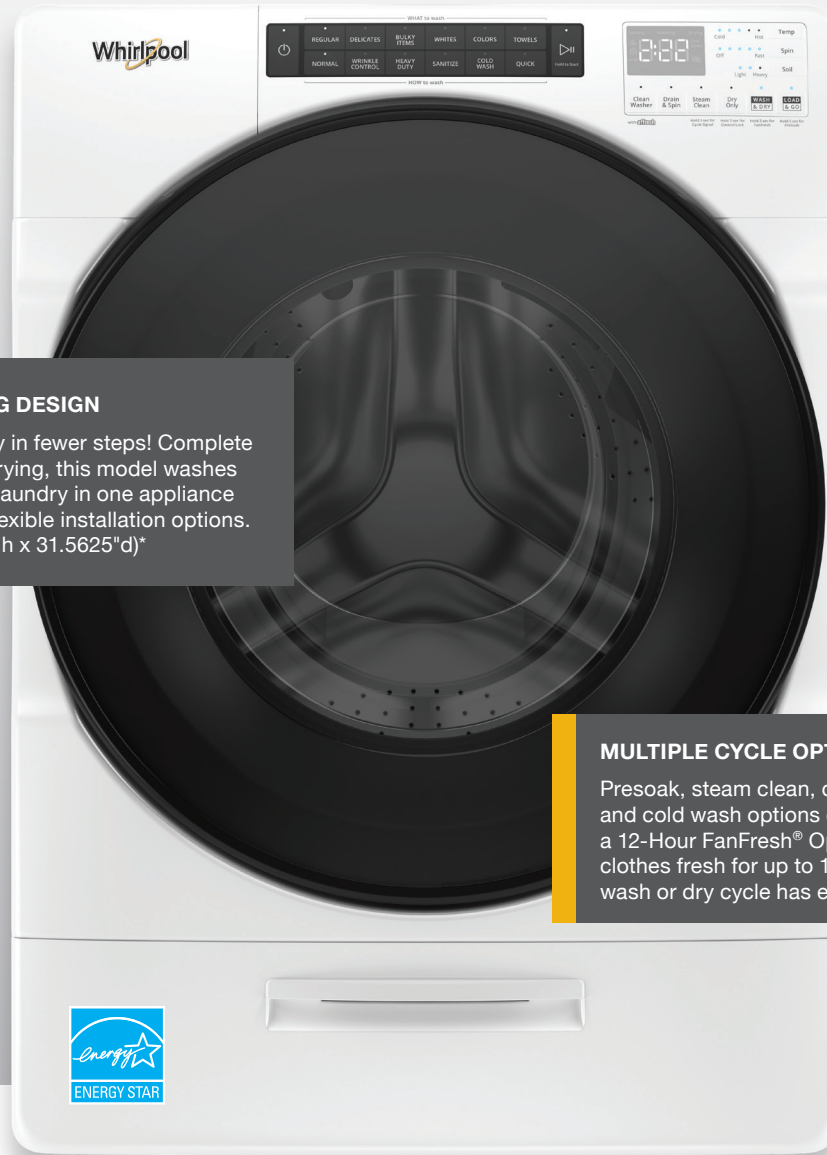


Whirlpool® Washer & Dryer

HOW TO SELL THE ALL-IN-ONE WFC682CLW



SPACE SAVING DESIGN

Do your laundry in fewer steps! Complete with ventless drying, this model washes and dries your laundry in one appliance while offering flexible installation options. (27" w x 38.625" h x 31.5625" d)*

MULTIPLE CYCLE OPTIONS

Presoak, steam clean, quick wash, sanitize, and cold wash options can be followed by a 12-Hour FanFresh® Option which keeps clothes fresh for up to 12 hours after the wash or dry cycle has ended.

WFC682CLW
4.5 CU. FT FRONT LOAD WASHER

Redefine "laundry day" with this combo unit that frees up space and time

Whirlpool's new WFC682CLW All-in-One is the all-you-need laundry solution with a space-saving design, multiple cycle options and Load & Go™ XL Dispenser. This model not only washes and dries your laundry, but comes with eye-opening features like ventless drying for installation ease and 12-Hour FanFresh® Option which keeps clothes fresh for up to 12 hours after the wash or dry cycle has ended.

*With WFP2715HW All-In-One Pedestal, height is 54.125"

How Retailers Can Sell ALL-IN-ONE WASHER



Retailer Qualifying Questions

1

What kind of loads do you wash?

2

Does your schedule allow you to transfer clothing immediately after it is washed?

3

How much detergent do you use?



SPACE-SAVING DESIGN

Save space and steps by washing and drying your laundry with one appliance. This model comes with ventless drying, as well, providing flexibility and freedom in installation options.

LOAD AND GO™ XL

Skip steps with the Load & Go™ XL dispenser. Simply add detergent once and skip refills for 40 loads.

MULTIPLE CYCLE OPTIONS

With 4.5 cu. ft. of space, you can presoak, steam clean, quick wash, sanitize and cold wash options help you handle many types of fabric.

How Builders Can Sell ALL-IN-ONE WASHER

Builder Qualifying Questions

1

Are you seeing an increase in the number of people looking for secondary laundry options?

2

What kind of space constraints are in the home/apartment/condo design?

3

What are the benefits of purchasing an Energy Star® Certified washer?



ENERGY STAR® CERTIFIED

First All-In-One ENERGY STAR® Certified model that exceeds government standards to help conserve natural resources and save money on your utility bills.

ADA COMPLIANT OPTION WITH THE PEDESTAL ADD-ON

Model WFP2715HW All-In-One Pedestal*

VENTLESS DRYING

Popular in Europe, ventless washer dryer combos have started to catch on in the United States thanks to their space-saving properties and ease of installation.

WRAP IT UP

SAY

- Ask the customer about their current washing habits. Would removing steps in the cycle help save them time?
- Ask them about their space constraints. Would this be a good fit due to size and ventless drying.

DO

- Demonstrate the capacity of the washer and dryer by having the customer open the door so they can see inside.
- Point out the load and go option to remove the guess work out of detergent.
- Point out the ventless drying on the back that provides them flexibility.

REFERENCE

- Find additional resources on Whirlpool Laundry product here.



FEEL

- Empowered to recommend the All-in-One Washer & Dryer.

FIND MORE APPLIANCE SALES RESOURCES AT 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.



*When installed on a 10" pedestal (model XHP1000XW) with feet fully in.