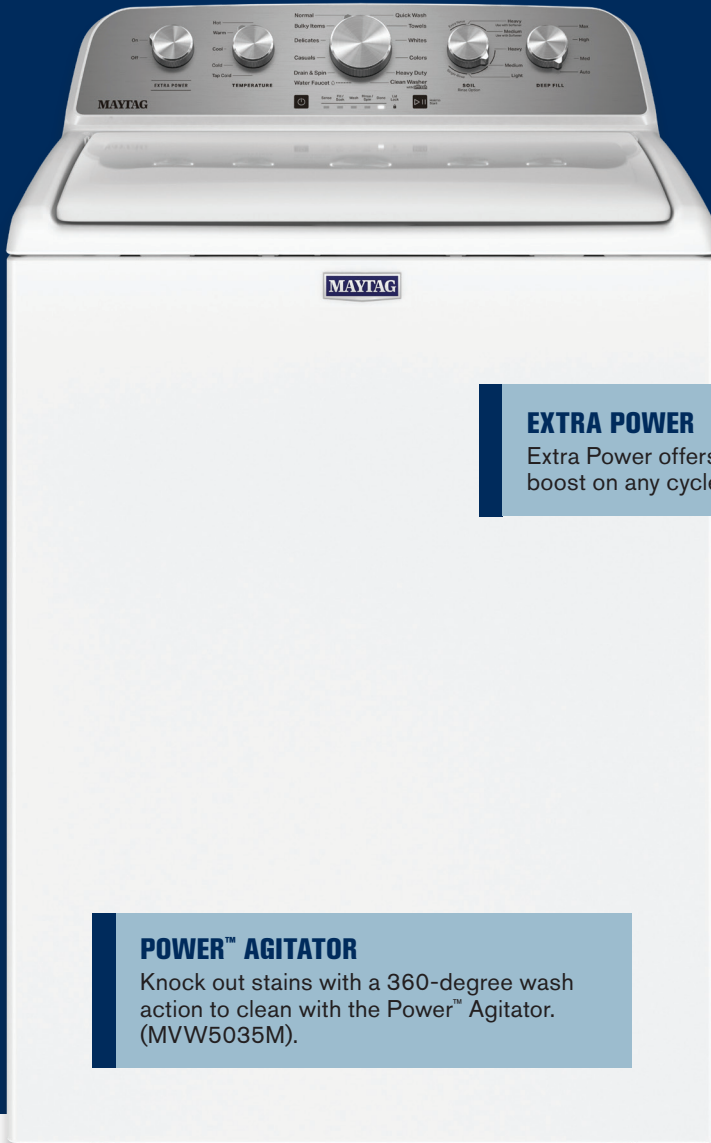


# MAYTAG® TOP LOAD LAUNDRY

## HOW TO SELL THE WASHERS

MVW5035MW, MVW5430MW/PBK & MVW5435PW/BK

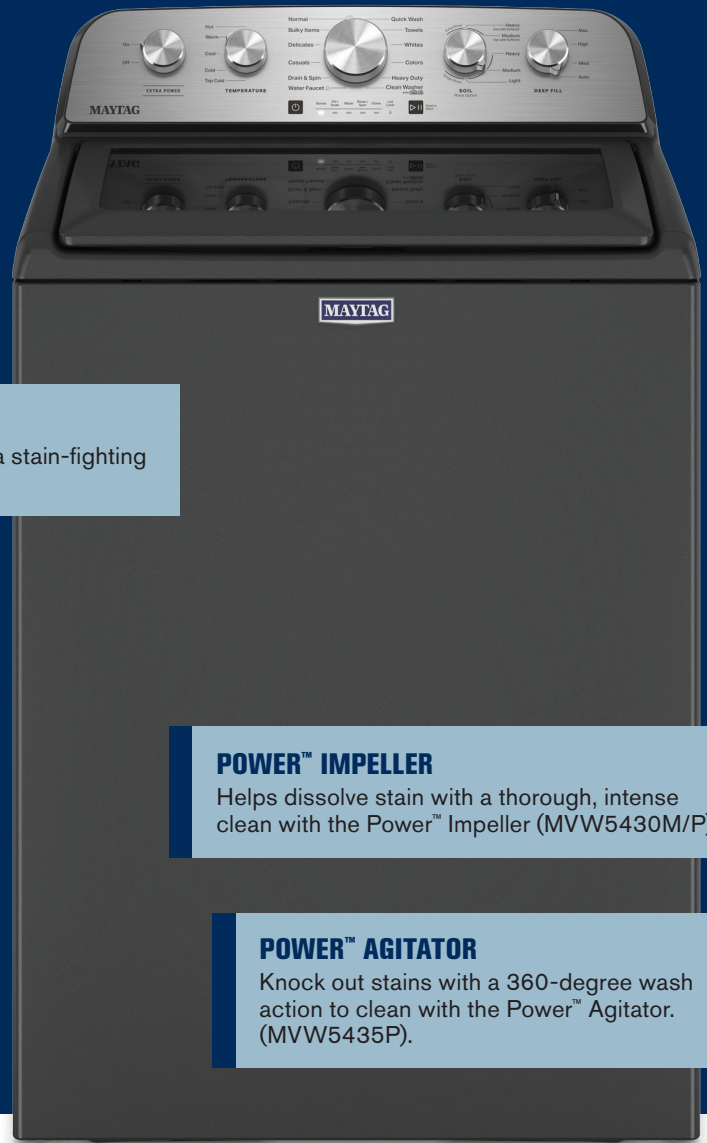


### EXTRA POWER

Extra Power offers a stain-fighting boost on any cycle.

### POWER™ AGITATOR

Knock out stains with a 360-degree wash action to clean with the Power™ Agitator. (MVW5035M).



### POWER™ IMPELLER

Helps dissolve stain with a thorough, intense clean with the Power™ Impeller (MVW5430M/P).

### POWER™ AGITATOR

Knock out stains with a 360-degree wash action to clean with the Power™ Agitator. (MVW5435P).

MVW5035MW  
4.5 CU. FT. TOP LOAD WASHER

MVW5430MW  
4.8 CU. FT. TOP LOAD WASHER  
MVW5435PW/BK  
4.7 CU. FT. TOP LOAD WASHER

## LAUNDRY WITH BOOSTED CLEANING POWER

Discover our Extra Power now available throughout the majority of our lineup, with an updated aesthetic from Maytag brand, a modern take on a classic style. The MVW5035MW features Extra Power, which boosts stain-fighting on any wash cycle. The MVW5430MW/PBK and MVW5435PW/BK boasts more capacity with either a Smooth Impeller or Power Agitator and added aesthetics with a Slow-Close Glass Lid.

## WASHER QUALIFYING QUESTIONS

1

How many loads of laundry do you do a week?

2

Do you select specific cycles for clothes that you wash?

3

Would your intended buyer prefer a large capacity laundry pair?

## HOW TO SELL THE WASHERS

MVW5035MW & MVW5430MW/PBK or MVW5435PW/BK

### EXTRA POWER

Boosts stain fighting on any wash cycle with an intense pre-wash and extra agitation so you can walk away while stains wash away.

### BUILT-IN WATER FAUCET

Rinse, spot treat or soak clothes right in the washer—no extra steps needed.

## ADDITIONAL QUALIFYING QUESTION

4

Do you prefer an **agitator** or **impeller**?



### HOW TO SELL THE AGITATOR

MVW5035MW or MVW5435PW/BK

#### POWER™ AGITATOR

The Power™ Agitator keeps clothes moving using a 360-degree wash action to help break up messes and knock the stubborn out of stains.

#### LARGE CAPACITY (MVW5035MW)

Tackle large loads with a 4.5 cu. ft. capacity, enough space to wash 17 towels at once.

#### LARGER CAPACITY (MVW5435PW/BK)

Tackle large loads with a 4.7 cu. ft. capacity, enough space to wash 18 towels at once.



### HOW TO SELL THE IMPELLER

MVW5430MW/PBK

#### POWER™ IMPELLER

Designed so clothes have more room to move, the seamless surface and vanes also help drive clothes from the outer rim to the center.

#### LARGEST CAPACITY

With 4.8 cu. ft. capacity, this washer can run fewer cycles while fitting in even more loads, like enough space to wash 19 towels at once.

#### SLOW-CLOSE GLASS LID (ALSO OFFERED ON MVW5435PW/BK)

It offers a clear view of laundry and closes softly without slamming so your customer can keep track of the action inside your washer.

## WRAP IT UP

### SAY

- The power agitator breaks up messes with a 360-degree wash action
- The power impeller provides a thorough yet gentle clean, with a 4.8 cu. ft. capacity

### DO

- Point to the extra power button and speak to the boost in stain fighting on any cycle

### REFERENCE

- Find additional resources about Maytag Top Load product here

### FEEL

- Confident in suggesting the pair



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