

The 2025 Whirlpool Hardware Coop Program is available to all Whirlpool Diamond, Platinum and Gold level dealers. Whirlpool will accrue 3% coop on their sales (less Amana brand products). All 2025 claims should be emailed to [whirlpoolcoop@saleslinkco.com](mailto:whirlpoolcoop@saleslinkco.com). Below you will find a claim form that is required for all claims submitted for reimbursement. All information must be provided completely in order for the claim to be processed. Please include a copy of your ad, radio script, etc and invoice with all claims. Please send **one claim per email**.

The Marketing Playbook is available to you, as a resource for ad elements, promotional assets, brochures, spec pages, etc. You can access the Marketing Playbook through Whirlpool Portal, at the bottom on the home page. You may be required to complete a one-time registration when accessing the Marketing Playbook through Whirlpool Portal. If you have any issues accessing the Marketing Playbook through Whirlpool Portal or receive an error message, please contact [whirlpoolbuilda@gmail.com](mailto:whirlpoolbuilda@gmail.com) for technical assistance.

Whirlpool advertising policies and program elements are as follows

- Dealer accrues 3% of sales (less Amana, and less closeout models) for coop use.
- Coop claims must be submitted within 60 days of invoice date from the advertiser.
- Claims submitted for a higher dollar amount than the dealer has accrued will be paid out in multiple payments, as the dealer accrues funds based on sales.
- Dealers may email compliance review requests to [whirlpoolcoop@saleslinkco.com](mailto:whirlpoolcoop@saleslinkco.com), and will receive a response within 48 hours.
- Dealers may email fund balance requests to [whirlpoolcoop@saleslinkco.com](mailto:whirlpoolcoop@saleslinkco.com).
- All advertisement must be compliant with Whirlpool's advertising policies and guidelines. If a compliance review is not obtained, and an ad is not compliant with these policies, no reimbursement will be approved.

The Whirlpool Hardware Coop Program is a great resource for dealers to create awareness of their appliance business, advertise promotional items, and update their in-store displays with signage. All 2025 accrued funds must be used by January 31, 2026 (2025 claims must be submitted by February 15, 2026). Don't lose out on the funds available, to help you grow your appliance business!

Please contact [whirlpoolcoop@saleslinkco.com](mailto:whirlpoolcoop@saleslinkco.com) or your local Saleslink representative with any questions.