

Whirlpool® 5 & 6 Series Front Load Laundry

HOW TO SELL

WFW5720R W/R/U, WFW6720R W/R/U, WE/GD5720R W/R/U, WE/GD6720R W/R/U

FRESHFLOW™ VENT SYSTEM

The FreshFlow™ Vent System is the first fan-powered system with antimicrobial protection designed to help keep your clothes and washer fresh. It's a trio of freshness features including the Dry Drum Cycle, FanFresh® Option, and Antimicrobial rubber seal.



STEAM CAPABILITIES

Steam-enhanced cycles and options help prevent wrinkles, refresh clothes and reduce static. So your clothes come out looking their best.

4.5/5.0 Cu. Ft. Smart Front Load ENERGY STAR® Washers &
7.4 Cu. Ft. Smart Front Load ENERGY STAR® Dryers

Help keep your clothes & washer fresh with the FreshFlow™ Vent System

The FreshFlow™ Vent System is the first fan-powered system with antimicrobial protection designed to help keep your clothes and washer fresh. It's a trio of freshness features including the Dry Drum Cycle, FanFresh® Option, and Antimicrobial protection on the rubber seal.



What makes up the FreshFlow™ Vent System?



FanFresh® Option: Keep your clothes fresh in the washer after a cycle. The FanFresh® Option uses a built-in fan and periodic tumbling to keep your just-washed clothes fresh until they're ready for the dryer for up to 12 hours, using less energy than you would re-washing your clothes.*



Antimicrobial Protection: Antimicrobial protection on the rubber seal helps keep your washer fresh by preventing the growth of odor-causing bacteria and mold.



Dry Drum Cycle: After you take the clothes out, close your washer door and select the Dry Drum Cycle. It's a 4 hour post care cycle that uses a powerful fan to reduce excess moisture from the drum, rubber gasket and door.



HOW TO SELL THE WASHER

WFW5720R W/R/U, WFW6720R W/R/U

QUALIFYING QUESTIONS

- 1 How important is it to you that your clothes and washing machine stay fresh and odor-free between laundry loads?
- 2 Have you ever noticed any moisture, dampness, or musty smells in your washing machine drum or around the door after you remove your clothes?
- 3 Do you sometimes forget about laundry loads, only to find them hours later?

DRY DRUM CYCLE

Reduce excess moisture from the drum with the Dry Drum Cycle.

FANFRESH® OPTION

Keep clothes fresh in the washer with the FanFresh® option.

ANTIMICROBIAL PROTECTION

The antimicrobial rubber seal helps prevent the growth of odor-causing bacteria.

AI INTELLIGENT WASH

Get efficient cleaning performance with AI Intelligent Wash.

QUICK WASH CYCLE

Wash a full 10-lb load in just 25 minutes with the Quick Wash Cycle.



HOW TO SELL THE DRYER

WE/GD5720R W/R/U, WE/GD6720R W/R/U

QUALIFYING QUESTIONS

- 1 How much of a concern are wrinkles and static cling for you when drying clothes?
- 2 Do you ever find yourself wanting to freshen up or de-wrinkle clothes that have been sitting in your closet or suitcase but aren't dirty enough to rewash?
- 3 When it comes to drying different types of fabrics, how important is it to you that they get the best possible care to keep them looking their best?

STEAM CAPABILITIES (6 SERIES ONLY)

Steam-enhanced dryers help prevent wrinkles and reduce static.

STEAM REFRESH CYCLE (6 SERIES ONLY)

Release wrinkles without rewashing using the Steam Refresh Cycle.

WRINKLE SHIELD™ OPTION

The Wrinkle Shield™ Option tumbles laundry to help stop wrinkles. (Steam on 6 Series Only)

AI INTELLIGENT DRY

AI Intelligent Dry uses sensors to automatically adjust dry time.

QUICK DRY CYCLE

Dry small loads fast with the Quick Dry cycle.

DEMOS

WFW5720R W/R/U, WFW6720R W/R/U, WE/GD5720R W/R/U, WE/GD6720R W/R/U



Washer Demo

FRESHFLOW™ VENT SYSTEM

Point to location of fan in the back of the washer. Then point to the gold highlights on the controls for FanFresh® Option and Dry Drum Cycle. Explain that the powerful fan keeps clothes & washer fresh by pulling in fresh air and pushing out air inside of wash basket.

Open the washer door and point to the gold antimicrobial insert on seal and explain that the Antimicrobial Protection helps prevent the growth of odor causing bacteria and mold.

If washer is powered on, Start the Dry Drum Cycle. After 5 minutes of high speed spin, have customers feel the breeze from fan intake on the back of the washer.

Dryer Demo

STEAM CAPABILITIES (6 SERIES ONLY)

Point to the gold highlights on console & door for Steam & Steam Refresh. Then open the door to point out the gold highlighted steam nozzle to show them where steam is released into dryer drum. Explain to your customers that steam enhanced cycles and options help prevent wrinkles, refresh clothes and reduce static.

WRINKLE SHIELD™ OPTION

Point to Wrinkle Shield™ Option on the console. Explain to your customers that Wrinkle Shield™ Option with tumbles for up to 150 minutes after a cycle ends to help keep wrinkles from setting in on clothes. (Steam on 6 Series only)



See How these models fit into the entire lineup of Whirlpool Front Load Laundry

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