



Whirlpool Corporation to Virtually Feature Purposeful Appliance Innovations at IBSx 2021

The kitchen and laundry appliance leader will be on the virtual show floor with its newest appliance offerings designed to improve life at home

BENTON HARBOR, Mich. (Feb. 2, 2021) — Over the last year, consumers have spent more time at home than ever, spurring updates, renovations and new builds to fit their ever-changing needs. Whirlpool Corporation, the world's leading kitchen and laundry appliance company, will showcase its latest appliance innovations that meet those needs at the 2021 NAHB International Builders' Show (IBSx) Virtual Experience on Feb. 9-12, 2021.

Whirlpool Corporation brings its diverse family of brands – Whirlpool®, Maytag®, KitchenAid® and JennAir® – to the virtual event, highlighting product solutions that are uniquely tailored to satisfy the needs of various consumer preferences and lifestyles. Using in-depth consumer insights, Whirlpool Corporation brands are uniquely crafted to complement the character and style of different home types, no matter how those homes may evolve.

“There has been a significant shift in life at home in 2020, with people spending more time in their homes, and demanding more from them,” said Kelly Safis, General Manager, Builder Sales at Whirlpool Corporation. “Our builders can always count on us to keep up with changing consumer needs, and provide quality appliances that fit the visions of their customers.”

On the home page of the company's virtual booth, attendees can expect to see products that reflect the latest industry and design trends. A few of the new, featured products at IBSx include:

- **Whirlpool® Fingerprint Resistant Quiet Dishwasher with 3rd Rack & Large Capacity:** With people spending more time at home, they're asking more from their appliances – especially their dishwashers. With fingerprint resistant options and Whirlpool's largest capacity third level rack on select models¹, consumers can load more and run less. Load bowls and mugs in the 3rd Rack to free up space below, and fit tall items in this dishwasher with adjustable rack. And with our quietest dishwasher at 41 dBA, consumers can keep the conversation going while dishes get clean.
- **Whirlpool® Counter-Depth 4-Door Refrigerator:** Storage space in the kitchen is top-of-mind for many consumers, and the Whirlpool® Counter-Depth 4-Door Refrigerator can provide the right size and organization options to meet a family's changing storage needs. It offers flexible organization spaces to cut down on clutter, making it easy to store and find everything from gallons of milk in one of the four gallon bins to frozen meals and snacks.
- **KitchenAid® Smart Oven+ 30" Combination Oven:** KitchenAid® introduces the first-ever collection of oven-powered grill, baking stone and steamer attachments. Each attachment fits interchangeably into a provided heating element and base pan that connect onto the back of the

¹ WDT970SAK & WDTA80SAK; Based on usable volume. Handle styles vary by model.



oven cavity. As cooks expect today from a premium wall oven, it also supports a full complement of smart capabilities as well as baking, broiling and Even-Heat™ True Convection.

- **Maytag® Smart Front Load Washer with Extra Power:** Keeping loads of clothes clean is made easier for consumers with this heavy duty washing machine that delivers the Most Powerful Cleaning in the industry driven by the Heavy Duty cycle with Extra Power button². The Extra Power button boosts stain-fighting performance on any wash cycle with a dual-temperature wash. Consumers can monitor and control the appliance when they're away from home with smart washing machine features, helping them stay in control and efficiently manage laundry from anywhere.³

In addition to being showcased in a virtual booth, Whirlpool Corporation appliances can also be found in three [Professional Builder Show Village](#) Homes:

- **The Thoughtful Home**, centered around reducing stress and promoting good health, contains an array of innovative products. JennAir® appliances that are as high performing as they are luxurious, and beautifully designed Whirlpool® appliances that help make household tasks simpler can be found in this home, alongside other products.
- **The Healthy/Clean Home** promotes a healthy lifestyle through comfort, convenience, and timeless design. Whirlpool® appliances, among others, can be found throughout this home, offering appliance solutions that can help improve life at home.
- **The New New Home** is designed for first-time move-up buyers looking for flexibility, privacy, health and safety. Thoughtfully designed KitchenAid® appliances can be seen throughout this home, providing culinary-centered solutions that help create and deliver exceptional results.

Explore these homes via a digital tour guide or check them out on your own. Whirlpool Corporation's virtual booth can be accessed during IBSx through March 31, 2021.

For more information about the company's presence at IBSx and events taking place on the virtual platform, visit www.whirlpoolpro.com/ibsx-2021. For more information about Whirlpool Corporation, its portfolio of brands and other offerings for building industry professionals, visit WhirlpoolPro.com.

About Whirlpool Corporation

Whirlpool Corporation (NYSE: WHR) is the world's leading kitchen and laundry appliance company, with approximately \$20 billion in annual sales, 77,000 employees and 59 manufacturing and technology research centers in 2019. The company markets Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Bauknecht, JennAir, Indesit and other major brand names in nearly every country throughout the world. Additional information about the company can be found at whirlpoolcorp.com, or find us on Twitter at @WhirlpoolCorp.

² Models with Extra Power option: MHW8630H, MHW6630H, MHW5630H. Based on cleaning score of 20-lb load, among leading front load brands, Heavy Duty cycle plus Extra Power vs. comparable cycles and options.

³ Appliance must be set to remote enable. WiFi & App Required. Features subject to change. Details and privacy info at maytag.com/connect.