

MAYTAG® FRENCH DOOR BOTTOM MOUNT REFRIGERATORS

HOW TO SELL

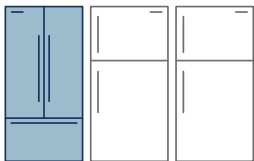
MRFF4336T, MRFF5336T, MRMF5436T



With quality that's built to last, Maytag French Door Bottom Mount Refrigerators offer large capacity and versatility for everyday use.



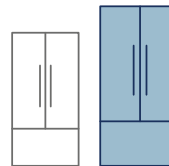
DID YOU KNOW?



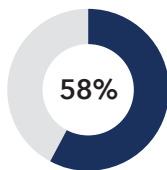
One third of all refrigerator sales are French Door Bottom Mount.*



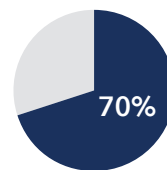
When a refrigerator compressor fails, it can be costly to repair or replace it.



Almost 40% of all refrigerator purchases are 28 cubic feet or more.†

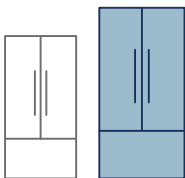


58% of Maytag FDBM customers purchase the Maytag brand because they believe it is a high quality product.†

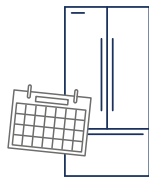


Over 70% of French Door Bottom Mount shoppers are proactive shoppers, meaning they have time to plan their purchase.†

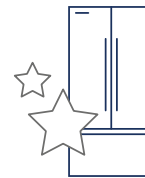
WHAT IS THE NEED?



Capacity is important to consumers. Large families or individuals who purchase large quantities of food need the space to store perishable items and keep them fresh.



A refrigerator is an expensive purchase. Consumers need reassurance that the product is going to last a long time so they don't have frequent and expensive repairs.



Quality is important to shoppers, particularly to consumers who are considering purchasing a Maytag refrigerator.

These select Maytag® Full Depth French Door Bottom Mount Refrigerators meet these needs and more



MRFF4336T



MRFF5336T



MRMF5436T

*OpenBrand data 2026
† Trajline data 2026

QUALIFYING QUESTIONS

1

What struggles do you have finding the right amount of space to properly chill your food?

2

Have you ever had to repair or replace a broken refrigerator?

3

How important is quality when considering a refrigerator purchase?

FEATURES

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XL CAPACITY

Maximize cold food storage in the Maytag® XL Capacity refrigerator. The interior capacity can accommodate bulk grocery runs and has full-width drawers for oversized items.



10-YEAR LIMITED PARTS WARRANTY* ON THE COMPRESSOR

Our 10-Year Limited Parts Warranty* on the Compressor covers the heart of the refrigerator, so you know you can count on it to keep all your food cold for years.



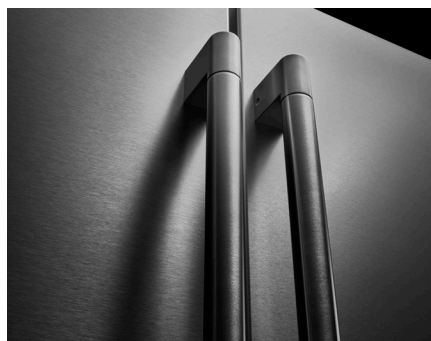
TEMPERATURE LOCKING 4TH DRAWER

The Temperature Locking 4th Drawer can adjust to lock in and maintain consistent temperatures for deli, drink and meat.†



XL CRISPER

The XL Crisper features a full-width design to provide maximum drawer storage. By replacing two traditional crispers, it is our largest capacity refrigerator drawer on the market.



HEAVY-DUTY DOOR HINGES

Opened and closed over 300,000 times, the Heavy-Duty Door Hinges are rigorously tested to withstand years of use.



EVENAIR™ COOLING SYSTEM WITH POWER VENTS

Keep every item at the ideal temperature with the EvenAir™ Cooling System. The power venting system circulates cold air consistently from front to back.

*Visit maytag.com for warranty details.
† Available in select models.

DEMOS

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XL CAPACITY

Have the customer open the refrigerator and show the customer the large capacity available for food storage. Explain how the large storage spaces make food easy to access.

EVENAIR™ COOLING SYSTEM WITH POWER VENTS

Point to the EvenAir™ vents and explain how they help keep a consistent temperature throughout the refrigerator.



XL CRISPER

Have the customer open the crisper bin and ask them to describe what type of food they would put in a crisper bin this large.

10-YEAR LIMITED PARTS WARRANTY* ON THE COMPRESSOR

Point to the 10 year warranty badge and explain that warranty covers the compressor for 10 years. Ask them if an extended warranty would give them reassurance that the refrigerator will last a long time.

*Visit maytag.com for warranty details.

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