

Whirlpool® 3-Door French Door Bottom Mount Refrigeration

HOW TO SELL

WRFF3136S | WRFF3336S | WRFF3536S | WRFF3736S

31 CU. FT. CAPACITY

Our largest refrigerator with 31 cu. ft. capacity.

IN-DOOR FILTERED WATER & ICE MAKER

Fill up quick with In-door Filtered Water Dispenser & Ice Maker.

TOTAL COVERAGE COOLING

Total Coverage Cooling helps keep an even temperature at every shelf.

LARGE CAPACITY FREEZER ICE STORAGE

Large Capacity Freezer Ice stores over 7 lbs of ice.

Keep up with your family's busy life with this 31 cu. ft. refrigerator, our largest capacity french door refrigerator in its class* provides family-sized space

At 31 cu. ft., our largest capacity french door refrigerator in its class* provides family-sized space.

*Standard depth 3-door refrigerators with external water dispensers.

Selling Family-Sized Capacity on the 3-Door French Door Bottom Mount

Did you know?



FAMILY SIZED CAPACITY

Our Family-Sized Capacity refrigerator provides extra space, more ice and flexible organization to keep up with all your family needs.



GALLON DOOR BINS

Free up shelf space with Gallon Door Bins that fit items like milk cartons or tall condiments, so you have easy access to grab everyday items.



ADJUSTABLE GLASS SHELVES

Store more groceries with frameless, full and half Adjustable Glass Shelves.

Step-Ups



WRFF3136S

- + 30.5 Cu. Ft. / 36" Wide
- + Total Coverage Cooling
- + Large Capacity Freezer Ice Storage
- + Pint Size Storage
- + Pizza Pocket



WRFF3336S

- + One Hand Internal Dispenser w/Filtered Water



WRFF3536S

- + 29.5 Cu. Ft. / 36" Wide
- + Large Capacity In-Door Ice Storage
- + In-Door Filtered Water & Ice Maker



WRFF3736S

- + Dual Icemakers (2nd Icemaker in Freezer)

Qualifying Questions

1

Do you find yourself frequently running out of space in your current refrigerator?

2

How important is it to you that all your groceries, no matter where they're placed in the refrigerator, stay consistently fresh and at their optimal temperature?

3

How frequently do you find yourself completely running out of ice, especially when entertaining large groups or during warmer months?

Features



INTERIOR FILTERED WATER DISPENSER

Enjoy a sleek look and fresh, filtered water with the Interior Filtered Water Dispenser. The dedicated space provides enough room to rest bottles, pitchers, pots, glasses and measuring cups under the dispenser, so you can get fresh filtered water with ease.



IN-DOOR FILTERED WATER & ICE MAKER

The In-door Filtered Water Dispenser & Ice Maker makes over 3 lbs of ice. The ice bucket is also removable to make filling coolers easy for any family adventure.



LARGE CAPACITY FREEZER ICE STORAGE

Large Capacity Freezer Ice stores over 7 lbs of ice with built-in ice maker in freezer. Use it to fill the cooler, or turn it off for additional frozen storage space.



TOTAL COVERAGE COOLING

With Total Coverage Cooling, multi-flow vents direct fresh, chilled air throughout the refrigerator to help keep an even temperature at every shelf.



ADJUSTABLE GLASS SHELVES

Store more groceries with frameless, full and half Adjustable Glass Shelves.



PIZZA POCKET

Easily store frozen pizzas upright without the hassle of trying to fit them on flat freezer shelves.

DEMOS

31 CU. FT. CAPACITY

Open the refrigerator and show how this refrigerator provides more space for food and better organization. This can be especially useful for busy families, those who entertain often, or those who buy groceries in bulk.

IN-DOOR FILTERED WATER & ICE MAKER

Open the refrigerator and point to the in-door ice and interior filtered water dispenser telling your customers how it provides easy access to fresh ice without needing to open the freezer compartment and how the filtered water does not take up space like bottled or a pitcher of water.

LARGE CAPACITY FREEZER ICE STORAGE

Open the freezer and show the customer the large capacity for ice. Explain how this can simplify entertaining by having a large supply of ice to fill a cooler.

TOTAL COVERAGE COOLING

Place produce in various locations within the refrigerator, putting some in a door bin, some on a top shelf, and some in a crisper drawer. Explain that the Total Coverage Cooling ensures even cooling throughout the refrigerator.

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