

Whirlpool's Load & Go™ Dispenser

VS

GE's SmartDispense™ System



Both features allow you skip adding detergent to every load, but these two features are not created equally.

Front Load washers adjust the amount of detergent based upon **5 factors:**



Adjusts the amount of detergent based upon **2 factors:**

- Fabric Type
- Soil Level
- Detergent Concentration
- Cycle
- Load Size

- Weight
- Soil Level

Available on all cycles



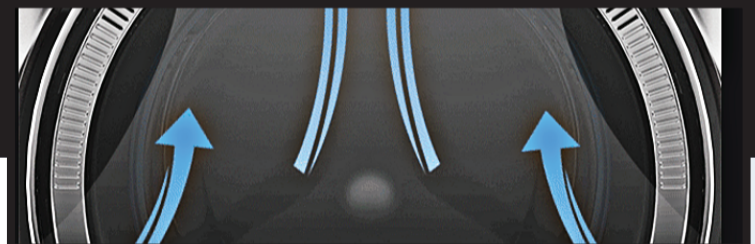
Only available on select cycles

GE's SmartDispense™ system is **NOT** the same as Whirlpool's Load & Go™. Let your customers know the difference so they can make an informed decision.

Whirlpool's FanFresh® System

VS

GE's UltraFresh Vent System with Odorblock™



Both features eliminate excess moisture to prevent odors from developing, but these two features are not created equally.

Will automatically start with a load still in it when selected



Will start after a load has been removed manually

Fan recirculates in fresh air to keep clothes fresh, as well as tumble action



Uses only tumbling action

Lasts up to **12 hours**



Lasts up to **8 hours**

Introduced in **2010**, with **10 years** of feedback and improvements



Introduced in **2019**

GE's UltraFresh Vent System with Odorblock™ is **NOT** the same as Whirlpool's FanFresh® System. Let your customers know the difference so they can make an informed decision. Features and specifications for all models pictured from manufacturer's websites.