



**Whirlpool®**

WFW5720R

**4.5 CU. FT. SMART FRONT LOAD ENERGY STAR® WASHER WITH FRESHFLOW™ VENT SYSTEM**



Dimensions: h: 39" w: 27" d: 31.5625"

Colors:  Core Silver  Volcano Black  White



## START THE CONVERSATION

How important is it to you that your clothes and washing machine stay fresh and odor-free between laundry loads?

## TOP FEATURES



1

### FRESHFLOW™ VENT SYSTEM

The FreshFlow™ Vent System is the first fan-powered system with antimicrobial protection designed to help keep your clothes and washer fresh. It's a trio of freshness features including the Dry Drum Cycle, FanFresh® Option, and Antimicrobial rubber seal.



2

### DRY DRUM CYCLE

After you take the clothes out, close your washer door and select the Dry Drum Cycle. A powerful fan reduces excess moisture from the drum, rubber gasket and door.



3

### FANFRESH® OPTION

Keep your clothes fresh in the washer after a cycle. The FanFresh® Option uses a built-in fan and periodic tumbling to keep your just-washed clothes fresh until they're ready for the dryer, using less energy than you would re-washing your clothes.\*

\*Based on rewashing an 8 lb load on Normal cycle.

## DID YOU KNOW?

Persistent odor issues caused by mold and mildew buildup and musty smelling clothes between washes can be a common customer complaint in front-load washing machines. These issues often require a lot of attention, including regular cleaning and maintenance, which can be time-consuming and inconvenient.

## HOW TO DEMONSTRATE



### FRESHFLOW™ VENT SYSTEM

Point to location of fan in the back of the washer, then the gold highlights on the controls for FanFresh® Option and Dry Drum Cycle. Start the Dry Drum Cycle. After 5 minutes of high speed spin, have customers feel the breeze from fan intake on the back of the washer. Explain that the powerful fan keeps clothes & washer fresh by pulling in fresh air and pushing out air inside of wash basket. Open the washer door and point to the gold antimicrobial insert on seal, explaining it helps prevent the growth of odor causing bacteria and mold.

## ADDITIONAL PRODUCTS TO CONSIDER

Be sure to tune into your customers' shopping priorities to bundle products across categories



ALSO AVAILABLE / STEP UP  
[WFW6720R](#)



LAUNDRY / PAIR WITH  
[WED5720R](#)



LAUNDRY / PAIR WITH (GAS)  
[WGD5720R](#)