

START THE CONVERSATION

What foods look less than appetizing based on the lighting in your current refrigerator?

TOP FEATURES

LED INTERIOR LIGHTING

Keep food looking as good as it tastes. Light is cast inside the refrigerator so food looks like it's supposed to.



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.



EZ CONNECT ICEMAKER

Installing quickly and easily, this optional icemaker provides convenient, easily accessible ice without the need to refill ice trays.

DID YOU KNOW?

LEDs, especially ENERGY STAR® rated products, use at least 75% less energy and last 25 times longer than incandescent lighting.(1) (1)https://energy.gov/energysaver/led-lighting.

HOW TO DEMONSTRATE



LED INTERIOR LIGHTING

Point out to customers the various locations of the LED lights on the interior. Talk about how the angle of the lights provides a better look for food within the refrigerator. Show off the LED interior lighting by staging the refrigerator with bright colorful food and beverages. Note how these LED bulbs are using less energy and do not need to be replaced over the life of the product.

ADDITIONAL PRODUCTS TO CONSIDER

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







SUITE MATCH COOKING RANGE / WALL OVEN WFE505W0H



SUITE MATCH DISHWASHER WDF520PAD

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