

How to choose Whirlpool® Top Load Laundry

There is nearly an even split between agitator and impeller purchases within Top Load Laundry.* This shows that both agitator and impeller are desired by shoppers. However, some shoppers may be undecided but still have to choose what they want.



AGITATOR

Having an agitator offers your customer rubbing action in deep water levels to remove heavy soils powerfully. Dirty towels and jeans are no match for this deep clean.

Did You Know?

72% of Top Load shoppers are looking for an agitator washer.*



IMPELLER

An impeller model offers your customer more usable space inside the washing machine. There's plenty of room for a large comforter, delicate sweaters or activewear with the thorough impeller.



2 IN 1 REMOVABLE AGITATOR

Your customer can add flexibility to their laundry routine with a removable agitator that can easily be swapped to an impeller. Simply squeeze the handle, rotate counterclockwise and lift the removable agitator out of the washing machine. Then easily reverse that to clip it back into place.

*According to Traqline 2020

Whirlpool® Top Load Laundry

Qualifying Questions

What features do they like about a top load washer?

What items do they wash most frequently?

Do they prefer an agitator or impeller?

For customers who are either dissatisfied with their current agitator washer or are undecided between an agitator or impeller, be sure to explain how the 2 in 1 Removable Agitator gives them the comfort of having both options in one washer. Have them reach in so they can see how easy it is to remove for themselves.

For your customers that know they want an **agitator**, the WTW5015 is a great option for them.

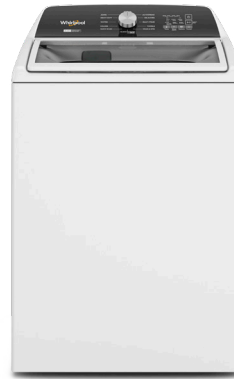
Having an agitator model means rubbing action against the agitator post.



WTW5015L

For your customers that know they want an **impeller**, recommend the WTW5010!

Impeller models offer you more usable space inside the washing machine.



WTW5010L



WTW5057L

For undecided customers or ones curious about the benefits of having **2 washers in 1**, recommend the WTW5057!

- With the Whirlpool® 2 in 1 removable agitator, shoppers no longer have to choose an agitator or impeller.
- Customize any load to care for clothes the way you want by easily swapping the agitator post in or out.
- If you are washing a large comforter, delicate sweater, or activewear remove the agitator for more usable space and a gentle wash with the impeller.
- If you have a load of dirty towels or jeans, add the agitator back in for a deep clean.

The choice is yours!

The **WTW5015**, **WTW5010**, and the **WTW5057** offers your customer the choice of a single agitator, single impeller or both!

Scan this QR code for more details on all of our top load washer models

