

MAYTAG® FRONT LOAD LAUNDRY

HOW TO SELL THE PET PRO PAIR

MFW7020R F, U, W & ME/GD7020R F, U, W



PET PRO OPTION

The Pet Pro option lifts and removes pet hair from clothes.



PET PRO OPTION

The Pet Pro option lifts and captures pet hair from clothes on select cycles.

MFW7020R F, U, W
5.0 CU. FT. FRONT LOAD WASHER

ME/GD7020R F, U, W
7.4 CU. FT. FRONT LOAD DRYER

GET A CLEAN YOU CAN SEE

Conquer Pet Hair Like A Pro with the Maytag® Pet Pro System. The Pet Pro Option in the washer uses additional water and a deep rinse to lift and remove pet hair with help from the built-in Pet Pro Filter while the lint trap in the dryer traps and removes pet hair, load after load*

*Results vary based on pet hair type and fabric type.



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WHY HAVE THE PET PRO SYSTEM?



Customers need a laundry system that removes pet hair in fewer steps.

Traditional washers and dryers only remove so much hair found in a load of laundry. Before placing clothes in the washer, customers would need to take a few preventive steps to help get pet hair out of clothes, including using a lint brush and tumble drying clothes with dryer sheets or dryer balls.

Conquer Pet Hair Like A Pro with the Maytag® Pet Pro System. The Pet Pro Option in the washer uses additional water and a deep rinse to lift and remove pet hair with help from the built-in Pet Pro Filter while the lint trap in the dryer traps and removes pet hair, load after load*

HOW THE PET PRO SYSTEM WORKS?



How The Pet Pro Option on the washer lifts and removes pet hair for a clean you can see*:

- 1. Increases Water Level:** More water is added to the wash cycle
- 2. Increases Tumbling Action:** The drum provides extra time to tumble clothes
- 3. Adds Deep Rinse:** A deep rinse with more water is added

Additionally, the washer features a unique lifter with a built-in Pet Pro Filter. As the drum rotates, the lifter and filter are pushed through the water, helping to remove pet hair when used with the Pet Pro Option**.

How The Pet Pro Option on the dryer traps and removes loads of pet hair from clothes.

- 1. Reduced Heat:** A special 30-minute pre-cycle with reduced heat
- 2. Gentle Spray:** Misting from steam valve when needed
- 3. Lint Trap Capture:** Catches the loosened pet hair

*Results vary based on pet hair type and fabric type.

**Not available on select cycles, including Normal. For optimal performance, connect the dryer to a water line.



HOW TO SELL THE WASHER

MFW7020R F, U, W

WASHER QUALIFYING QUESTIONS

1

Do you find yourself constantly battling pet hair on your clothes?

2

How often do you have to pre-treat stain before putting things in the washer?

3

Do you find it frustrating to have to constantly check on your laundry, or start it when you get home?



PET PRO OPTION

The Pet Pro option lifts and removes pet hair from clothes.

EXTRA POWER

Extra Power boosts stain fighting on any wash cycle.

SMART APPLIANCE

Stay in control and efficiently manage laundry from anywhere with your smartphone.

16 HOUR FRESH HOLD

Fresh Hold option keeps clean clothes fresh for up to 16 hours.

SANITIZE CYCLE

Sanitize cycle cleanses loads with increased wash temperatures.



HOW TO SELL THE DRYER

ME/GD7020R F, U, W

DRYER QUALIFYING QUESTIONS

1

What type of pets do you have?

2

Do you ever have trouble getting thick items like towels or blankets completely dry in one cycle?

3

Do you sometimes forget to start your laundry until later in the evening?



PET PRO OPTION

The Pet Pro option lifts and captures pet hair from clothes on select cycles.

EXTRA POWER

Boost drying power on any cycle with Extra Power.

SMART APPLIANCE

Stay in control and efficiently manage laundry from anywhere with your smartphone.

ADVANCED MOISTURE SENSING

Advanced Moisture Sensing helps evenly dry loads.

SANITIZE CYCLE

The Sanitize cycle uses extra-hot drying temperatures.

DEMOS

MFW7020R F, U, W & ME/GD7020R F, U, W

PET PRO OPTION

Press the Pet Pro Option on the washer control panel, then open the washer door to reveal the built-in Pet Pro Filter. Explain that the Pet Pro Option uses additional water and a deep rinse with the help from the Pet Pro Filter, to effectively lift and remove pet hair*.

PET PRO OPTION

Press the Pet Pro Option on the dryer's control panel. Remove the blue lint trap to show where pet hair is collected. Then, point to the steam nozzle explaining that a gentle mist, extended cycle time, and reduced heat helps lift and capture pet hair on select cycles**.

EXTRA POWER

Press the Extra Power button and explain that using the Extra Power button will add a ten-minute dual-temperature prewash and extra tumbling to boost stain fighting on any wash cycle.

EXTRA POWER

Press the Extra Power button and explain that using the Extra Power button will add ten-minute extra dry time to any cycle.



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*Results vary by load size and pet hair type.

**Not available on select cycles, including Normal. For optimal performance, connect the dryer to a water line.

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