

everydrop®

# Color-coded clarity

Our genuine filters are designed so replacement is unmistakably simple. Pick the package that matches the color and number of your filter, then enjoy water that's clean, crisp and refreshing.



Why updated colored packaging? Color is believed to be the most important visual experience to human beings:



#### Instant Recognition

A clear color system helps shoppers quickly identify the right filter at a glance.



#### Simpler Repurchase

Designed to make replacement feel intuitive, even months after the original purchase.



#### Confident Choice

Reduces second-guessing by creating clarity across shelf and online.

Official Filter of Whirlpool Corporation Brands\*

Whirlpool®

MAYTAG®

KitchenAid®

JENN AIR®

AMANA®



# Potentially harmful microplastics particles. A clear solution.

Microplastics come from everyday plastics, like water bottles, and are extremely difficult to remove without advanced filtration. Enter everydrop® filters, which help reduce microplastics in your drinking water.

## TRIPLE FILTRATION TECHNOLOGY

Certified to reduce 99% of potentially harmful microplastics

Now certified to reduce up to 75 different contaminants

One filter prevents the waste of 1,500 plastic bottles and the resulting microplastics\*

everydrop®

\*16.9oz size bottle. Filters certified by NSF International under NSF/ANSI Standards 42, 53 and 401 to reduce specific contaminants. See everydropwater.com for details.