

Whirlpool® Counter Depth 3 Door and 4 Door French Door Bottom Mount Refrigerators

HOW TO SELL

WRFC3036R | WRFC5036R | WRFC7036R | WRFC5236R | WRMC5036R | WRMC7036R

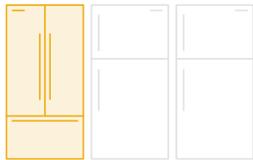


Select Whirlpool® Counter Depth French Door Bottom Mount refrigerators offer a built in look with multiple organization options to keep food organized

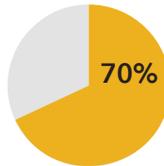


Did you know?

INDUSTRY INSIGHTS



1 out of 3 refrigerator sales are French Door Bottom Mount.*



Over 70% of Counter Depth shoppers are proactive shoppers, meaning they have time to plan their purchase.*



Counter depth accounts for an increasing share of the FDBM market every year.*



3 DOOR

Refrigerators that keep food organized and fresh can help reduce cost from food waste for consumers.

Tall items can be difficult to store upright in refrigerators, creating a pain point for consumers.

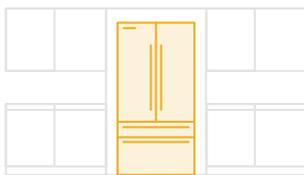
4 DOOR

37% of all French Door Bottom Mount purchases are in the 4 door configuration.**

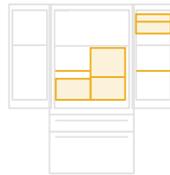
Customers are looking for more customization options in their refrigerators to accommodate both fresh and frozen foods.



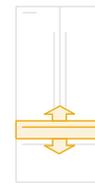
What is the need?



As consumers upgrade their kitchens they are increasingly looking for more options with an integrated, counter-depth look.



Consumers want a way to keep their food organized and easy to store. Customizable spaces are needed to fit the range of uses from different customers.



Consumers need flexibility with storage that can adjust to different types of food, whether fresh or frozen.

THESE SELECT WHIRLPOOL® COUNTER DEPTH FRENCH DOOR REFRIGERATORS MEET THESE NEEDS AND MORE



*Source: Traqline data 2025

**OpenBrand Data 2026

Qualifying Questions

1

How could you benefit from having flexible organization options in your refrigerator?

2

How would you use a space that can convert between fridge and freezer?

3

What is your method for organizing food in your refrigerator?

Features



TRUE COUNTER DEPTH

Add a built-in style to your kitchen with True Counter-Depth design. Our 24-inch depth is built to fit with your cabinets,* and specially designed True Clearance Hinges allow the doors to open fully at 135°.



EASYREACH ZONE

The EasyReach Zone and adjustable divider provide countless ways to keep tall items organized. With more than a foot of space for tall items, you can store two 1-gallon milk jugs and two 2-liter soda bottles at the same time.



FREEZER-TO-FRIDGE ZONE**

Choose between more freezer or fridge space when you need it with the Freezer-to-Fridge Drawer. The dedicated drawer converts from refrigerator to freezer in 2 hours.



MAXIMUM ORGANIZATION. MINIMUM CLUTTER.

Maximize organization and minimize clutter with smart storage and a large capacity. 6 unique storage zones, including EasyReach Zone, EasyView Drawers and Pizza Pocket make it easy for your family to find and fit the foods they love.



PREP & STORE SYSTEM

Get flexible storage that fits your life with the Whirlpool Prep & Store System. 5 dishwasher- and microwave-safe*** bins are great for prepping dinner, storing leftovers or grabbing a snack, and provide a great way to maximize storage while saving space.



MEASURED FILL

Hands-free Measured Fill lets you select the exact amount of filtered water you need in ounces, cups or liters without a measuring cup.

*Based on standard 26" cabinets and counters, not including doors.

**Available in select models

***Lid is not dishwasher- and microwave-safe.

DEMOS

TRUE CLEARANCE HINGES

Have the customer open both doors fully and explain that the doors open up to 135° giving plenty of space to access what's inside the refrigerator.

PREP & STORE SYSTEM

Have the customer open the door and grab one of the Prep & Store bins. Explain how they can be used to prep for dinner or store leftovers.



FREEZER-TO-FRIDGE ZONE

Have the customer open the drawer and show how the temperature can be adjusted to accommodate fresh or frozen foods.

EASYREACH ZONE

Have the customer open the refrigerator and slide out the EasyReach Zone. Explain how they can store tall items like wine bottles and 2 liter soda bottles.

FIND MORE APPLIANCE SALES RESOURCES AT [LEARNWHIRLPOOL.COM](https://www.learnwhirlpool.com)

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