

Whirlpool® Laundry Towers

HOW TO SELL WEF5727T



UV CLEAN

Industry-first UV Clean Technology reduces bacteria* in the wash without requiring high temperatures or fading fabrics.

HANDWASH CYCLE

The Handwash Cycle lets you customize how you soak away stains.

This single-unit front load laundry tower is tough on bacteria, while gentle on the wash. It features easy-to-reach controls, the FreshFlow™ Vent System, and Industry-First UV Clean Technology.

Keep your clothes and washer fresh, now with the added benefit of UV light technology that reduces bacteria in the wash without requiring harsh chemicals, high temperatures, or risk of fading fabrics. Simplify your laundry routine with intelligent wash and dry technology that senses and makes automatic adjustments for ideal cleaning performance and to prevent clothes from overdrying.



UV Clean Technology

WHAT IS UV CLEAN TECHNOLOGY?

Front load washer consumers are concerned about odor buildup and its effect on machine cleanliness. Our Industry-first UV Clean Technology reduces bacteria in the wash without requiring high temperatures, harsh chemicals, or fading fabrics. When selected, a bright blue light signals the UV Clean technology is working to tackle the bacteria in the water, giving your clothes a deep clean while keeping fabric care in mind.*

HOW DOES IT WORK?

- 1 Select UV Clean**
Choose the UV Clean option on the display when selecting your wash cycle.
- 2 Cycle Begins**
Press START – the washer fills with water and begins the normal wash process.
- 3 UV Activation**
UV light directs into the water below the drum, helping reduce bacteria throughout the cycle.
- 4 Continuous Treatment**
UV Clean remains active for the entire wash cycle to maximize exposure time.
- 5 Blue Interior Light†**
A soft blue light illuminates the drum while the UV light is activated (for visual confirmation only).

IS UV CLEAN TECHNOLOGY SAFE?

Your safety is our priority. UV Clean technology is UL-Certified for consumer safety and is completely contained within the machine, located below the washer drum to avoid direct exposure to skin or eyes. The blue light in the drum does not emit UV rays and is designed to let consumers know the UV Clean process is active during the wash. UV Clean technology uses UV-C light with wavelengths of 260-280nm, which does not generate harmful levels of Ozone.



Handwash Cycle

WHAT IS THE HANDWASH CYCLE?

The handwash cycle allows consumers to wash delicate items that they would normally handwash, in the convenience of their washing machine. By creating a gentle wash with minimal motion, this reduces fear of shrinkage or damage to garments that require handwashing. Choose your preferred water temperature and soil level, then a gentle rocking motion soaks away stains while helping maintain the shape and size of your fabrics.

HOW DOES THE HANDWASH CYCLE DIFFER FROM THE DELICATES CYCLE?

The Handwash Cycle relies more on soaking and less on agitation compared to the Delicates Cycle, which focuses more on lighter mechanical action.



Dual Knob Design

WHY ARE THERE TWO KNOBS INSTEAD OF ONE?

Consumer research consistently shows that users expect the washer and dryer to feel like two distinct appliances, even in a tower configuration. Our Dual Knob Design offers intuitive, independent control for the washer and dryer – making it easy to start, pause, or customize each load. No extra steps, no hidden menus, just straightforward control for a seamless laundry experience.

*Available on select cycles. Bacteria tested include S. Aureus, B. subtilis, P. aeruginosa †Not true UV light, blue light is used to signal UV feature in action

Qualifying Questions

1

How important is it that your clothes and washing machine stay fresh and odor-free between laundry loads?

2

How often do you find yourself handwashing certain delicate items due to fear of shrinkage, stretching, or fabric damage?

3

In your current laundry set up, do you ever have difficulty reaching the dryer controls?

Features



UV CLEAN TECHNOLOGY

Industry-first UV Clean Technology reduces bacteria in the wash without requiring high temperatures or fading fabrics.



FRESHFLOW™ VENT SYSTEM

The FreshFlow™ Vent System, now with UV Clean Technology, keeps your clothes and machine fresh and clean. It includes the Dry Drum Cycle, FanFresh® Option, Antimicrobial protection, and industry first UV Clean Technology.



HANDWASH CYCLE

Gently loosen soils in delicate items that need a little extra care with the Handwash Cycle. Choose your preferred water temperature and soil level, then gentle agitation mimics handwashing to soak away stains while helping maintain the shape and size of your fabrics.



INTELLIGENT WASH & DRY

Intelligent Wash & Dry technology uses sensors in the washer to detect load size and fabric type, automatically adjusting water level, temperature, and wash action for ideal fabric care and cleaning performance. Then sensors in the dryer detect moisture and temperature to adjust dry time to help prevent overdrying.



FRONT LOAD LAUNDRY TOWER

Save space and easily reach the centralized control panel. Featuring two separate washer and dryer knobs, you can adjust each machine separately using a familiar knob design that keeps you in control.



QUICK WASH & DRY

Finish laundry in less than 1 hour by pairing the 25 minute Quick Wash cycle with a 30 minute timed dry.* Experience the ultimate time-saving duo for hassle-free laundry days.

*Based on a 10 lb load on medium heat

DEMOS

HANDWASH CYCLE

Point to the Handwash cycle on the control panel. Explain that the Handwash Cycle uses very low mechanical action and relies more heavily on soaking to get delicate items clean.

UV CLEAN TECHNOLOGY

Power the unit on and select a washer cycle. Press the UV Clean button to activate the UV light. After a few minutes, the blue light will illuminate in the washer drum to indicate the UV Clean is active. Explain that the UV Clean Technology reduces odor causing bacteria without requiring high heat.

FRESHFLOW™ VENT SYSTEM

Point to the location of the fan in the back of the washer, and show the gold highlights on the controls for FanFresh Option and Dry Drum Cycle. Explain that the power fan keeps clothes and washer fresh by pulling in fresh air and pushing out air inside of the wash basket. Open the washer door and point to the gold antimicrobial seal, which actively prevents mold and odor growth. If the 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.

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