

Maytag[®] Entry Level Top Load Laundry

Product Presentation





Agenda



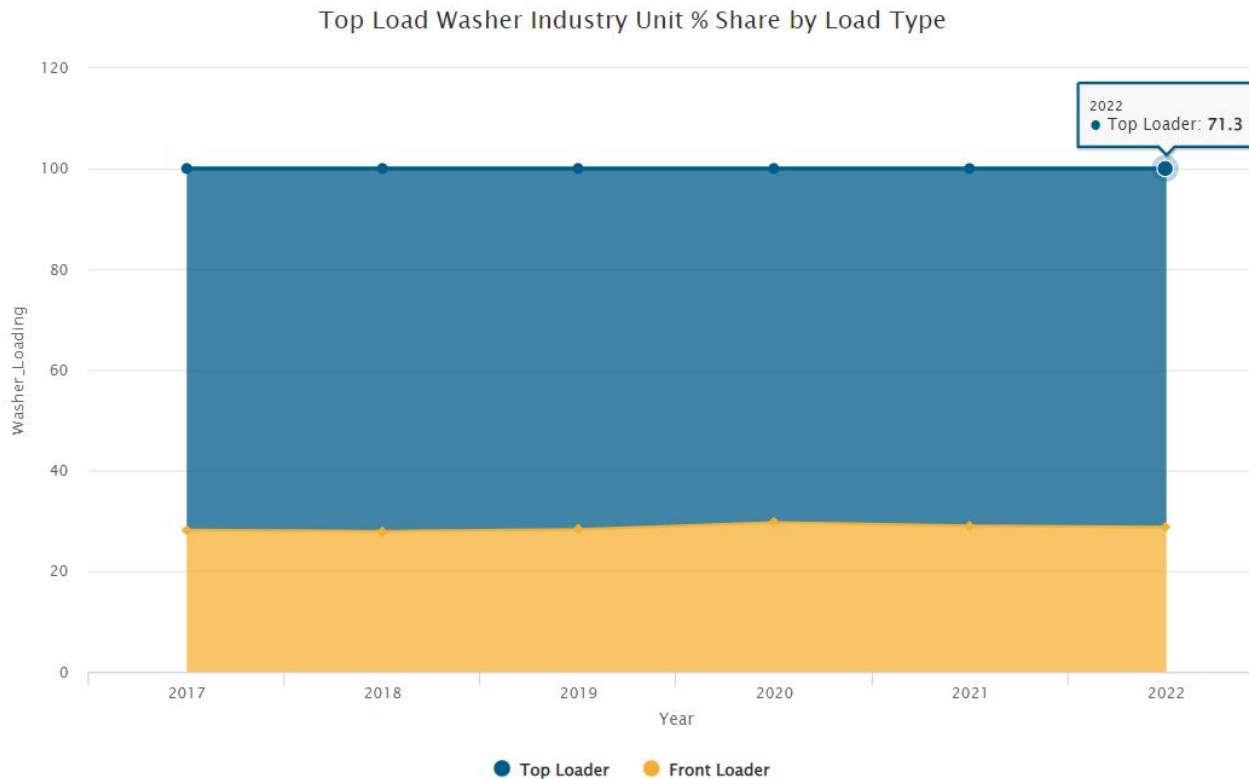
Industry Insights

Maytag® Entry Level Topload Washers

Maytag® Entry Level Matching Dryers

Resources

Top Load represents 71% of Washer Industry Sales



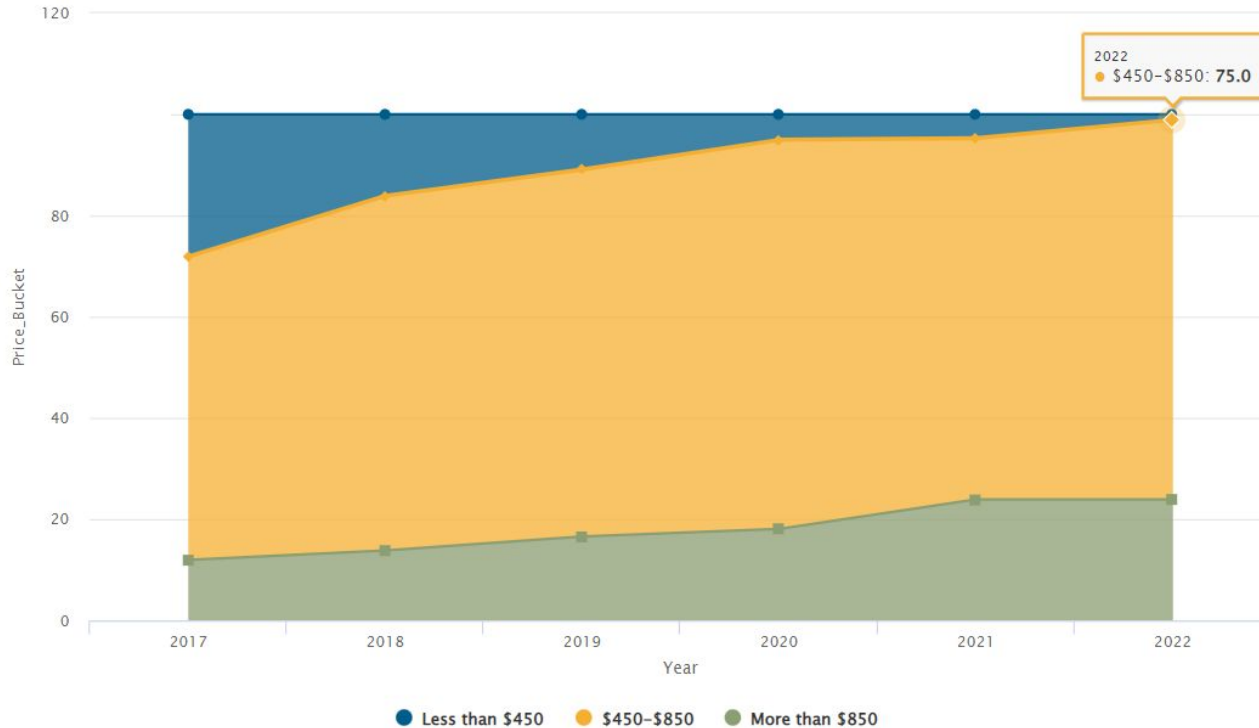
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Clothes Washer - Unit Share x Last 20Q
Washer>Loading x Year

75% of Top Load Industry Sales fall within \$450-850



Top Load Washer Industry Dollar % Share by Price Bucket



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Clothes Washer - Top Load - Dollar Share x Last 20Q
Price_Bucket x Year



Agenda



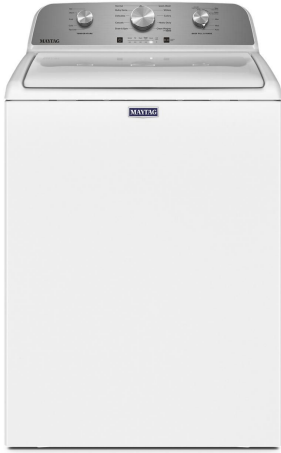
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Maytag® Entry Level Topload Washers

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Maytag® Entry Level Top Load Washers



FROM 3 TO 5 KNOBS



MVW4505MW

4.5 Cu Ft Capacity

Power™ Agitator

Deep Fill

MVW5035MW

4.5 Cu Ft Capacity

Power™ Agitator

Deep Fill

Extra Power

Built-In Water Faucet

MVW5430MW

4.8 Cu Ft Capacity

Power™ Impeller

Deep Fill

Extra Power

Built-In Water Faucet

Slow-Close Glass Lid



Maytag® 4.5 Cu Ft Top Load Washer MVW4505MW



4.5 Cu Ft Capacity

Tackle large loads with enough space to wash 17-18 towels at once.

Power™ Agitator

Uses 360-degree wash action to break up messes + features a fabric softener dispenser



Deep Fill & Rinse Knob

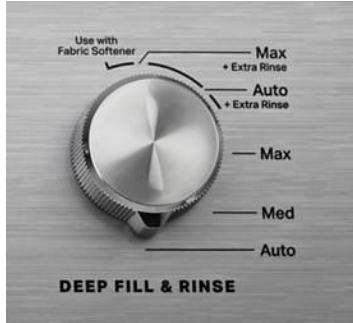
Delivers more water when you want it

Quick Wash Cycle

Cleans small, lightly soiled loads in 30 minutes.*

*Based on a 3-lb load.

MVW4505 offers Durable 3-Knob Design with Deep Fill & Rinse Knob



Top Knob Selections:

Auto Load Sensing or Max wash cycle fills with Extra Rinse

Extra Rinse is a Deep Rinse - Extra Rinse is recommended when using fabric softener

Bottom Knob Selections:

Auto Load Sensing, Medium and Max wash cycle fills with Single Rinse

- Primary rinse type (spray/fill) dependant upon cycle selected



MAYTAG

Qualify your customers for Deep Fill & Rinse



ASK

How much control do you have over water levels in your current washer?

TELL

The Deep Fill & Rinse Knob offers Auto Load Sensing, Medium & Max Fill options with Single Rinse, as well as Auto & Max Fill Options with Extra Rinse

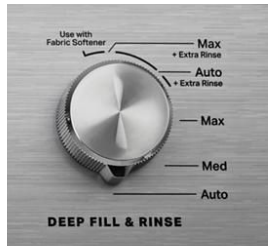
ASK

How often do you use Fabric Softener in the washer?

TELL

Extra Rinse options are recommended when using Fabric Softener

DEMO



Show off the Deep Fill & Rinse Knob + the Power™ Agitator with Fabric Softener Dispenser on your sales floor



Maytag® 4.5 Cu Ft Top Load Washer MVW5035MW



Power™ Agitator

Uses 360-degree wash action to break up messes + features a fabric softener dispenser

Extra Power Knob

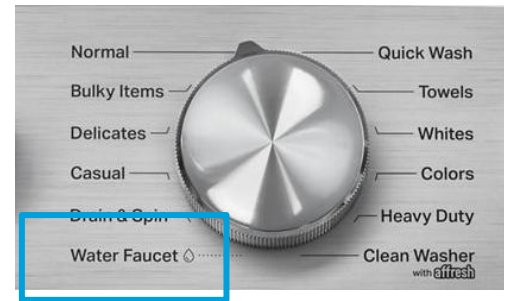
Dual Temperature wash boosts stain fighting on any cycle

Deep Fill Option

Delivers more water when you want it

Built-In Cold Water Faucet

Rinse, spot-treat and soak with access to cold water stream right in the washer.



MVW5035 offers a Durable 5-Knob Design



Extra Power

Boost stain fighting on any cycle

Soil & Rinse

Features Extra Rinse for Heavy Soils and Fabric Softener Use

Cycle Selection

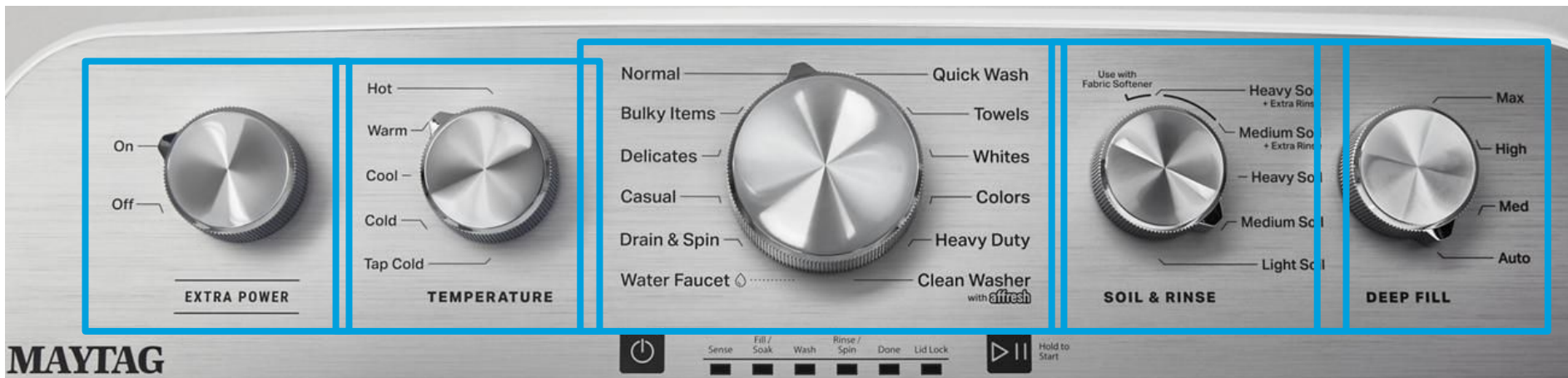
Featuring Water Faucet Option

Temperature

Range from Tap Cold to Hot

Deep Fill

More wash water when you want it



MAYTAG

Extra Power Knob



Stain Fighting for any load type - **from Delicate to Heavy Duty** - with a turn of the Extra Power Knob.

STARTS WITH COLDER WATER

A short, low water level, cold water pre-wash helps lift organic & protein based stains



Coffee Stains



Wine Stains



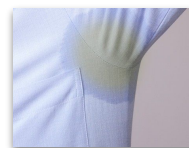
Blood Stains

FINISHES WITH WARMER WATER

A higher temperature & increased agitation time help target oil and grease based stains



Make-Up Stains



Sweat Stains



Grease Stains



Extra Power Delivers a **Dual-Temperature Wash** with **Increased Wash Time & Action** *relevant to the cycle* to **BOOST STAIN FIGHTING ON ANY CYCLE**

Qualify your customers for Extra Power



ASK

What temperature water is needed to launder blood stains? What about makeup? Coffee? Grease?

TELL

Extra Power delivers a dual-temperature wash to help tackle any type of stain

ASK

What type of garments get stained? What cycle options do you select when delicates have tough stains?

TELL

Extra Power boosts stain fighting for any cycle from Delicates to Heavy Duty

DEMO



Show your customers the Extra Power Knob on the sales floor

Qualify your customers for the Built-In Water Faucet



ASK

How do you tackle tough laundry stains?



Do you use pretreating detergent or spray?



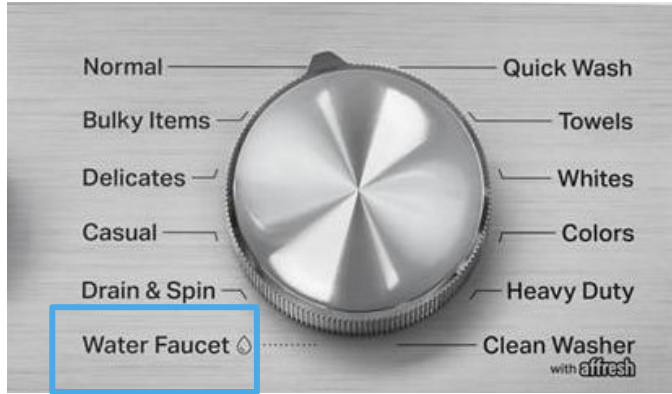
Do you soak clothes before washing in a bucket / sink / your washer?



Do you have a sink near your laundry space?

Built-In Water Faucet

DEMO



Show customers the the **Water Faucet option** on the Cycle Selection Knob.

Open the washer lid to **show off the water faucet dispenser**.

Let them know that **Cold water will dispense for 10 minutes** or until max water level is reached.

Close Lid to Soak:

If the Lid is left open:
water will drain after ten minutes

If the Lid is closed:
water will drain after three hours.





Maytag® 4.8 Cu Ft Top Load Washer MVW5430MW



Power™ Impeller

Vigorous wash motions and triple action spray keep clothes thoroughly soaked with water and detergent.



Extra Power Knob

Dual Temperature wash boosts stain fighting on any stain with any cycle



Built-In Cold Water Faucet

Rinse, Spot-Treat and Soak with access to a cold water stream right in the washer.

Slow-Close Glass Lid

Offers a quality touchpoint with a clear-view of laundry

How many towels will MVW5430's **4.8 Cu Ft** wash?



19 TOWELS!

*Standard size towels

Maytag® Entry Level Top Load Washers



Replaced

MVWC465FW

MVWC565FW

MVW6200KW

New

MVW4505MW

MVW5035MW

MVW5430MW



Capacity	4.5 Cu. Ft.		4.8 Cu. Ft.
Clothes Mover	Power™ Agitator		Power™ Impeller
Washer Lid	New Steel Lid		Slow Close Glass Lid
Controls	Durable 3 Knob Design	Durable 5 Knob Design	
Water Faucet	N/A	Built-In Water Faucet - Cold Water	
Extra Power	N/A	Extra Power Option	
Dispensing	Fabric Softener Cap Bleach Cup	Fabric Softener Cap Bleach Cup	Bleach Cup
Basket	Stainless Steel		
Dryer Match	MED4500MW	ME/GD5030MW	ME/GD5430MW



Agenda



Industry Insights

Maytag® Entry Level Topload Washers

Maytag® Entry Level Matching Dryers

Resources



Maytag® 29" 7.0 Cu Ft Dryer ME/GD4500MW



7.0 Cu Ft Capacity

Dry large loads with a spacious 7.0 cu. ft. capacity

Wrinkle Prevent Phase

Keeps tumbling without heat after the automatic cycle has ended to help defend against wrinkles.

Air Dry

Delivers tumbling and air flow without heat for heat-sensitive garments

Interior Light

Illuminates the Dryer drum when the door is open



Qualify your customers for Wrinkle Prevent



ASK

How do you remove wrinkles that develop when you wait too long to remove clothes from the dryer?

TELL

Wrinkle Prevent keeps the dryer tumbling with no heat to defend against wrinkles

DEMO



Show your customers the Wrinkle Prevent phase on the cycle knob of the ME/GD4500 Dryer.



Maytag® 29" 7.0 Cu Ft Dryer ME/GD5030MW



Moisture Sensing

2 Sensors help prevent over and under drying

Extra Power

Boosts drying power to get thick fabrics, pockets and hems drier the first time*

Wrinkle Prevent Option

Keeps tumbling without heat to help defend against wrinkles.

Quick Dry Cycle

Dry small loads fast with the Quick Dry Cycle



*Results may vary based on fabric type and settings

Qualify your customers for Extra Power in the Dryer



ASK

How often do you have to add time to your dryer because your hems, pockets or thick fabrics are still wet?

TELL

Extra Power adds 10 Minutes of extra dry time

Extra Power **does not add extra heat**



Use Extra Power for Mixed Loads to target dampness on thick fabrics, pockets, hems and seams

*Results vary based on fabric and cycle options selected



Maytag® 29" 7.0 Cu Ft Dryer ME/GD5430MW

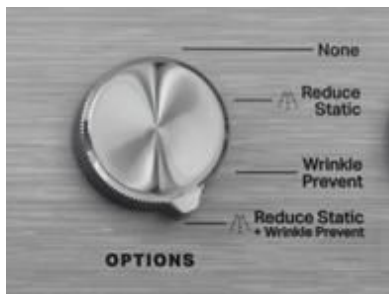
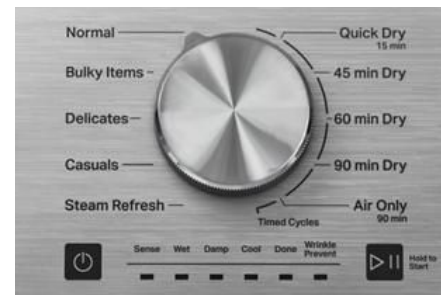


Steam Refresh

Reduces wrinkles & revives clothes without the need for a full wash cycle.

Reduce Static

Adds a mist of water as clothes tumble to reduce static cling



Wrinkle Prevent Option

Keeps tumbling without heat to help defend against wrinkles.

Moisture Sensing

2 Sensors help prevent over and under drying

*Results may vary based on fabric type and settings

Qualify your customers for Steam Refresh



ASK

How often do you run garments through a full wash cycle just to refresh them?

TELL

Steam Refresh helps release wrinkles and revives clothes without the need for a full wash cycle

ASK

Do you ever choose a different outfit or wear a wrinkly garment due to the time it takes to iron?

TELL

In a time crunch? Toss your clothes into the Steam Refresh cycle to release wrinkles while you get ready

Maytag® Mass Dryer Consoles with Step Up Story



4500 Console



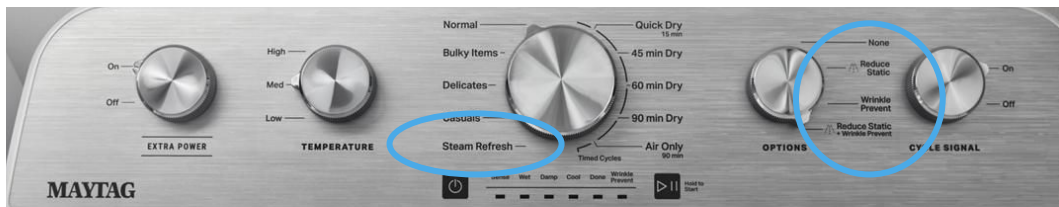
Wrinkle Prevent
Air Only

5030 Console



+ IntelliDry® Sensor
+ Extra Power

5430 Console



+ Reduce Static
+ Steam Refresh

Maytag® Mass Top Load Dryers



Replaced

ME/GDC465DW

N/A

ME/GDX655DW

New

ME/GD4500MW

ME/GD5030MW

ME/GD5430MW



Width / Capacity	29" / 7.0 Cu. Ft.	
Dryer System	Timer	IntelliDry® sensor
Controls	Three Maytag Global Knobs	Five Maytag Global Knobs
Extra Power	No	Extra Power Option
Knob feel	Hard	Smooth
Start button behavior	Push "Cycle Signal" knob	Dedicated button
Interior Light	Yes	
Steam / Static Reduce		Steam Refresh + Static Reduce
Washer Match	MVW4505MW	MVW5035MW
		MVWD5430MW



Industry Insights

Maytag® Mass Topload Washers

Maytag® Mass Matching Dryers

Resources

Click Images For More Sales Tools

VIDEO

**75% of
Top Load Washer
Purchases Fall Within
\$450 - \$850**

Maytag How to Sell Entry Level Top Load washers

How to Sell Video

PDF

MAYTAG® TOP LOAD LAUNDRY
HOW TO SELL THE
MVW5035MW & MVW5430M

Maytag Top Load how to sell v
MVW5430M

MAYTAG® TOP LOAD LAUNDRY
HOW TO SELL THE DRYER
ME/GD5035MW & ME/GD5430MW

Maytag how to sell the dryer- ME/GD5035,
ME/GD5430

MAYTAG Sep 09 2022

How To Sell Guide: Washers & Dryers

PDF

KEY WASHER STEP-UP FEATURES PAGE 1

UNDERSTAND THE MODEL NUMBERS
Use the Maytag tool to decode the model number for Maytag models you sell.

MVW6230HC
SOLID
V™ = Styling

MVW6230HC
LAUNDRY PLATFORM
V™ = Styling

MVW5035M
4.5 cu. ft. max. capacity
High-Efficiency™ Cycle, IntelliSense™ Inverter Direct Drive

MVW5035M
Extra Power™ Softener
9 Built-in water faucets

Maytag Top Load Laundry step up and spec guide

MAYTAG Sep 29 2022

Step Up and Spec Guide