

# MAYTAG® 4 SERIES RANGES

## HOW TO SELL

MFES4030R W/B/S, MFGS4030R W/B/S

### EDGE-TO-EDGE CERAMIC GLASS COOKTOP (ELECTRIC VERSION)

Edge-to-Edge Ceramic Glass Cooktop easily wipes clean.

### EDGE-TO-EDGE DISHWASHER-SAFE CAST IRON GRATES (GAS VERSION)

Edge-to-Edge Dishwasher-Safe Cast Iron Grates make cleanup hassle-free.



### ENERGY STAR® CERTIFIED (ELECTRIC VERSION)

ENERGY STAR® Certified to help save money on your utility bills.

### STEAM CLEAN

Steam Clean cycle lifts stuck-on food in under an hour.

MFES4030R W/B/S, MFGS4030R W/B/S  
30" Ranges with Air Cooking Technology

## LIGHTEN THE CLEANUP LOAD WITH THE MAYTAG® 4 SERIES RANGES

Introducing our 30-inch electric & gas range, engineered to streamline your cleanup routine, featuring a Steam Clean cycle to tackle light soils. Say goodbye to smudges with Fingerprint Resistant Stainless Finish. And for added peace of mind, enjoy a 10-year limited parts warranty.\*

\*See product warranty for details.

# DID YOU KNOW?

MFES4030R W/B/S, MFGS4030R W/B/S

## ENERGY STAR® CERTIFIED EXPLAINED



### WHAT MAKES MFES4030R ENERGY STAR® CERTIFIED?

An ENERGY STAR® label indicates that an appliance has been certified by the Environmental Protection Agency as energy efficient, and that it meets certain criteria that can save consumers money by lowering utility bills. \*

### HOW DO I KNOW A SKU IS ENERGY STAR® CERTIFIED?

There will be an Energy Star® sticker placed on the cooktop, an Energy Guide shipped with the product and information listed online.

## DID YOU KNOW: STEAM CLEAN\*\*



### WHAT IS A STEAM-CLEANING OVEN?

Using heat and water, steam-cleaning ovens will soften light grime or debris left over from previous usage. About a cup of water is poured on the floor of the oven before the heat rises, creating steam that softens the residue on the oven interior.

### HOW MUCH ENERGY IS USED FOR STEAM CLEANING?

Steam-cleaning ovens use high temperatures and steam to loosen and dissolve remnants of food particles and grease before wiping down with a cloth. They generally don't require much electrical energy, so they are great if you need to do a quick cleanup after cooking.

## MAYTAG® 4 SERIES RANGES - PLAN TO SELL

Maytag® Ranges are tested tough with durable parts and materials that are built to last for years to come.



### MFES4030R

- 5.3 Cu. Ft.
  - 5 Elements – 3-6", 1-9"/6", 1-12"/9"
  - Steam Clean
  - 10-Year Limited Warranty\*\*\*
- + Edge-to-Edge Glass Cooktop**



### MER4800P

- 5.3 Cu. Ft.
- 5 Elements – 1-9"/6", 1-9", 3-6"
- 9"/6" Dual-Choice™ Element
- Steam Clean
- Warming Center
- Variable Broil
- 10-Year Limited Warranty\*\*\*

**+ Fingerprint resistant stainless finish**



### MFGS4030R

- 5.0 Cu. Ft.
  - 5 Burners - 2-12K, 1-10K, 1-18K, 1-5BTU
  - Steam Clean
  - Dishwasher Safe Cast-Iron Grates
  - 10-Year Limited Warranty\*\*\*
- + Edge-to-Edge Grates**

\*source: [https://www.energystar.gov/products/appliances/clothes\\_washers](https://www.energystar.gov/products/appliances/clothes_washers), last visited May 21, 2020

\*\*source: <https://www.maytag.com/blog/kitchen/self-cleaning-vs-steam-cleaning-oven.html>

\*\*\*See product warranty for details.

## QUALIFYING QUESTIONS

1

How often do you clean your current oven?

2

Do you like to cook with large pots and pans?

3

How do you currently clean your cooktop?

## FEATURES

MFES4030R W/B/S, MFGS4030R W/B/S



### STEAM CLEAN

Tackle oven mess in an hour or less with Steam Clean self-cleaning technology. To lift light soils in less than an hour, simply add water, run the cycle and wipe with a wet sponge when the cycle is finished.



### EDGE-TO-EDGE DISHWASHER-SAFE CAST IRON GRATES

Utilize your cooktop space with edge-to-edge cast-iron grates, giving you the flexibility to easily shift your pots and pans as needed. Then toss into the dishwasher for hassle-free cleanup.



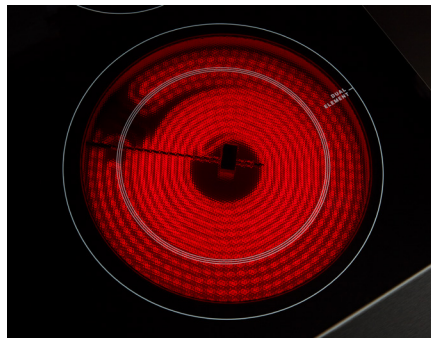
### EDGE-TO-EDGE CERAMIC GLASS COOKTOP

The easy-to-clean, Edge-to-Edge Ceramic Glass Cooktop lets you easily wipe spills and splatters.



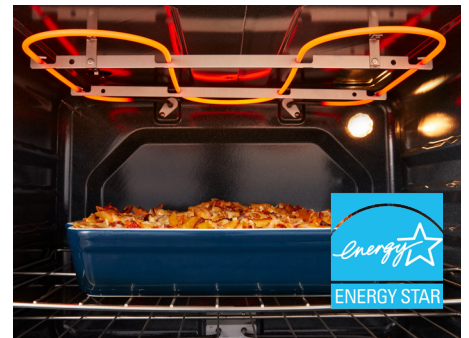
### POWER™ BURNER

Get boiling faster\* with Power™ Burner. With power up to 18,000 BTUs, it allows for a slow, even sauté and intense heat for a seared, juicy steak.



### 9 5/8" DUAL-CHOICE™ ELEMENT

The 9 5/8" Dual-Choice™ Element matches the heat to the pan you're using so you can cook your meal the way you want.



### ENERGY STAR® CERTIFIED

ENERGY STAR® Certified models exceed government standards to help save money on your utility bills.

\*Compared to Maytag standard 12K burner on the same model.

## DEMOS

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### EDGE-TO-EDGE CERAMIC GLASS COOKTOP

Point to the edge-to-edge ceramic cooktop and speak to how it is easy to wipe spills and splatters, due to the smooth, flat surface.



### EDGE-TO-EDGE DISHWASHER-SAFE CAST IRON GRATES

Remove the heavy-duty cast-iron grates and have your customer place them back on the cooktop to show how durable they are. Don't forget to mention they are dishwasher safe.

### STEAM CLEAN

Point to the Steam Clean feature and how it is designed for light oven cavity cleaning. Speak to how it works by removing all racks and placing 10oz of water in the bottom of the oven cavity. The feature will take approximately 40 minutes and a tone will sound at the end of the cycle.

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

Whether you seek educational courses, documents, lineups, or videos, LearnWhirlpool is that one source for appliance sales materials for Whirlpool®, Maytag®, KitchenAid®, and Amana® products.

