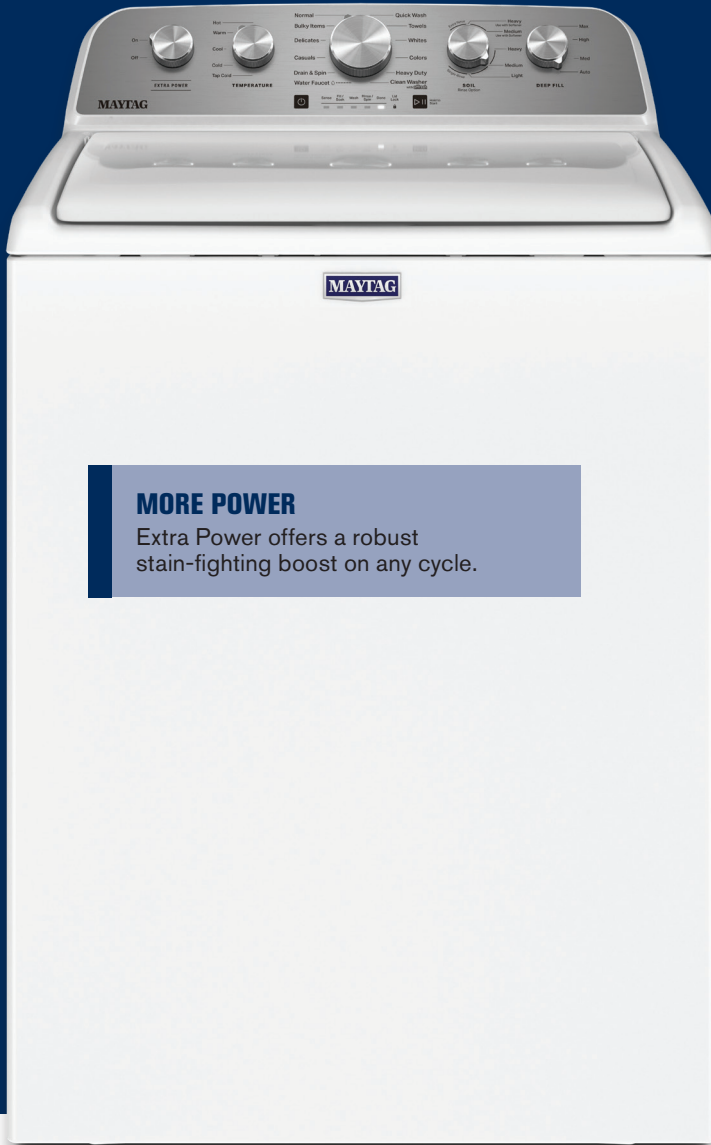


# MAYTAG® TOP LOAD LAUNDRY

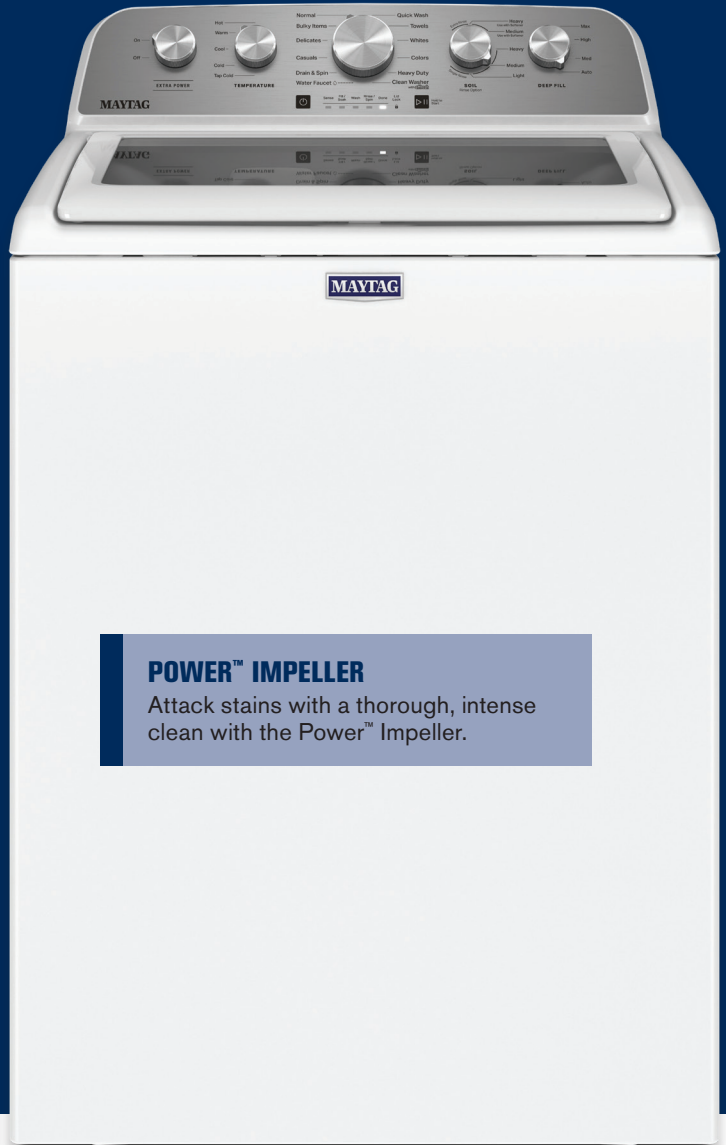
## HOW TO SELL THE WASHERS

MVW5035MW & MVW5430MW



### MORE POWER

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



### POWER™ IMPELLER

Attack stains with a thorough, intense clean with the Power™ Impeller.

MVW5035MW  
4.5 CU. FT. TOP LOAD WASHER

MVW5430MW  
4.8 CU. FT. TOP LOAD WASHER

## SPEED UP YOUR LAUNDRY WITH BOOSTED CLEANING POWER

Discover our Extra Power now available throughout the majority of our lineup, with an updated aesthetic from Maytag, a modern take on a classic style. The MVW5035MW features Extra Power, which boosts stain-fighting on any wash cycle with a dual-temperature wash. The MVW5430MW boasts more capacity with Smooth Impeller power 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

### 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

#### POWER™ AGITATOR

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

#### LARGE CAPACITY

Tackle large loads with a 4.5 cu. ft. capacity, enough space to wash 17–18 towels at once.



### HOW TO SELL THE IMPELLER

MVW5430MW

#### 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, where the deepest cleaning happens.

#### LARGE CAPACITY

With 4.8 cu. ft. capacity, this washer can run fewer cycles while fitting in even more loads.

#### SLOW-CLOSE GLASS LID

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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