

# Whirlpool® Hybrid Tub Dishwashers

Product  
Presentation





# Agenda



## Industry Insights

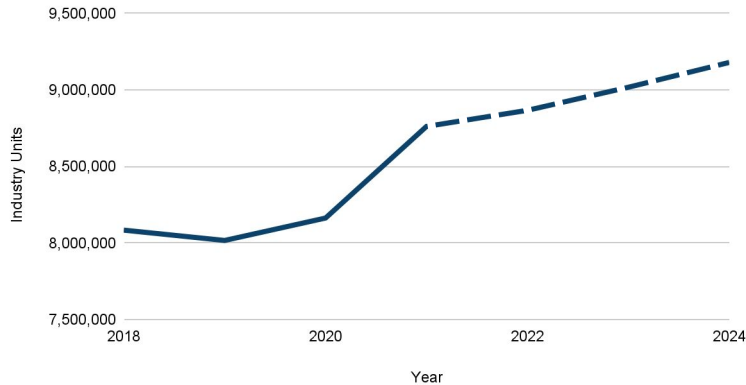
Whirlpool® Hybrid Dishwasher Lineup

Resources

# Built-In Dish is a Growing Category

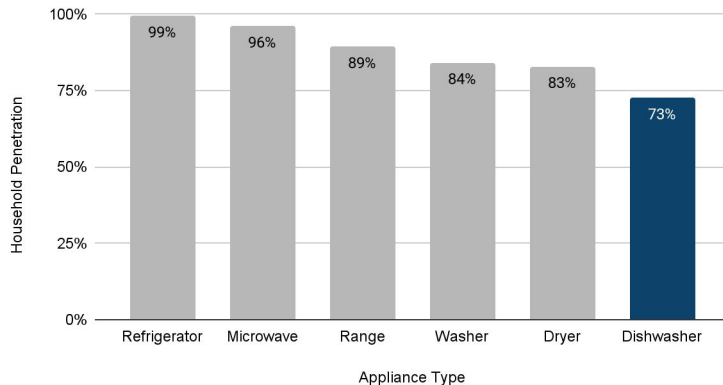


Built-In Dishwasher Industry Units vs. Year



2019-2021 DISH INDUSTRY GREW  
**745,000 units (+9.3%)**

Household Penetration vs. Appliance Type



CONTINUED GROWTH POTENTIAL  
**Only 73% of households have a dishwasher**

# Growth Will Sustain Due to Consumer Behavior Shift



## CONSUMERS USED THEIR DISHWASHERS MORE DURING THE PANDEMIC

**81%** in 2020

% of households that used their dishwasher 4 or more times per week  
(of households that use their dishwasher)



## INCREASED USAGE & AGING INSTALL BASE WILL SUSTAIN CATEGORY GROWTH

27M households have dishwashers 10 or more years old

# Whirlpool is Ready for Industry Growth



INVESTED IN  
**AMERICA**



INVESTING IN THE FUTURE

**Whirlpool Corporation's plastic & hybrid dishwashers are assembled in Findlay, Ohio the largest dishwasher producing plant in the Americas\***

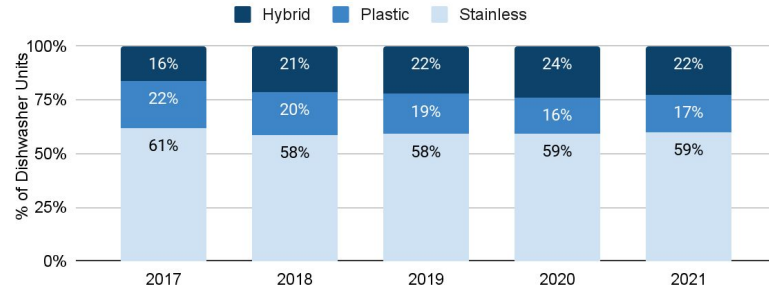
\*according to Euromonitor data from 2016-2021

**\$10M+ investment in Findlay, Ohio to increase dishwasher capacity**



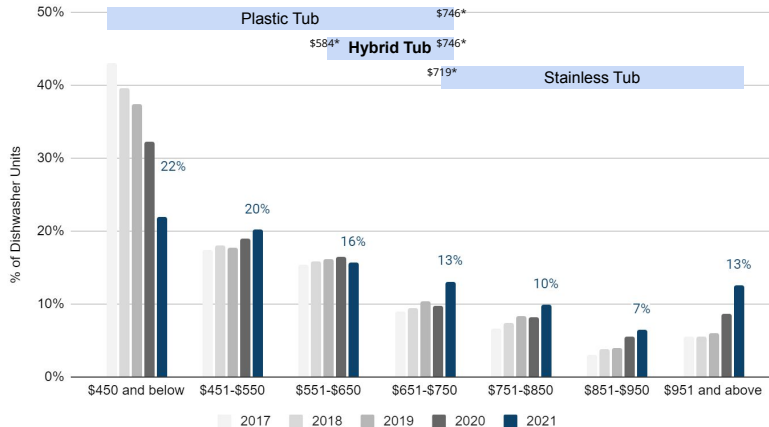
# Great Look at a Great Price: Hybrid Fastest Growing Tub Type

% of Dishwasher Units by Tub Material



**HYBRID IS THE FASTEST GROWING TUB TYPE**  
**Grew 25% from 2017-2021**

% of Industry Units vs. Final Sale Price Buckets



**HYBRID SEATED AT KEY PRICE POINT**  
**67% of market <\$700**

Source: Traqline 2017-2021

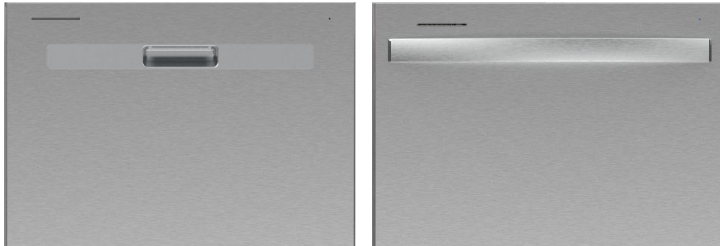
\*: Prices shown signify MAP -10% for key floored SKUs from major manufacturers, MAPs taken from manufacturer's websites on 4/19/21.

# Great Look at a Great Price: Top Control & Handle Options

CONSUMER PREFERENCE SPLIT  
BOTH HANDLE TYPES NEEDED

43% Pocket

57% Towel



HIDDEN CONTROLS PREFERRED

45% Visible

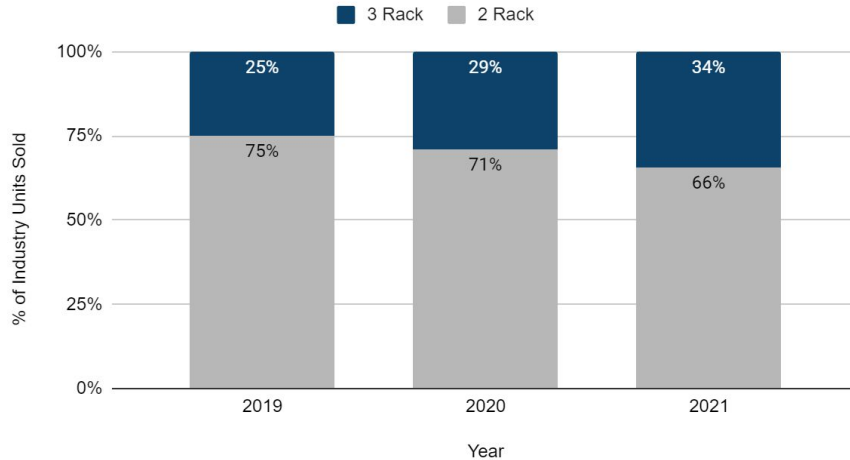
55% Hidden



# Consumers Want to Fit More in Every Load



Industry Units Sold by Number of Racks



**3RD LEVEL RACKS GREW 36% IN 3 YEARS  
1/3 OF TOTAL INDUSTRY UNITS**



**Adjustable top rack & cup shelves  
allow you to fit more with 2 racks**





# Agenda



Industry Insights

**Whirlpool® Hybrid Dishwasher Lineup**

Resources

# Whirlpool® Hybrid Dishwasher 5 & 7 Series From / To



WDF520PAD



Plastic Tub  
1x 5" Cup Shelf  
Vinyl Racks  
Heat & Vent Dry  
55 dBA

WDF540PAD



Plastic Tub  
Fixed 2nd Rack  
1x 11" Cup Shelf  
Nylon Racks  
Heat & Vent Dry  
53 dBA

WDT705PAK



Plastic Tub  
Fixed 2nd Rack  
Grid Cup Shelf  
Vinyl Racks  
Heat & Vent Dry  
51 dBA

WDT710PAH



Plastic Tub  
Fixed 2nd Rack  
Grid Cup Shelf  
Nylon Racks  
Heat & Vent Dry  
51 dBA

WDT730PAH



Dark Hybrid Tub  
Adjustable 2nd Rack  
1 11" Cup Shelf  
Nylon Racks  
Heat & Fan Dry  
51 dBA

WDT530HAM



Light Hybrid Tub  
Heat & Vent Dry  
PVC Racks  
55 dBA

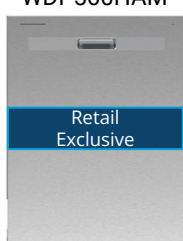
WDT540HAM  
WDP540HAM



Dark Hybrid Tub  
3x 5" Cup Shelves  
Nylon Racks  
Heat & Vent Dry  
55 dBA

Your Choice of Handle Style

WDP560HAM



Dark Hybrid Tub  
Adjustable Upper Rack  
Nylon Racks  
1 11" Cup Shelf  
Heat & Vent Dry  
55 dBA

WDT730HAM  
WDP730HAM



3rd Level Rack  
Folding Tines  
Dark Hybrid Tub  
Adjustable 2nd Rack  
Nylon Racks  
Heat & Fan Dry  
51 dBA

Your Choice of Handle Style



FAN DRYING TECHNOLOGY

# 5 Series From-To: New Pocket Handle Delivers Sleek Exterior



Today



Tomorrow



**Dark Hybrid Tub**  
Now offered on 5 & 7 series models.

\*Target Launch Details & Preliminary Claims Subject to Change

# 7 Series From-To: 3rd Rack Brought to Whirlpool Hybrid



Today



Tomorrow



## 3rd Rack

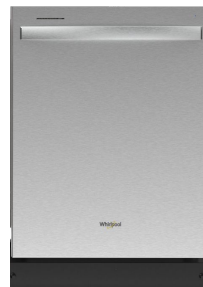
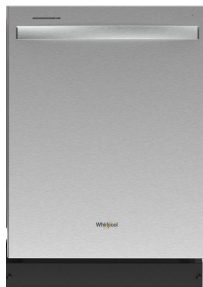
35% more rack space to load more dishes and get extra room for hard to fit items\*.



\*Compared to Whirlpool® dishwashers without a third level rack.

\*Target Launch Details & Preliminary Claims Subject to Change

# Whirlpool® Hybrid Dishwasher 5 & 7 Series Lineup



Model	WDT530HAM (CONTRACT)	WDP540HAM	WDT540HAM	WDP560HAM (R&B EXCLUSIVE)	WDP/T730HAM
Colors	M	Z/W/B	Z	Z/W/B	Z
Sound	55 dBa	55 dBa	55 dBa	55 dBa	<b>51 dBa</b>
Tub Material	Light Hybrid	<b>Dark Hybrid</b>	<b>Dark Hybrid</b>	Dark Hybrid	Dark Hybrid
Key Features	<ul style="list-style-type: none"> <li>• Top Control</li> <li>• PVC Racks</li> <li>• Vent Dry</li> <li>• Tall Basket</li> </ul>	<ul style="list-style-type: none"> <li>• Top Control</li> <li>• <b>Nylon Racks</b></li> <li>• Vent Dry</li> <li>• <b>Three 5" Cup Shelves</b></li> <li>• Tall Basket</li> </ul>	<ul style="list-style-type: none"> <li>• Top Control</li> <li>• Nylon Racks</li> <li>• Vent Dry</li> <li>• Three 5" Cup Shelves</li> <li>• Tall Basket</li> </ul>	<ul style="list-style-type: none"> <li>• Top Control</li> <li>• Nylon Racks</li> <li>• <b>Adjustable Middle Rack</b></li> <li>• Vent Dry</li> <li>• <b>One 11" Cup Shelf</b></li> <li>• Tall Basket</li> </ul>	<ul style="list-style-type: none"> <li>• <b>YOUR CHOICE HANDLE</b></li> <li>• <b>3rd Utensil Rack</b></li> <li>• Nylon Racks</li> <li>• Adjustable Middle Rack</li> <li>• <b>Fan Dry</b></li> <li>• <b>Folding Tines</b></li> <li>• Tall Basket</li> </ul>
Handle	Towel	Pocket	Towel	Pocket	Towel or Pocket



# Whirlpool® 55 dBA Dishwasher

## WDT530HAM

M- Monochromatic Stainless Steel



### Hybrid Tub with Light Gray Interior

Helps mask food stains with a stainless steel interior door and light gray plastic tub



### Extended Soak Cycle

Presoak and wash in one Extended Soak Cycle to help stuck-on food dissolve away without any extra steps.



### Quick Wash Cycle

Clean dishes fast with a Quick Wash Cycle that thoroughly takes care of plates and glasses when you need them done in a hurry.

***Contract Exclusive***

# Qualify your customers for Hybrid Tub



**ASK**

What types of foods do you make using a tomato base?

**TELL**

This interior has benefits of hiding stains with grey appearance and has nice looking stainless appearance on the door with also helps with this.

**DEMO**



Open the door and point out the light or dark gray interior of the tub. Ask your customers to compare it to other models on the floor that come in white plastic and ask them which they prefer.



# Whirlpool® 55 dBA Dishwasher WDT/P540HAM

- Z- Fingerprint Resistant Stainless Steel *(Towel Bar Available In This Color Only)*
- W- White
- B- Black



## Hybrid Tub with Dark Gray Interior

Helps mask food stains with a stainless steel interior door and dark gray plastic tub

## Nylon Racks

Provides protection that you can trust to ensure long lasting use



## Three 5" Cup Shelves

Fit six additional cups or small bowls to free up extra space in the racks below and conveniently fold down to stay out of the way when not in use.

## *Your Choice Handle*



# Qualify your customers for Nylon Racks



**ASK**

Do you put knives or other sharp objects in your dishwasher?

**TELL**

The nylon coating on dishwasher racks is designed to be durable and ensure long-lasting use.

**DEMO**



Open the door and have your customer do the thumbnail test. Go to a model with a rack that has a PVC coating and slightly indent your thumbnail. Then do the same thing on a nylon rack, your customer will feel the durability difference.



# Whirlpool® 55 dBA Dishwasher WDP560HAM

- Z- Fingerprint Resistant Stainless Steel
- W- White
- B- Black

## Adjustable Upper Rack

Manually raise or lower the upper rack two inches to better fit tall items like water bottles

## Hybrid Tub with Dark Gray Interior

Helps mask food stains with a stainless steel interior door and dark gray plastic tub



## 11" Cup Shelf

Fits five additional cups or small bowls to free up extra space in the racks below and conveniently folds down to stay out of the way when not in use



***Retail Exclusive***

# Qualify your customers for Adjustable Upper Rack



**ASK**

What items do you wash that are too tall to fit in the upper rack?

**TELL**

The adjustable upper rack can easily be raised and lowered with two easy buttons. Not all manufacturers have this feature and can be considerably more difficult to do.

**DEMO**



Open the door and point out the adjusting levers and ask them to push the levers down so they can lower and raise the upper rack.



# Whirlpool® 51 dBA Dishwasher WDT/P730HAM

■ Z- Fingerprint Resistant Stainless Steel



## 3rd Rack

Take advantage of 35% more rack space that makes it easy to load additional silverware and hard-to-fit utensils\*



## Fan Drying Technology

The drying process uses a fan to deliver our most advanced drying performance in plastic and hybrid tub models

## Folding Tines

Create the space you need for large dishes or hold down smaller items like lids and measuring cups



***Your Choice Handle***

\*Compared to Whirlpool® dishwashers without a third level rack.

# Qualify your customers for 3rd Rack



**ASK**

Where do you currently load large serving spoons, whisks and spatulas?

**TELL**

The 3rd rack was designed to load hard-to-fit utensils and frees up more space for the dishes below

**DEMO**



Open the door, pull out the 3rd rack and show them how different items can be place in here. Use items like silverware, whisks, tongs, spatulas to make an even greater visual impact



Industry Insights

Whirlpool® Hybrid Dishwasher Lineup

**Resources**

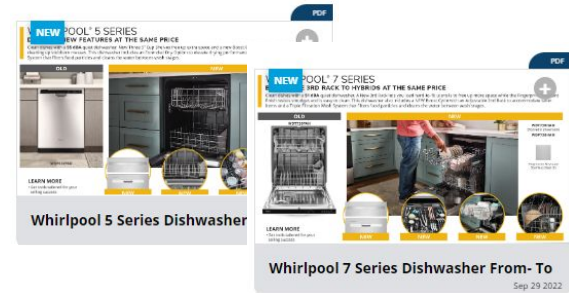
Click Images For More Sales Tools



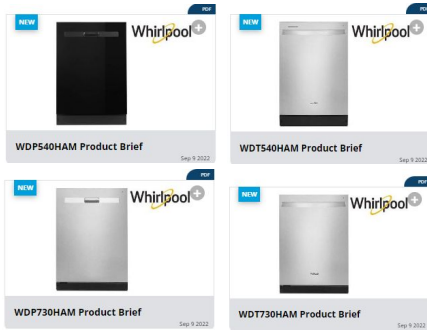
How to Sell Video



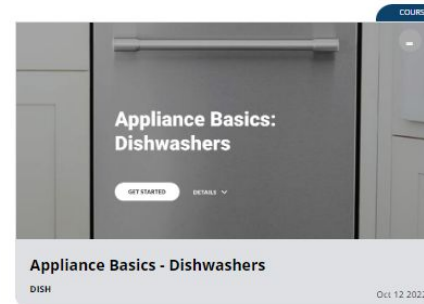
Whirlpool vs. Samsung Dishwasher Capacity Challenge



From To Guides



Product Briefs



Appliance Basics Course