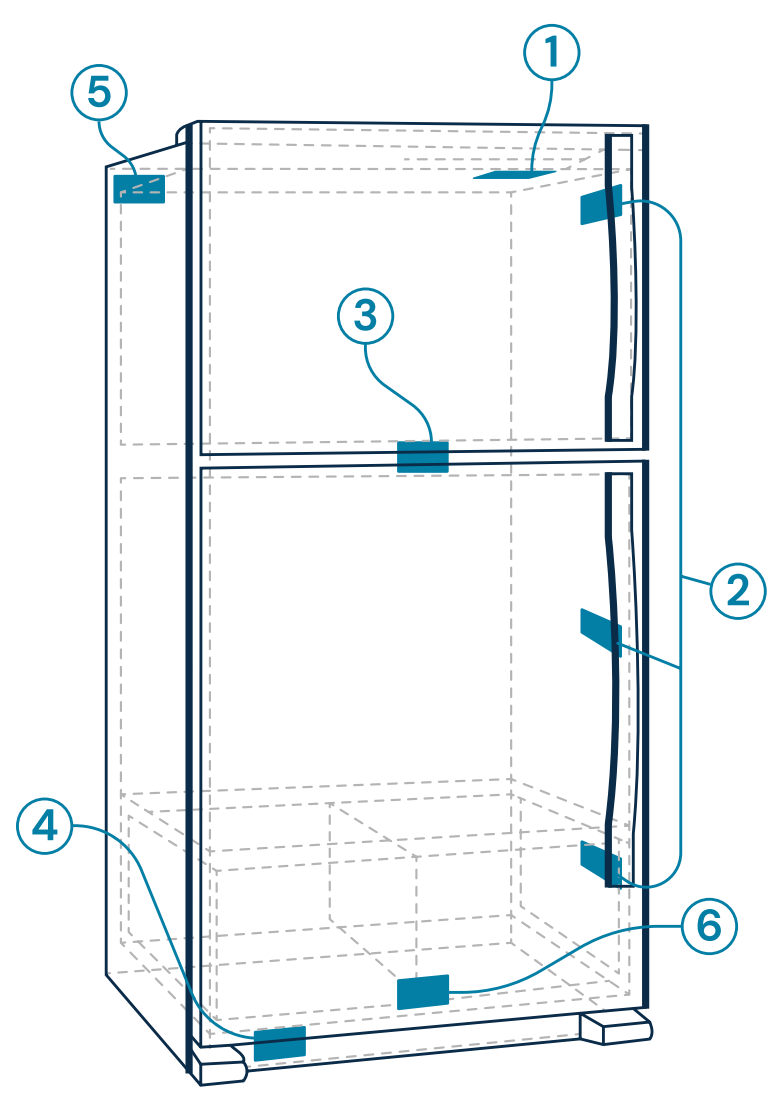
Sample model number label



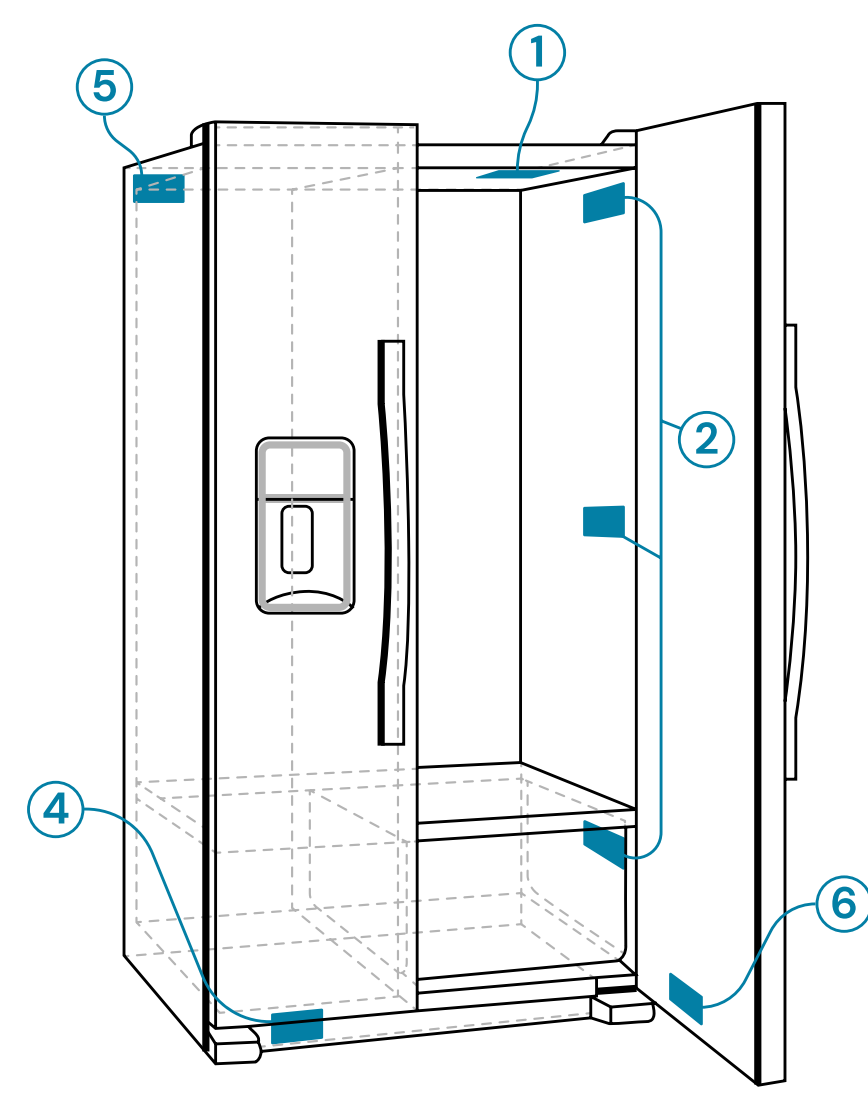
Locating your refrigerator model number

Depending on your brand of refrigerator, your model number may be located in a variety of locations, including:

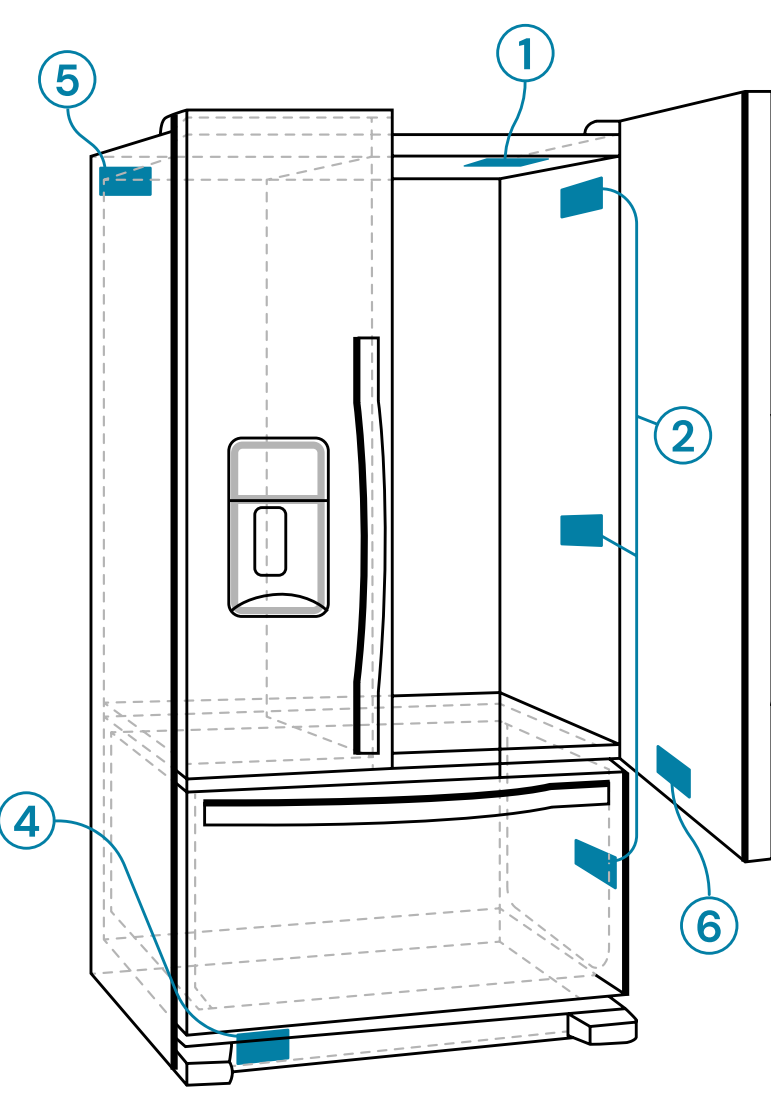
1. Ceiling of refrigerator or freezer interior
2. Inside walls of refrigerator or freezer (possibly behind drawers)
3. Frame behind the door when the door is opened
4. Behind the kick plate
5. On the back of the refrigerator
6. Inside of refrigerator or freezer door



Top Freezer



Side-by-Side



French Door

Recommended placement for everydrop® countertop displays

Place a fully-stocked filter display at least at two of the three areas listed below. Visibility is key!

1. Checkout counter

Either in queue line area or adjacent to the payment terminal

2. Appliance section

In the appliance section close to the refrigerators

3. High-traffic areas

In areas of the store with high foot traffic

Depending on your refrigerator type, everydrop® water filters reduce up to

73 contaminants

including lead, chlorine, pesticides and pharmaceuticals.^{††}

everydrop® Filter	1	2	3	4	A	5
Model #	EDR1RDX1	EDR2RDX1	EDR3RDX1	EDR4RDX1	EDRARXD1	EDR5RDX1
Refer Platforms	SxS, BM	FDBM	BIR	FDBM	SxS, FDBM	SxS
Recommended Placement	Position countertop display in at least two of these three: checkout counter, appliance section, high-traffic areas					Stand alone units in appliance section

^{††}Contaminants reduced by this water filter are not necessarily in all users' water. Filters are tested and certified by NSF International against NSF/ANSI Standards 42, 53, and 401 for the reduction of the specific contaminants listed on each filter's Performance Data Sheet, which are available at everydropwater.com.

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