

Whirlpool® Prep & Store

HOW TO SELL

W11728693

PREP & STORE BINS

Organize your fridge and keep food visible.



PREP & STORE SHELF

This shelf keeps your snacks and leftovers visible and accessible.

W11728693

Prep & Store Bins and Prep & Store Shelf

Purposeful Space

Discover purposeful spaces that help store your family's favorites. The new Prep & Store Bins help organize your fridge and keep food visible, while the Prep & Store Shelf makes it easy to access leftovers, prepped meals and more.



Prep & Store Bins - Qualifying Questions

These five dishwasher, microwave-safe* bins come in three sizes, perfect for storing a variety of snacks and ingredients.

1

May I talk to you about some of the major innovations in refrigeration?

2

Do you prepare meals ahead of time and need a variety of storage sizes for ingredients?

3

What kind of items do you prepare, and what would you store in the bins?



Prep & Store Shelf - Qualifying Questions

The ideal target is the consumer who desires better organization, easy accessibility, and reduction of food waste.

1

Would you benefit from having prepared food at eye level, in the door for easy access to find it?

2

Would you benefit from flexibly moving the shelf to different heights, in the door, to accommodate storage options?

DEMO

NEED
MORE BINS?
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PREP & STORE BINS

Lift the bins out of the Prep & Store Shelf, highlight three available sizes.

PREP & STORE SHELF

Have them lift out the shelf and adjust it to fit in any door bin position. Remind them they still have access to the tuck shelf for even more flexibility with tall items.

Prep & Store Bins and Shelf Kit – W11728693

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