

# Whirlpool® 27" All-in-One Washer & Dryer

Product Presentation





# Agenda



All-in-One Washer & Dryer

How to Sell Key Features

Sales Resources



## All-in-One Washer & Dryer

How to Sell Key Features

Sales Resources

# Whirlpool® 27" All-in-One Washer Dryer WFC682CL



## All-in-One Washer Dryer

Wash and Dry a regular, 8-lb load in 3.5 Hours  
Largest Available Capacity in Its Class at 4.5 Cu Ft<sup>1</sup>

## Ventless, Space Saving Design

Requires space for one appliance instead of two.  
33" Installation Depth with Ventless Condensation Drying



## Load & Go™ XL Dispenser

Add detergent once and skip refills for 40 loads.<sup>2</sup>

## 12-Hour FanFresh® Option

Keep clothes fresh for up to 12 hours after the wash or dry cycle has ended.



1. Among full size All-In-One Washer & Dryer brands.
2. Based on an 8-lb Load

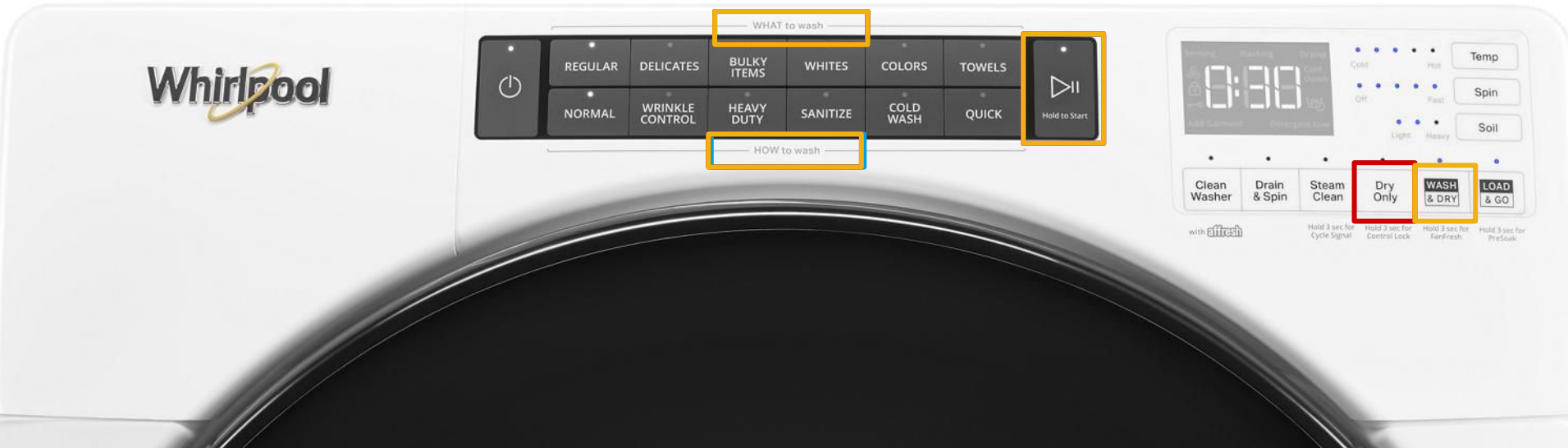
# All-in-One Washer & Dryer



**Wash Only:** Select What to Wash & How to Wash Option + Start

**Dry Only:** Select What to Wash & How to Wash Option + Dry Only + Start  
One dryness level setting, comparable to the normal "Dry" level setting on a vented dryer

**Wash & Dry:** Select What to Wash & How to Wash Option + Wash & Dry + Start  
Wash & Dry is turned on as the default setting  
Average Wash & Dry Time for a Regular 8-lb Load: 3.5 Hours



# Qualify the RIGHT Customer based on Laundry Habits

## On average, how many loads of laundry do you do each week?

The All-in-One option works well for single or two person households who may not have as much laundry as larger households. The All-in-One is also a great option for a Supplemental Laundry Unit in the home

## How spaced out are your laundry loads throughout the week?

With an average cycle time of 3.5 hours\* and no need to transfer from washer to dryer, the All-in-One washer is a great option for customers who space their laundry out throughout the week.

## Do you run your washer or dryer while you are at work, asleep or away from home?

The All-in-One Washer & Dryer works well for busy people who do their laundry while they are away from home or working as there is no need to wait at home to transfer laundry from the washer to the dryer.

## How would your laundry habits change if you could wash and dry in one unit?

Washing and drying in one unit requires fewer trips to the laundry room to transfer loads.

# Ventless, Space-Saving Design



## What space constraints do you have in your laundry area?

This All-in-One Washer & Dryer measures 27" W x 38 5/8" H x 31 9/16" D and uses the space of one appliance instead of two. With no venting required, the All-in-One has a 33" Closet-Depth Installation.

## No access to ductwork / venting for the dryer?

This All-in-One uses ventless Condensation Drying Technology and can be installed virtually anywhere with water hookups.



33" Installation Depth

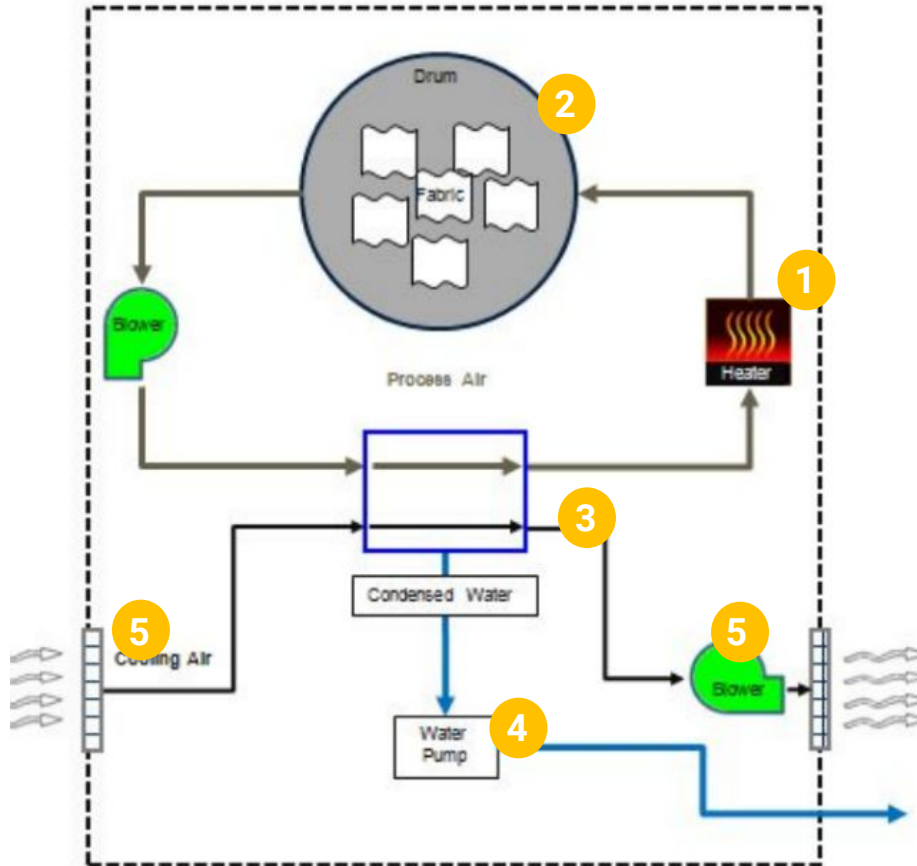


Ventless Design



Install Virtually anywhere with Water Hookups

# Condensing Drying Technology



## How does it Work?

1. Air in the drum is heated using a 1100W heater
2. Heated air is pulled into the drum and moisture in the wet laundry evaporates.
3. Instead of venting like a traditional dryer, the air is looped through a water cooled condenser where the moisture condensates into water.
4. This water is then drained out through the drain hose (same as the washer.)
5. Because there is no venting, some of the moist air does get pumped back into the room



# Dryer Technology Comparison



## REGULAR DRYERS

Vented  
Energy is **NOT** reused



HEATER  
NO REUSE OF HEAT



EXTERNAL VENTING

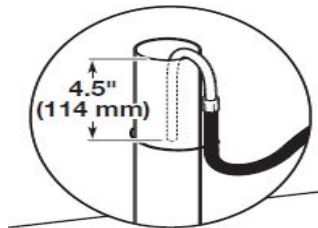
Cycle Times

## CONDENSING DRYERS

Ventless  
Energy is **NOT** reused



HEATER  
NO REUSE OF HEAT



DRAIN HOSE

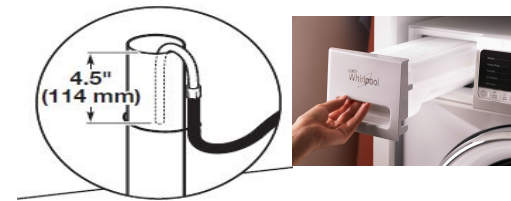
Cycle times + energy efficiency

## HEAT PUMP DRYERS

Ventless  
Energy **IS** reused



REFRIGERANT  
REUSES HEAT



DRAIN HOSE OR WATER TANK

Energy Efficiency

Air Heating

Moisture Capture

Benefits

# Qualify Builders and Landlords for Whirlpool® Combo WFC682CL



ASK

What obstacles are preventing you from adding laundry units to your project?

## Space Constraints?

This 27" Wide All-in-One Washer Dryer fits in the space of one appliance instead of two with a 33" installation depth and can be installed virtually anywhere with water hookups.

## Installation Cost of Ventilation or Electrical Supply?

The All-in-One Washer Dryer features Ventless Condensation Drying which requires a standard 120v Receptacle

## Seeking ADA Compliance?











The WFC682CL meets ADA Compliance when installed on a 10" pedestal (model XHP1000XW) with feet fully in



# Landlords: Maximize Rental Profits, Minimize Building Costs



## Top 10 Things Renters would Pay a Premium for:

- 1 |  Basic Technology Package (e.g., high-speed internet and/or cable TV)
- 2 |  In-Home Laundry Services
- 3 |  Online Rent Payments
- 4 |  Secure Access
- 5 |  Gym/Fitness Center
- 6 |  Smart Home Features (e.g., keyless entry, smart thermostat)
- 7 |  Video Surveillance
- 8 |  On-Site Child Care
- 9 |  Pool
- 10 |  Automated Maintenance Request System

## For Builders, venting comes at a cost:

Installation, maintenance, energy bills, as well as the opportunity cost of the venting infrastructure space that could instead be used for additional rental space.



\$900+ per unit to vent through the roof

\$1200+ per single living unit AHU

+\$100k for 6+ living unit AHU

+\$500k for high rises

**MAXIMIZE RENTAL INCOME:** offer in-unit laundry solutions

**MINIMIZE INSTALLATION COSTS:** 120v Power Supply, Ventless Design



All-in-One Washer & Dryer

**How to Sell Key Features**

Sales Resources

# Load & Go™ XL

## Add detergent once and skip refills for up to **40** loads\*



- Overuse of detergent can cause excess wear on fabric fibers and damage clothes
- Detergent residue buildup in the washer can harbor bacteria and cause odors when not properly cleaned based on Use and Care Guide.

### Load & Go™ XL

Dispenses optimal amount of detergent based on:



Fabric type



Soil level



Preset detergent concentration



Load size



Cycle selected



\*Based on an 8-lb load

# Qualify Customers for the Load & Go™ XL Dispenser



How do you decide the right amount of detergent to use for each load?

## DEMO



1. **Open Load & Go™ XL dispenser drawer** to reveal the size of the detergent cartridge.
2. Let your customers know that the Load & Go™ XL dispenser cartridge has enough capacity to hold **upto 40 loads\* worth of 2x concentrated detergent.**
3. Tell your customers that Load & Go dispenses the right amount of detergent based on



Fabric type



Soil level



Preset detergent concentration



Load size

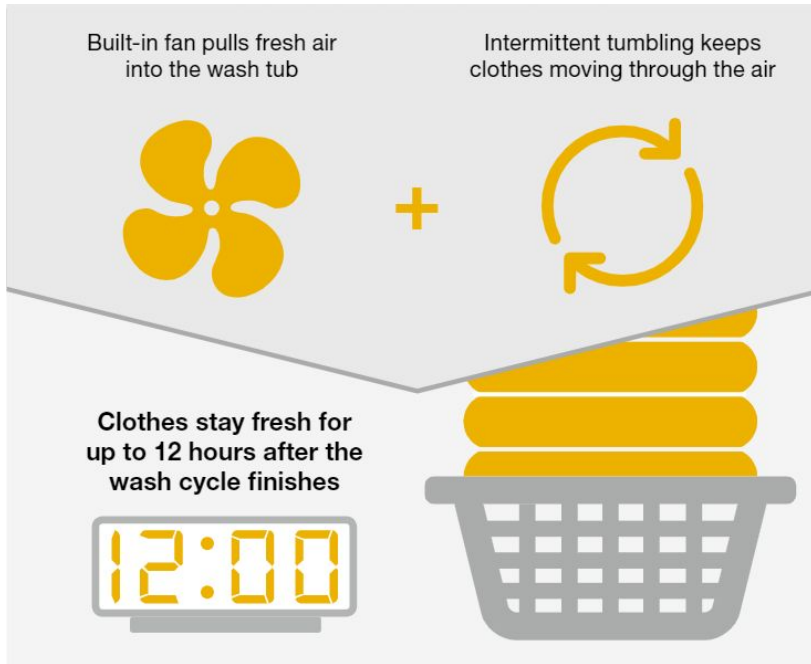


Cycle selected

\*Based on an 8-lb load

# 12-Hour FanFresh® Option

54% of consumers wait more than 1 Hour to before transferring their clothes from the washer to the dryer.\*



## Finish Laundry on Your Time

12-Hour FanFresh® option **keeps clothes and washer fresh** for up to 12 hours after the cycle has ended.

A **built-in fan** activates after the cycle is over

**Clothes periodically tumble** for 12 hours or until door is opened

# Qualify Customers for 12-Hour FanFresh® Option



Do you ever wait to start a laundry load because you know you will not be available to transfer clothes when the wash cycle completes?

## DEMO



1. **Activate the 12-Hour FanFresh® option on your sales floor.**
2. Have customers put their hand under the dispenser handle to **feel the slight breeze coming out of the washer.**
3. Explain that the **built-in fan pushes air out of the wash basket** while fresh air is pulled in. The fan will run and clothes will **intermittently tumble for up to 12-Hours** after the cycle is complete



Up to  
12 Hours





Industry Insights

All-in-One Washer & Dryer

How to Sell Key Features

**Resources**

# FREQUENTLY ASKED QUESTIONS



Question	Answer
<b>Cycle Time?</b>	3.5 hours for an average sized load
<b>Dryness Levels</b>	<ul style="list-style-type: none"><li>• One dryness level setting, comparable to the normal “Dry” level setting on a vented dryer (2-3% RMC)</li><li>• Recommended to use FanFresh® and let clothes sit for a few minutes to let the humid air leave from the drum post-cycle</li></ul>
<b>Capacity</b>	4.5 cu. ft. However, recommend filling drum halfway (fill line label on machine) when running a wash & dry cycle.
<b>Installation Considerations</b>	Installs just like a washer - 120V, 15A Ventless
<b>Pairing with a Dryer</b>	Can be paired with the WE/G6620HW, WE/G6605MW Dryer However, dryer cannot be stacked on top of washer
<b>ADA Compliant</b>	When installed on a 10” Riser (XHP1000XW) with the feet fully in
<b>Possible Modes</b>	Wash & Dry (default), Wash Only, Dry Only

Click Images For More Sales Tools

Whirlpool®  
27" All-in-One  
Washer & Dryer

Product Presentation



A screenshot of a Whirlpool website page titled "KEY STEP-UP FEATURES" for front load washers. The page features two columns of product images and their respective features. The left column shows the WF9620HC model with features like 4.5 cu. ft., 27" depth, 15' top load, 1500 RPM max spin speed, 25-minute Quick Wash, Smart Care Cycle, and 27" IntelliLock Door™. The right column shows the WF9620HC model with features like 4.5 cu. ft., 27" depth, 15' top load, 1500 RPM max spin speed, 25-minute Quick Wash, Smart Care Cycle, and ADA Compliant. A sidebar on the right lists "UNEXCEPTIBLE MODEL NUMBERS" and includes the WF9620HC model. The page is labeled "PDF" in the top right corner.

Whirlpool® Front Load Laundry Step Up and Spec Guide

Whirlpool Front Load Laundry  
Step Up and Spec Guide

A screenshot of a Whirlpool website page showing a product brief for the WFC682CL model. The page features a large image of the white front-load washer and dryer unit. The Whirlpool logo is visible in the top right corner. The page is labeled "PDF" in the top right corner.

WFC682CL Product Brief

eLearning Course