



Whirlpool®

WRT108FFD

**30-INCH WIDE TOP FREEZER
REFRIGERATOR - 18 CU. FT.**



Dimensions: w: 29.5"

Colors:  Black  Monochromatic Stainless Steel

 White

START THE CONVERSATION

Have you ever been frustrated by the interior layout of your refrigerator when trying to store a tall bottle?

TOP FEATURES



1

FLEXI-SLIDE™ BIN

Make space for tall items with the bin that quickly and easily moves side-to-side for convenient storage options. Customers can experience a more flexible storage space and adapt their interior configuration to suit their food.



2

ELECTRONIC TEMPERATURE CONTROLS

Choose the ideal temperature with convenient, up-front controls in the refrigerator section. It's easy for customers to customize their refrigerator settings with these controls that help them adjust with variables in their kitchen environments.



3

FREEZER TEMPERATURE CONTROLS

Keep frozen items ice cold with controls that allow you to adjust the temperature level in the freezer compartment. Customers can enjoy colder ice cream or not over frozen veggies with a more controlled environment. Rather than allowing the freezer to just freeze, this gives the control back to the customer to make the freezer the way they want it.

DID YOU KNOW?

1 of the top 5 unmet consumer needs—better organization—is provided by the Flex-Slide™ bin.(1)

(1)Whirlpool Corporation Food Journey Study, March 2016.

HOW TO DEMONSTRATE



FLEXI-SLIDE™ BIN

Demonstrate how the bin slides from side to side to make space. Ask customers to try it, and if possible, have them load tall containers, like empty two-liter bottles, onto the shelves by sliding the bin.

ADDITIONAL PRODUCTS TO CONSIDER

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