

START THE CONVERSATION

What items do you store in your current refrigerator that might topple over if not level?

TOP FEATURES



FRAMELESS GLASS SHELVES

Store more items on each shelf with wall-to-wall frameless glass shelves, which offer greater storage flexibility.



2 HUMIDITY-CONTROLLED CRISPERS

Store fruits and vegetables in the humidity-controlled crispers.



3 ENERGY STAR® CERTIFIED

Save money on utility bills with ENERGY STAR® certified models that exceed government standards.

DID YOU KNOW?

Customers want things to be "easy to clean and disinfect." In fact, this is one of the top 5 most valued aspects of their kitchen.(1) Frameless glass shelves not only hold items from wall to wall, they contain messes and are easy to clean. (1)2016 Houzz Survey.

HOW TO DEMONSTRATE



FRAMELESS GLASS SHELVES

Rest props like a soda can or a ketchup bottle along the edge of the frameless glass shelf, and on the plastic frame of a competitive glass shelf. Show customers how the items rest securely on the Whirlpool brand shelves while they sit unevenly on the unlevel surface of the framed shelf.

ADDITIONAL PRODUCTS TO CONSIDER

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



ALSO AVAILABLE / STEP UP WRT549SZD



SUITE MATCH COOKING RANGE / WALL OVEN
WFE505W0H



SUITE MATCH DISHWASHER
WDF520PAD

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