

2024 Hardware Dealer Guide

Q2 Focus

Brand Recognition

May is Maytag Month

New 3 Series Freestanding Ranges

Whirlpool 2 in 1 Removable Agitator



MAY IS
MAYTAG
MONTH

IN CONSTANT PURSUIT OF IMPROVING LIFE AT HOME



Whirlpool
CORPORATION

Get back to the brands people recognize

AMANA®

Whirlpool®

MAYTAG®

1 vendor. 3 national brands. Simple.

Whirlpool Corporation has been building appliances
for over one hundred years.
It's what we do.

Whirlpool Corporation Confidential

May is Maytag Month



Stock Up for May is Maytag Month

Limited time promotional pricing on best available Maytag models
 Place orders in April to capitalize on the May “take with”, duress sales customer

Category	Brand	Material	Long Description	Q2 2024 Preferred Price	Q2 2024 Hardware Price	MIMM Promo Price
Laundry	MAY	MVV4505MW	4.5 SOLID AGI	\$645	\$455	\$430
Laundry	MAY	MED4500MW	7.0 WOD CLASSIC SIDE SWING - ELEC	\$645	\$455	\$430
Laundry	MAY	MGD4500MW	7.0 WOD CLASSIC SIDE SWING - GAS	\$726	\$535	\$510
Laundry	MAY	MVV6500MBK	4.7 CU.FT. TL W PET FILTER, SLOW CLOSE GLASS LID, DETERGENT DISPENSER	\$977	\$750	\$720
Laundry	MAY	MED6500MBK	7.0 WOD PETS SIDE SWING DOOR W/STEAM, ELECTRIC	\$977	\$750	\$720
Laundry	MAY	MGD6500MBK	7.0 WOD PETS SIDE SWING DOOR W/STEAM, GAS	\$1,057	\$830	\$800
Laundry	MAY	MVV6230RHW	4.7 CUFT TL WASHER W/AGI, EXTRA POWER,SLOW CLOSE GLASS LID, SMART APPLAINCE, 5 YR LIMITED PARTS & LABOR WARRANTY	\$850	\$675	\$650
Laundry	MAY	MED6230RHW	7.4 CUFT ELEC DRYER W/HAMPER DOOR, SMART APPLAINCE 5 YEAR LIMITED PARTS & LABOR WARRANTY	\$850	\$675	\$650
Laundry	MAY	MGD6230RHW	7.4 CUFTGAS DRYER W/HAMPER DOOR, SMART APPLAINCE 5 YEAR LIMITED PARTS & LABOR WARRANTY	\$930	\$760	\$735
Microhood	MAY	MMV1175JZ	MAYTAG COMPACT OVER-THE-RANGE MICROWAVE 1.7 CU FT	\$322	\$250	\$225
TM Refrigerator	MAY	MRT118FFZ	18 CU FT; STD ENERGY/GLASS RC; SMOOTH FLAT DOOR	\$799	\$650	\$600
SXS Refrigerator	MAY	MRSF4036PZ	REFRIGERATOR SXS 25CF 36 DP	\$1,325	\$1,125	\$1,000
FDBM Refrigerator	MAY	MFI2570FEZ	25 CU FT, 36" WIDTH, EXT ICE & WATER FRENCH DOOR, LED, HIDDEN HINGES, CAPACITIVE TOUCH CONTROLS, ADA HEIGHT & SIDE REACH COMPLIANT	\$2,007	\$1,820	\$1,620
Range	MAY	MER6600FZ	5.3 CU FT, ANTI-FINGERPRINT, PYRO SELF CLEAN, 10 YR WARRANTY, 9/6", 9", 2-6", SS HANDLE, STORAGE DRAWER GLIDES	\$883	\$700	\$650
Range	MAY	MER8800FZ	6.4 CU FT, ANTI-FINGERPRINT, AQUALIFT, TRUE CONVECT, STORAGE DRAWER GLIDES, 10", 9/6", 2-8" BRIDGE, WZ, 10 YR WARRANTY, SS HANDLE	\$1,035	\$800	\$750
Range	MAY	MET8800FZ	6.7 CU FT, (4.2 CU FT. BOTTOM OVEN 2.5 CU FT UPPER OVEN), ANTI-FINGERPRINT, 1-12/9/6", 1-10", 2-8", WZ, TRUE CONVECT, SELF CLEAN, 10 YR WARRANTY	\$1,563	\$1,250	\$1,200
Dishwasher	MAY	MDTS4224PZ	ADJ. UPPER RACK, TRIPLE FILTRATION,HEATED DRY WITH FAN,HYBRIS TUB (SS INT DOOR/SLATE GREY PLASTIC TUB) 51 DBA	\$608	\$460	\$430
Dishwasher	MAY	MDB4949SKZ	2 RACK, STAINLESS,DUAL POWER FILTRATION WITH SS CHOOOPER, SS TUB, 50 DBA	\$653	\$515	\$485
Dishwasher	MAY	MDB8959SKZ	3RD LEVEL RACK, 5 CYCLES, 5 OPTIONS, FID, DUAL POWER FILTRATION, PREMIUM ADJUSTERS, PREMIUM RAILS, SS TUB, SS WASH ARMS, 47 DBA	\$735	\$615	\$585

MIMM Promo price order window: **April 22, 2024 – May 10, 2024**

Price will be net price and reflected in portal at time of order

Confidential – Pricing is Hardware Channel Only & subject to dealer meeting Whirlpool Hardware Program requirements. Sharing confidential pricing can lead to dealer account deactivation by Whirlpool Corporation.

May is Maytag Month



Consumer Rebates & In store POP available

**Save up to 30% on All Maytag Major Appliances*
Plus, Buy 3 appliances,
Get An Additional \$200 via prepaid card by mail**

MAY IS MAYTAG MONTH

SAVE UP TO **30%** | BUY 3 APPLIANCES AND GET AN ADDITIONAL **\$200**

ON ALL MAYTAG MAJOR APPLIANCES | BY PREPAID CARD BY MAIL

ENDS MAY 31

Aisle Violator
(7.25" x 8")

MAY IS MAYTAG MONTH

SAVE ON AWARD-WINNING PERFORMANCE

SAVE UP TO **30%** | BUY 3 APPLIANCES AND GET AN ADDITIONAL **\$200**

ON ALL MAYTAG MAJOR APPLIANCES | BY PREPAID CARD BY MAIL

Tent Card
(8.5" x 13.25")

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Standee
(20" x 60")

Marketing assets will be available on the Marketing Playbook

May is Maytag Month



Newest Maytag Models

MVW6500MBK - \$720*

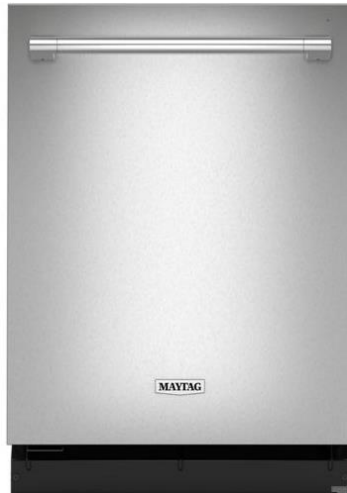
MED6500MBK - \$720*

- Pet Pro Option
- Slow close glass lid
- Detergent dispenser



MDTS4224PZ - \$430*

- Adjustable upper rack
- Heated dry with fan
- 3 level water filtration



MRSF4036PZ - \$1,000*

- 25 cu ft 36" wide SXS
- Metal shelf, grey shelf accents
- Exterior water & ice dispenser



* MIMM promo price effective 4/22/24 – 5/10/24 only

New Whirlpool 3 Series Free Standing Ranges



[3 Series Freestanding Electric Ranges product Overview](#)



MODEL	WFES3030RS	WFES3330RS	WFES3530RS	WFES25S0J	WFE550S0L
MAP	\$899/\$949	\$969/\$1019 \$1069/\$1119	\$969/\$1019	\$1049/\$1039/ \$1159/\$1199	\$1249/\$1299/ \$1399
Color(s)	W/B, S	W/B, S, Z, V	W/B, S	W/B, S, Z, V	W/B, Z, V
Burners / Capacity	4 / 4.8 cf	5 / 5.3 cf	4 / 5.3 cf	5 / 5.3 cf	5
Cleaning	Standard Clean	+Steam Clean	+Self Clean	Self Clean	Self Clean
Convection	N/A	N/A	N/A	N/A	Fan Convection Air Fry
Key Features	<ul style="list-style-type: none"> * No Preheat Mode * Bake * Broil * Two FlexHeat™ Dual Radiant Elements * Flexible Cooktop 	<ul style="list-style-type: none"> * No Preheat Mode * Bake * Broil * Two FlexHeat™ Dual Radiant Elements * Flexible Cooktop 	<ul style="list-style-type: none"> * No Preheat Mode * Bake * Broil * Two FlexHeat™ Dual Radiant Elements * Flexible Cooktop 	<ul style="list-style-type: none"> + 5th burner • Temperature Sensor • FlexHeat™ Dual Radiant Element • Frozen Bake™ Technology 	<ul style="list-style-type: none"> + 1-12"/9", 1-9"/6", 2-6", WZ • Fan Convection Cooking • Air Fry with Air Fry Basket
Q2 Hdwe Price	\$552 B/W \$598 S	\$653 Z \$656 V	\$598 B/W/S	\$660 B/W/S \$690 Z/V	\$750 W/V/Z

WFE515S0J models in Gas and Electric now obsolete

Whirlpool® 2 in 1 Removable Agitator



Washer & Dryer Pairs *Cascading Innovation*



WTW4957PW/WED4950HW

- 3.8/3.9 cu ft
- Solid Lid
- 5 knobs: cycle, water, temp, rinse, soil
- Dryer, Hamper door



WTW5057LW/WED5050LW

- **4.7/4.8 cu ft**
- **Glass Lid**
- Knob Control + Modifier



WTW6157PB/WED6150PB

- **5.2/5.3 cu ft**
- Glass Lid
- **Volcano Black**
- Knob Control + Modifier (*new*)
- **Dispenser Drawer**
- **ENERGY STAR**

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