2022 Builders' Appliance Guide



Dear Valued Business Customer,

We're honored that you're considering Whirlpool Corporation to be a part of your projects. We understand that a successful project demands reliability. This year, we'd like to focus on what we can do to be a supplier you can count on.

That's why we've taken the time to design these appliance packages for you to help you meet the needs of your specific homeowners and home types.

Our goal is to help you build your business — and as a leader in appliance manufacturing and a fixture in homes worldwide, we know we have the portfolio of brands and sales expertise to help you choose the right products for your project or homeowners.

If we have your business today, thank you for your continued support, trust and investment in our brands, products and people. And if we don't, we would be humbled to be given the opportunity to help you build better communities — and lives — for your customers.



Sincerely,

Kelly Safis
General Manager

Divider Salas Whitesal C

Builder Sales Whirlpool Corporation

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WHY WHIRLPOOL BRAND

Care for the home to care for the family each and every day.

A Winning Portfolio

#1 RANKING FOR KITCHEN APPLIANCES IN 3 CATEGORIES-Brand Used Most, Brand Used Most in the Past Two Years and Brand Familiarity

#1 RANKING FOR LAUNDRY APPLIANCES IN 3 CATEGORIES-Brand Used Most, Brand Used Most in the Past Two Years and Brand Familiarity

Whirlpool brand generated the highest Net Trust Quotient score among shoppers and earned the #1 RANKING in the 2022 Lifestory Research America's Most Trusted® study."

Award Winning Product Lineup

U.S. News & World Report Names Whirlpool Brand **Among Best Products of 2021**

Good Housekeeping Recognizes Whirlpool Brand

Best Cleaning Product Awards, Most Innovative Washing Machine

Whirlpool Brand Honored Across Two Categories In Fast Company's 2021 Innovation By Design Awards

Whirlpool Brand Brings Home Two Twice VIP Awards



^{**}In the Lifestory Research 2022 America's Most Trusted® Study, 9,916 people were surveyed and asked opinions of washer and dryer laundry appliance brands. In study, consumers evaluate several brand equity metrics to understand brand trust. Whirlpool generated the highest Net Trust Quotient score (112.6) among shoppers and earned the #1 ranking in the 2022 Lifestory Research America's Most Trusted® study. 2022 is the sixth time in which Whirlpool has been ranked #1 in the annual America's Most Trusted® Laundry Appliance study.



^{*2021} Builder Brand Use Study conducted by Zonda.



Whirlpool Brand Suites

GOOD FREESTANDING

WRT138FFDM

18 cu. ft. Top-Freezer Refrigerator

- Flexi-Slide[™] bin
- Optional ice maker kit W11510803
- 65-7/8" H × 29-1/2" W × 33-1/2" D

WMH31017HS

1.7 cu. ft. Microwave Hood Combination

- Dishwasher-safe turntable plate
- 2-speed, 300 CFM motor class*
- Convertible ventilation system

WFE320M0JS

5.3 cu. ft. Freestanding Electric Range

- · Easy-wipe ceramic glass cooktop
- FlexHeat[™] Dual Radiant Element
- Keep Warm setting

WFG320M0BS (NOT SHOWN)

5.1 cu. ft. Freestanding Gas Range

- SpeedHeat[™] burners
- Dishwasher-Safe Cast-Iron Grates
- Broiler Drawer

WDF331PAHS

55 dBA Front Control Dishwasher

- 1-Hour Wash cycle
- Soil sensor
- · Plastic tub







BETTER FREESTANDING

WRS315SDHM

24 cu. ft. Side-by-Side Refrigerator

- Adjustable gallon door bins
- Exterior Ice and Water Dispenser
- 69-5/8" H × 35-7/8" W × 33-5/8" D

WMH32519HZ

1.9 cu. ft. Microwave Hood Combination

- · Sensor cooking
- CleanRelease® non-stick interior
- 3-Speed, 300 CFM motor class*

WFE515S0JS (NOT SHOWN)

5.3 cu. ft. Freestanding Electric Range

- Frozen Bake[™] technology
- FlexHeat™ dual radiant element
- Adjustable self-cleaning technology

WFG515S0JS

5.0 cu. ft. Freestanding Gas Range

- SpeedHeat[™] burner
- Adjustable self-cleaning technology
- · Storage Drawer

WDF520PADM

55 dBA Front Control Dishwasher

- · 1-Hour Wash cycle
- · Heated Dry option
- Plastic tub









BEST FREESTANDING

WRQA59CNKZ

19 cu. ft. 4 Door Refrigerator

- · Counter depth design
- Flexible organization spaces
- 69-1/2" H × 35-3/4" W × 28-3/8" D

WML35011KS

1.1 cu. ft. Microwave Hood Combination

- Low profile design
- 2-Speed, 360 CFM motor class*
- LED cooktop lighting

WEE515S0LS

4.8 cu. ft. Slide-In Electric Range

- Frozen Bake[™] technology
- Two FlexHeat™ Dual Radiant elements
- Adjustable self-clean cycle

WEG515S0LS (NOT SHOWN)

5.0 cu. ft. Slide-In Gas Range

- Frozen Bake[™] technology
- Two SpeedHeat™ burners
- Adjustable self-clean cycle

WDT730PAHZ

51 dBA Top Control Dishwasher

- · Sensor cycle
- Fan dry
- · Adjustable Upper Rack









Whirlpool Brand Suites

BUILT-IN

WRS571CIHZ

21 cu. ft. Side-by-Side Refrigerator

- · Counter depth design
- In-Door-Ice® storages
- 68-7/8" H × 36" W × 29-3/4" D

WVU37UC0FS

30" Ventilation Hood

- · Full-width grease filters
- LED task lighting
- 3-speed, 265 CFM motor class*

WOS31ES0IS

5.0 cu. ft. Single Wall Oven

- Keep Warm setting
- Adjustable self-cleaning technology
- · Hidden bake element

WCE55US0HB

30" Ceramic Glass Electric Cooktop

- FlexHeat[™] Dual Radiant element
- · Hot surface indicator light
- 30 & 40 amp installation

WCG55US0HB (NOT SHOWN)

30" Gas Cooktop

- EZ-2-Lift[™] hinged cast-iron grates
- SpeedHeat[™] burner
- · AccuSimmer® burner

WDT750SAKZ

47 dBA Top Control Dishwasher

- Large Capacity Dishwasher with 3rd Rack
- 3-piece silverware basket
- Leak detection system





ADA compliant when the hood is wired to operate from a dedicated standard electrical wall switch





*Performance varies based on installation. Resources available at aham.org. **Model meets applicable ADA requirements and must be installed in compliance with the current ADA standards.



ADA COMPLIANT

WRT511SZDM

21 cu. ft. Top-Freezer Refrigerator

- Optional ice maker kit W11517113
- Adjustable door bins
- 66-1/4" H × 32-3/4" W × 34" D

WMC50522HZ

2.2 cu. ft. Countertop Microwave

- · Sensor cooking
- 1,200-watt cooking power
- White LED Display

WEE515S0LS (NOT SHOWN)

4.8 cu. ft. Slide-In Electric Range

- Frozen Bake[™] technology
- Two FlexHeat™ Dual Radiant elements
- Adjustable self-clean cycle

WEG515S0LS

5.0 cu. ft. Slide-In Gas Range

- Frozen Bake[™] technology
- Two SpeedHeat™ burners
- Adjustable self-clean cycle

WDF550SAHS

51 dBA Front Control Dishwasher

- Cycle memory
- Adjustable upper rack
- · Stainless steel tub











WHY KITCHENAID BRAND

Fuels cooking passion through great culinary tools that bring out the best in inspired cooks.

PRODUCT INNOVATIONS

KitchenAid® Dishwasher FreeFlex™ Third Rack—Largest third rack available*

KitchenAid® Smart Oven+ Wall Ovens with Powered Attachments

KitchenAid® Low-Profile Microwave Hood Combination

KitchenAid® 72" Counter-Depth French Door Bottom Freezer Refrigerator











KitchenAid Brand Suites

FREESTANDING

KRFC300ESS

20 cu. ft. French Door Refrigerator

- · Counter Depth Design
- Interior Water Dispenser
- 70-1/8" H × 35-3/4" W × 29-3/8" D

KMHS120ESS

2.0 cu. ft. Microwave Hood Combination

- · Sensor Functions
- 3-speed, 400 CFM Motor Class*
- Convertible Ventilation System

KSEG700ESS

6.4 cu. ft. Slide-In Electric Range

- Even-Heat[™] True Convection
- · Steam Rack
- · 5 Cooking Elements

KSGG700ESS (NOT SHOWN)

5.8 cu. ft. Slide-In Gas Range

- Even-Heat[™] True Convection
- Steam Rack
- 5 Burners

KDTE204KPS

39 dBA Dishwasher

- Third Level Utensil Rack
- ProWash™ Cycle
- PrintShield[™] Finish



BUILT-IN

KBFN502ESS

24.2 cu. ft. Built-In French Door Refrigerator

- Preserva® Food Care System
- Platinum Colored Interior with Metallic Accents
- 83-3/8" H × 42-1/4" W × 27-3/4" D

KVWB406DSS

36" Wall-Mount Canopy Hood

- · Perimeter Ventilation
- · LED Task Lights
- 3-Speed, 400 CFM Motor Class*

KCES556HBL

36" Electric Cooktop

- 10" Even-Heat[™] Ultra Power[™] Element with Simmer Setting
- 6" Even-Heat[™] Element with Melt Setting
- · Metal Control Knobs

KCGS356ESS (NOT SHOWN)

36" Gas Cooktop

- · 19K BTU Multiflame Burner
- 5K BTU Even-Heat™ Simmer Burner
- 5 Burners

KOSE500ESS

5.0 cu. ft. Single Wall Oven

- Even-Heat[™] True Convection
- SatinGlide™ Roll-Out Extension Rack
- Glass-Touch Display

KDTM404KPS

44 dBA Dishwasher

- FreeFlex[™] Third Rack
- ProWash[™] Cycle
- Stainless Steel Tub

KMCS3022GSS

2.2 cu. ft. Countertop Microwave

- Accepts 30-inch (MK2220AS) or 27-Inch (MK2227AS) Trim Kits
- Electronic Controls with LED Display
- Timed Defrost





Why Whirlpool Corporation Refrigeration

Our brands offer a wide range of refrigerator configurations and options so you can provide your customers with something that fits their home and lifestyle.

Find a variety of size and capacity options in the traditional top-freezer style.

Side-by-side models offer more freezer space as well as options like ice and water dispensers.

Bottom-freezer and French door refrigerators put the fresh food people use most often at eye-level with an easy-access drawer for frozen food.

The 4 door refrigerator presents a sleek modern look while providing flexible organization spaces.







Refrigerator options

TOP-FREEZER



Whirlpool

WRT112CZJZ

11.6 cu. ft. Top-Freezer

- Electronic temperature controls
- Optional ice maker kit W11424126
- 61-7/16" H × 24-3/8" W × 28-3/8" D



Whirlpool

WRT312CZJZ

11.6 cu. ft. Top-Freezer

- Infinity Slide Shelf
- Optional ice maker kit W11424126
- 61-7/16" H × 24-3/8" W × 28-3/8" D



Whirlpool

WRT108FFDM

18 cu. ft. Top-Freezer

- Flexi-Slide[™] bin
- Optional ice maker W11510803
- 65-7/8" H × 29-3/4" W × 33-1/2" D



Whirlpool

WRT138FFDM

18 cu. ft. Top-Freezer

- Flexi-Slide[™] bin
- Optional ice maker W11510803
- 65-7/8" H × 29-1/2" W × 33-1/2" D



Whirlpool

WRT348FMES

18 cu. ft. Top-Freezer

- Factory Installed Ice Maker
- · Frameless glass shelves
- 65-1/2" H × 29-3/4" W × 31-3/8" D



Whirlpool

WRT549SZDM

29-3/4" W ×

34-1/2" D

19 cu. ft. Top-Freezer

- Frameless Glass Shelves
- Optional ice maker kit W11517113
 65-7/8" H ×



Whirlpool

WRT311FZDM

20 cu. ft. Top-Freezer

- Optional ice maker kit W11517113
- Flexi-Slide[™] bin
- 66-1/4" H × 32-3/4" W × 32-7/8" D



Whirlpool

WRT511SZDM

21 cu. ft. Top-Freezer

- Optional ice maker kit W11517113
- · Adjustable door bins
- 66-1/4" H × 32-3/4" W × 34" D



Whirlpool

WRT541SZDM

21 cu. ft. Top-Freezer

- Optional ice maker kit W11517113
- Humidity-controlled crispers
- 66-1/4" H × 32-3/4" W × 34" D

SIDE-BY-SIDE



Whirlpool

WRS315SDHM

24 cu. ft. Side-by-Side

- Adjustable gallon door bins
- · LED interior lighting
- 69-5/8" H × 35-7/8" W × 33-5/8" D



Whirlpool

WRS331SDHM

21 cu. ft. Side-by-Side

- Frameless glass shelves
- · Adjustable gallon door bins
- 66-5/8" H × 32-3/4" W × 33-5/8" D



Whirlpool

WRS335SDHM

25 cu. ft. Side-by-Side

- Frameless glass shelves
- Adjustable gallon door bins
- 69-5/8" H × 35-7/8" W × 33-5/8" D 68-7/8" H × 36" W × 29-3/4" D



Whirlpool

WRS571CIHZ

21 cu. ft. Side-by-Side

- In-Door-Ice® storage
- · Counter depth design

BOTTOM FREEZER / FRENCH DOOR



Whirlpool

WRB322DMBM

22 cu. ft. Bottom Freezer

- Spillproof glass shelves
- FreshFlow[™] produce preserver
- 70" H × 32-5/8" W × 33-3/8" D



KitchenAid[®]

KRFC300ESS

20 cu. ft. French Door

- Counter depth design
- Interior water dispenser
- 70-1/8" H × 35-3/4" W × 29-3/8" D



Whirlpool

WRQA59CNKZ

19 cu. ft. 4 Door Refrigerator

- Flexible organization spaces
- Easy-reach shelves
- 69-1/2" H × 35-3/4" W × 28-3/8" D

Why Whirlpool Corporation Laundry

Our brands offer a variety of laundry pair options for your customers that provide quality fabric care in a style that fits their home.

Traditional top load pairs offer a range of features from the basics to innovative fabric care with a variety of size and capacity options. Gas and electric dryers with flatback installation and long ventilation capabilities are also available.

Front load laundry pairs offer large capacity and trusted cleaning performance. Plus there are a variety of installation options including stacked for small spaces or on pedestals for ergonomic loading and unloading. Also available are closet-depth models and dryers with long ventilation capability.

Specialty laundry options include ventless dryer models for unique building situations as well as compact laundry pairs and stacked laundry centers for smaller spaces.









Laundry options

TOP LOAD LAUNDRY PAIRS



Whirlpool

WTW4855HW & WE/GD4850HW

3.8 cu. ft. Washer & 7.0 cu. ft. Dryer

- · 360 Wash Agitator
- · Water level selection
- AutoDry[™] drying system
- Washer: 44" H × 27-1/2" W × 27" D
- Dryers: 43" H × 29" W × 28-1/4" D



Whirlpool

WTW4955HW & WE/GD4950HW

3.8 cu. ft. Washer & 7.0 cu. ft. Dryer

- · 360 Wash Agitator
- · Water level and soil level selection
- Long vent / flat back dryer option also available WE/GD4985EW (not shown)
- Washer: 44" H × 27-1/2" W × 27" D
- Dryers: 43" H × 29" W × 28-1/4" D



Whirlpool

WTW5010LW & WE/GD5010LW

4.6 cu. ft. Washer & 7.0 cu. ft. Dryer

- Smooth Impeller
- · Built-in water faucet
- · Moisture sensor drying
- Washer: 42-1/4" H × 27-3/4" W × 27" D
- Dryers: 40-1/2" H × 29" W × 28-3/8" D

Whirlpool

WTW5015LW & WE/GD5050LW

4.5 cu. ft. Washer & 7.0 cu. ft. Dryer

- · 360 Wash Agitator
- Built-in water faucet
- · Moisture sensor drying
- Steam drying cycles
- Washer: 42"-1/2 H × 27-3/4" W × 27" D
- Dryers: 40-1/2" H × 29" W × 28-3/8" D

STACKED LAUNDRY



Whirlpool

WET4024HW

1.6 cu. ft. Washer & 3.4 cu. ft. Electric Dryer

- Wash impeller
- Fabric softener and bleach dispensers
- EasyView[™] glass washer lid with slow-close technology
- AutoDry[™] drying system
- 74-1/4" H × 23-7/8" W × 26-5/8" D



Whirlpool

WE/GT4027HW

3.5 cu. ft. Washer & 5.9 cu. ft. Dryer

- · Dual action agitator
- Fabric softener and bleach dispensers
- AutoDry[™] drying system
- Long vent dryer model also available WE/GTLV27HW (not shown)
- 75-1/2" H × 27-1/4" W × 32-7/16" D

FRONT LOAD LAUNDRY PAIRS

COMPACT LAUNDRY PAIR



Model is not ADA compliant when installed onto a pedestal



WFW3090JW & WCD3090JW

1.9 cu. ft. Washer & 4.3 cu. ft. Dryer

- · Detergent dosing aid
- Sanitize option
- · Ventless dryer
- Wrinkle Shield[™] option
- Washer: 33-1/4" H × 24" W × 24" D
- Dryers: 34" H × 23-1/2" W × 26" D



Models are not ADA compliant when installed onto a pedestal

Whirlpool

WFW560CHW & WE/GD5620HW

4.3 cu. ft. Washer & 7.4 cu. ft. Dryer

- · Closet-depth fit
- · Intuitive Controls
- Wrinkle Shield[™] option
- Long vent dryer option also available WE/GD560LHW (not shown)
- Washer: 38-5/8" H × 27" W × 31-9/16" D
- Dryers: 38-3/4" H × 27" W × 31" D



Whirlpool

WFW6620HW & WE/GD6620HW

4.3 cu. ft. Washer & 7.4 cu. ft. Dryer

- · Intuitive controls
- Load & Go™ XL detergent dispenser
- Steam clean wash option
- Wrinkle Shield™ Plus drying option with steam
- Washer: 38-5/8" H × 27" W × 31-9/16" D
- Dryers: 38-3/4" H × 27" W × 31" D



Whirlpool

WHD560CHW

7.4 cu. ft. Heat Pump Dryer

- Flexible installation with ventless technology
- · Closet-Depth fit
- Wrinkle Shield[™] Option
- Dryers: 38-3/4" H × 27" W × 31" D





Operations and Support



Live Trade Customer Support Team order and PO management with delivery facilitation



The 24/7 online access support, program information, product and availability information on the Whirlpool Portal



11 regional and 90 local distribution mega facilities nationwide

Your New Support Network

Whirlpool Corporation is taking ownership of your delivery experience and is now responsible for the end-to-end delivery process. Our goal is to provide an improved, more efficient product purchasing experience for our customers.

IMPROVED DELIVERY EXPERIENCE FOR YOU

We will now have direct responsibility over scheduling and capacity planning for all deliveries. Our teams will then execute based on directives coming from Whirlpool Corporation. This will help provide:

- · Greater line of sight to the process for more efficient routing
- · Faster resolutions on exceptions
- Easy access to delivery tracking information by order management team

CENTRALIZED ORDER MANAGEMENT

The Whirlpool Builder Order Management Team will be your one central point of contact. Each customer has their own unique contact call in number to reach their assigned Builder Operations Support Team. This single point of contact can assist customers with:

- · Order and Pricing Inquiries
- · Delivery Date Changes
- Delivery Escalations
- Availability
- Damage Replacement Timing/Recovery
- Delivery Validation
- Job Site Readiness Timing

W Service Network

EXCEPTIONAL SERVICE

- Elite service network delivers a high level of performance, covering over 100 major MSAs—responsible for meeting the following metrics:
 - 67% first call complete
 - Delivering a customer satisfaction score of 4.45 or more out of 5 stars
- 77 companies active within the W Service Network consisting of over 1,200 technicians meeting certification criteria at 5 levels.
- Supported by 14 Service Business Managers.
- Over 84% of our W Service Network exclusively services the Whirlpool Corporation portfolio of brands.

ONE-STOP SERVICE PROGRAM

The Builder One-Stop Service Solution from Whirlpool Corporation is designed to support solutions for product damage repair and service needs not covered under the manufacturer's warranty. Built on Whirlpool Corporation's promise of best-in-class service, One-Stop offers fast, efficient and courteous service with competitive pricing.

Repairs are scheduled at a flat rate, depending on the type of service/repair. Rates include parts, labor and service call(s). Service rate is per unique service event, with the same issue being covered by the same company for 90 days after service.

When to use One-Stop

1

To take care of service needs not covered under the manufacturer's warranty

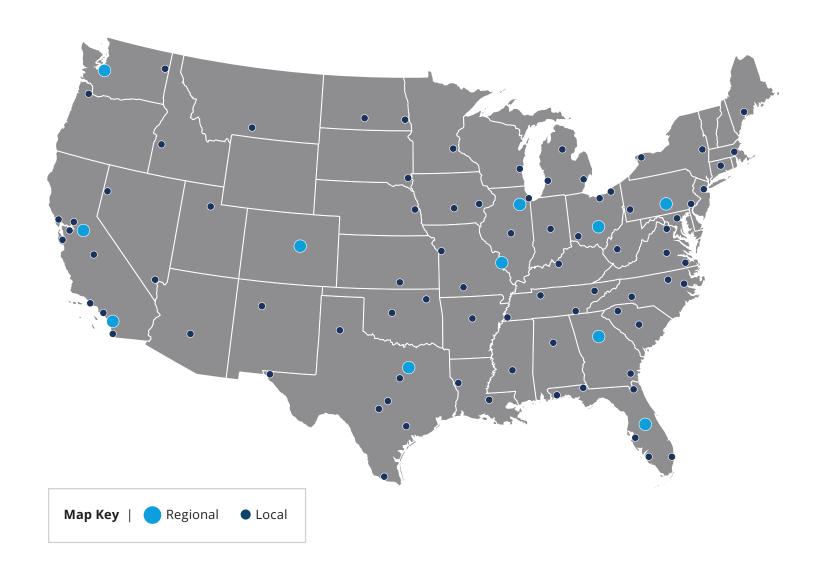
2

To resolve a damaged appliance issue that was not caused by Whirlpool; is outside of the 14-day return period; or requires a service call for repair

3

One-Stop can be used for up to 3 years after the product was delivered

Dedicated Delivery Service



Committed to Reliable Delivery



National delivery service coverage for all Whirlpool Corporation products



Social Responsibility

We are committed to maintaining strong, lasting connections in communities throughout the United States. We share in the responsibility of working with partner organizations to focus on the unique needs that fall within our Collective Impact Model to best create individual growth and shared opportunities that are at the very core of good communities.



Care Counts™ Laundry Program

The Care Counts[™] laundry program is committed to helping create educational equality by installing washers and dryers in schools to help remove one small but important barrier to attendance—access to clean clothes.



Habitat for Humanity's BuildBetter with Whirlpool Initiative

This initiative—the centerpiece of Whirlpool Corporation's 21 year, nearly \$130 Million renewed relationship with Habitat for Humanity—is an expansion of Habitat's existing BuildBetter program that will deliver more than 250 climate-resilient and energy-efficient homes to hundreds of Americans in need of affordable housing over the next three years.



Homes for Our Troops

Whirlpool Corporation is the official appliance partner for Homes For Our Troops—an organization that builds and donates specially adapted custom homes nationwide for severely injured post-9/11 veterans. Whirlpool Corporation provides in-kind donations of large and small kitchen appliances as well as laundry appliances for the homes built.



Maytag Feel Good Fridge Initiative

In collaboration with Boys & Girls Clubs of America, Maytag brand is placing Feel Good Fridges in select Boys & Girls Clubs in underserved communities to help address food insecurity and improve access to healthy food for children. In addition to the Maytag® refrigerators, Boys & Girls Clubs of America also receive a small grant to help stock the appliances with heathy food.



WHIRLPOOLPRO.COM

Whirlpool

MAYTAG°

KitchenAid[®]

AMANA

JENNAIR'

Count on Us







