

2025 Hardware Dealer Guide

Q2 Focus

Duress Purchase - Back Stock

May is Maytag Month

Core & Expanded Hardware Price
sheet models

Whirlpool
CORPORATION

Stock the brands people recognize

AMANA[®]

MAYTAG[®]

Whirlpool[®]

KitchenAid[®]

Whirlpool Corporation has been building
appliances for **over one hundred years.**

It's what we do.



62% of all appliance purchases are duress purchases

Emergency Duress shoppers (triggered by a broken appliance) sacrifice research for speed.

50% of all Top Load Laundry transactions are duress purchase sales



Core Back Stock Inventory Advantages

- ❖ Cater to duress purchase customers
- ❖ Helps compete with online special-order purchases
- ❖ Better margin opportunities with core hardware items which in most cases are duress items



MAY IS MAYTAG MONTH

MAY 1 - MAY 31, 2025

**BIGGEST
SALE
OF THE YEAR***

ON ALL MAYTAG® MAJOR APPLIANCES

+

BUY 2 SELECT LAUNDRY APPLIANCES AND GET UP TO

\$100 BONUS

VIA PREPAID CARD BY MAIL



Details Coming Soon

- ❑ National marketing campaign
- ❑ Laundry rebates via prepaid card by mail
- ❑ In store POP – Aisle violators, Standees, Tent card, rebate pad



Stock up and get ready for May is Maytag Month

Best margin opportunity and shortest lead time models on Maytag appliances are marked with the Maytag badge within this publication

Whirlpool®



\$440

\$440

WTW4957PW

WED4950HW

3.8 Agitator/3.9 Impeller
2 in 1 Removable Agitator
Stainless Steel Tub

Hamper Door
AutoDry System
Wrinkle Shield

MAYTAG



\$455

\$455

MVW4505MW

MED4500MW

4.5 Power Agitator
Deep Fill Option
10Yr Limited Warranty

7.0 cu.ft. Dryer
10 Yr Limited Warranty

Whirlpool®



\$500

\$500

WTW5057LW

WED5050LW

4.7 Agitator/4.8 Impeller
2 in 1 Removable Agitator
Built-In Water Faucet
Slow Close Glass Lid

7.0 cu.ft. Dryer
Steam Cycle

MAYTAG



\$650

\$650

MVW6230RHW

MED6230RHW

4.7 cu.ft. Power Agitator
Extra Power Button
Smart Appliance
Slow Close Glass Lid
Sheltered Model

7.4 cu.ft. Dryer
Extra Power Button
Steam
Sheltered Model

5 Year Parts & Labor Warranty

Whirlpool®



\$580



\$625

Top Durress Models

WRT318FZDW-White
18 cu.ft. Top Mount
Glass Shelves, Flex Bin
WRT318FZDM-Stainless
\$650

WRT311FZDB= Black
21 cu.ft. Top Mount
Glass Shelves, Flex Bin
WRT311FZDM- Stainless
\$650



\$1,030

WRS321SDHZ

36" wide, 25 cu.ft.
Side by Side Refrigerator
External Ice & Water



\$200

WMMS3130RZ

1.7 cu.ft. Microwave
2 speed, 300CFM Vent Fan

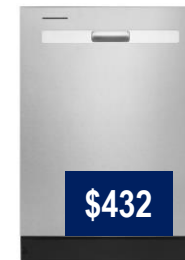


\$598

WFES3530RS

5.2 cu.ft. Electric Range
Self Clean

Whirlpool®



\$432

WDP540HAMZ

Dark Grey Plastic Dub
Stainless Steel Interior Door
Top Controls
Pocket Handle

14 Piece Core Destination Assortment

Core Hardware Assortment

Minimum Floor Display for dealer to be recognized as a destination for appliances



\$630

\$630

WTW6157PB/WED6157PB
5.2-5.3 cu.ft. Washer
2 in 1 Removable Agitator
7.0 cu.ft Electric Dryer with
Moisture Sensor



\$650

\$650

MVW5630HW/MED5630HW
4.5 cu.ft. Front Load Washer
7.4 cu.ft Front Load Electric
Dryer

MAYTAG



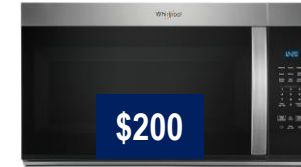
\$650

\$650

MVWP586GW/MEDP586KW
3.5 cu.ft. Commercial Top
Load Washer w/ Agitator
7.4 cu.ft Commercial Grade
Electric Dryer

5 Year Parts & Labor Warranty

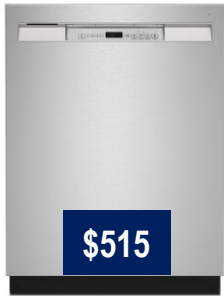
Whirlpool®



\$200

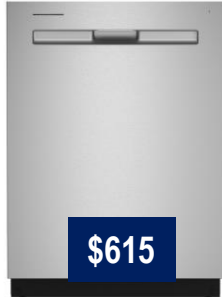
WMMS3130RZ
1.7 cu.ft.
1000 Watts
2 Speed, 300 CFM

MAYTAG



\$515

MDB4949SKZ
Dual Power Filtration
PowerBlast Cycle
Heated Dry
Full Stainless Tub
10 yr Limited Warranty



\$615

MDB8959SKZ
Dual Power Filtration
PowerBlast Cycle
Heated Dry
Full Stainless Tub
**3rd level rack with
wash zone**
Premium ball-bearing
rack glides
10 yr Limited Warranty



\$432

WDT540HAMZ
Dark Grey Plastic Dub
Stainless Steel Interior Door
Top Controls
Towel Bar Handle

Whirlpool®



\$762

WDT750SAKV
Soil Sensors
Third Rack
Soak and Clean Cycle
Black Stainless



\$310

WMH32519HV
1.9 cu.ft.
1000 Watts
3 Speed, 300 CFM
Sensor Cooking
CleanRelease Interior
Black Stainless

MAYTAG



\$423

MMM6030PZ
1.1 cu.ft.Flush Mount
1000 Watts
3 Speed, 300 CFM
Non-stick Interior
Steam Clean
10 Yr Limited Warranty

Expanded Hardware Models

Where space permits, increase floor models to display step up models within each category



	MZF34X16DW	WRB322DMBM	WRS325SDHZ	MRFF4236RZ	WRFF3436RV	MFI2570FEZ
	\$710 	\$1,250	\$1,050	\$1,400 	\$1,500	\$1,700 
Capacity	22 cu.ft.	22 cu.ft.	25 cu.ft.	25 cu.ft.	25 cu.ft.	25 cu.ft.
Style	UPRIGHT FREEZER	Bottom Mount	Side by Side	French Door Bottom Freezer	French Door Bottom Freezer	French Door Bottom Freezer
Features	10 year Limited Warranty on Compressor	Optional Icemaker Sold Separately	External Ice & Water	Interior Water Dispenser Factory Installed Icemaker	Exernal Ice & Water - Largest Capacity in door ice (3.7 lb)	External Ice & Water
	Frost Free	Glass Shelves	Frameless Glass Shelves	Spillproof Glass Shelves	Spillproof Glass Shelves	PowerCold Feature
	Fast Freeze Option	Deli Drawer	Tap Touch Controls	Adaptive Defrost	2 Tier Freezer Storage	10 Year Limited Part Warranty on the Compressor

Expanded Hardware Models

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Whirlpool®



NO PREHEAT MODE

WFES3330RS

\$598

5.3 cu.ft.

Steam Clean

No Preheat Mode

2 Flex Heat Dual

Elements

Built In Baking Sensor

-Stainless, Fingerprint

Resistant Stainless

-Black, White \$620

Click below:

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

MAYTAG®



MER4800PZ

\$619

5.3 cu.ft.

Steam Clean

5 Elements

Dual-Choice Element

10 Year Warranty*

Fingerprint Resistant Stainless



WGE745C0FS

\$1,075

6.7 cu.ft.

Self & Steam Clean

Frozen Bake

True Convection

Temperature Sensor

Rapid Preheat

MAYTAG®



MFES6030RZ

\$700

5.3 cu.ft.

No Preheat Air Fry

Griddle Zone

Self Clean

Air Powered Convection

10 Year Warranty*

Whirlpool®



WFE550S0LV

\$750

5.3 cu.ft.

5-in-1 Oven (Air Fry, Convection

Bake, Broil, Frozen Bake,

Bake)

Fan Convection

Adjustable Self Clean

MAYTAG®



MFES8030RZ

\$800

5.3 cu.ft.

Grill Mode

Reversible Cast Iron

Grill/Griddle

No Preheat Air Fry

Smart Appliance

Power Preheat

Steam Clean & Self

Clean

Air Broil, Air Bake,

Air Roast, Air Reheat

MET8800FZ

\$1,250

6.7 cu.ft.

True Convection

Self Clean

Power Preheat

Power Element

Auto Convection Conversion

10 Year Warranty*

Expanded Hardware Models

Where space permits, increase floor models to display step up models within each category