

# MAYTAG® TOP LOAD LAUNDRY

## HOW TO SELL THE PET PAIR

MVW6500M & ME/GD6500M



**VISIBLY REMOVES PET HAIR**  
The built-in Pet Pro Filter removes 5x more pet hair.\*

**PET PRO OPTION**  
The Pet Pro option uses a no-heat, extended dry time to lift pet hair from clothes and capture it in the XL lint trap.



MVW6500M  
4.7 CU. FT. TOP LOAD WASHER

ME/GD6500M  
7 CU. FT. TOP LOAD DRYER

### GET A CLEAN YOU CAN SEE

Conquer pet hair like a pro with the Maytag® Pet Pro System. The built-in Pet Pro Filter in the washer removes 5x more pet hair,\* while the XL lint trap in the dryer traps and removes additional pet hair. The Maytag® Pet Pro System works together as a complete laundry solution for pet parents.

\*Comparing Normal cycle with Pet Pro Filter and option to cycle using traditional agitator without Pet Pro Filter and option. Results will vary based on fabric and type of pet hair.



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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.

Introducing the Maytag® Pet Pro System, with a Pet Pro filter in the washer that removes 5x more pet hair\* while the XL lint trap in the dryer traps and removes additional pet hair.

## HOW THE PET PRO SYSTEM WORKS?



Water movement is unique to this product, where water is pulled into the filter and then down and out the bottom. Hair and water enter through holes in the side of the filter, and then filter back out. This happens because of the shape of the agitator.

Placement of the dryer vent in the back left allows for a loop flow system where air goes up and back rather than down toward clothes. The size of filter also enables more air flow and filter of pet hair. This all work works with a cycle modifier where 45 minutes of tumbling with no heat.

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## HOW TO SELL THE WASHER

MVW6500M

### WASHER QUALIFYING QUESTIONS

1

How much time do you spend removing hair from your clothes before washing them?

2

Do you select specific cycles for clothes that you wash?

3

How much hair is left in your washer after you wash items with pet hair?



#### PET PRO FILTER

The built-in Pet Pro Filter visibly removes pet hair.

#### PET PRO OPTION

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

#### DEEP FILL OPTION

Deep Fill option adds more water when you want it.

#### BUILT-IN WATER FAUCET

Use the built-in water faucet for a quick rinse or long soak.

#### SLOW-CLOSE GLASS LID

The slow-close glass lid offers a clear view of laundry.



## HOW TO SELL THE DRYER

ME/GD6500M

### DRYER QUALIFYING QUESTIONS

1

When you dry clothes, do you find pet hair still visible on the clothes?

2

What steps do you take to remove hair from your clothes?

3

Do you wish that you had a larger lint trap?



#### PET PRO OPTION

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

#### XL LINT TRAP

Trap and remove loads of pet hair with the XL lint trap.

#### STEAM-ENHANCED DRYER

Steam-enhanced dryers help refresh clothes and prevent wrinkles.

#### WRINKLE PREVENT OPTION

Wrinkle Prevent option keeps loads tumbling so they won't wrinkle.

## DEMOS

MVW6500M W/BK

### PET PRO OPTION

Explain that this option unleashes additional water and a deep rinse to activate the Pet Pro Filter, which lifts and captures pet hair from clothes.

### XL LINT TRAP

Pull out the lint trap while explaining that the Pet Pro Option along with the XL lint trap, traps and removes loads of pet hair.

### PET PRO FILTER

Show where the hair and water enter through the holes at the top, and are then pushed through the filter. The clean water exits the bottom and cycles back up leaving the hair trapped in the filter. Demonstrate how easy it is to remove the filter and tap out the hair.

## WRAP IT UP

### SAY

- The Pet Pro system removes 5x the hair\* during the cleaning and drying cycles.

### DO

- Demonstrate how to remove the Pet Pro filter, then how to empty it as well.

### REFERENCE

- Find additional resources about Maytag® Top Load product here.



### FEEL

- Confident recommending the pair to shoppers with pets at home.

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