



Q4 HARDWARE DEALER GUIDE

Q4 HARDWARE DEALER FOCUS

- Legacy & Trust
 - Whirlpool started in America and has never left. For over 100 years, our commitment to American craftsmanship has shaped appliances that stand the test of time. When you choose Whirlpool, you choose a legacy of quality built at home.
- Top Selling Ranges for Holiday Season
- Laundry Transitions
- Refrigerator Transition
- Core & Expanded Hardware Price sheet models



NEW Whirlpool Hardware Dealer Site



As a Whirlpool dealer, staying informed and up-to-date on the latest products, services, and innovations is key to maximizing your success. By learning more about Whirlpool's evolving product lines, exclusive dealer programs, and enhanced customer support strategies, you can better meet customer needs and stay competitive in the market.

The new **Whirlpool Hardware Dealer Tools and Resource Pages site** contains all the information and resources needed to be a successful Whirlpool Dealer.

Send an email to whirlpool@saleslinkco.com to get the link and password to the new resource pages

The screenshot displays the Whirlpool Hardware Dealer Site interface. At the top, it features the Whirlpool logo and a 'Core back stock inventory advantages' section with three bullet points: 'Cater to duress purchase customers', 'Helps compete with online special-order purchases', and 'Better margin opportunities with core hardware items which in most cases are duress items'. Below this is a 'Top Duress Models' section showcasing three refrigerator models: WRT318FZDW (White, 18 cu. ft. Top Mount), WRT318FZDM (Stainless), and WRT318FZDB (Black). It also features a top freezer refrigerator (WTW4957PW) and a front-loading washer (WED4950HW). The interface includes a section titled 'Already a Whirlpool Dealer? Here's What's Next!' which highlights the simplicity and strength of being a trusted vendor with three national brands: Amana, Whirlpool, and Maytag. It also mentions access to training opportunities, promotional tools, and insider updates. At the bottom, there are links to various resources: Quarterly Hardware Dealer Guide, Quarterly Hardware Price Sheet, Hardware Operations Guide, Hardware Co-Op Program Information, Quarterly New Floor Model Refresh Program, Kitchen Suite Program, Learn Whirlpool, and Marketing Assets. The footer includes the Amana, Whirlpool, and Maytag logos, along with the text '1 Vendor', '3 National Appliance Brands', and 'Equals Instant Appliance Destination'.

Everything You Need to Sell Whirlpool All In One Place!



RANGES THAT MAKE HOLIDAY COOKING EASIER



WGE745C0FS
\$1,075

6.7 cu.ft.

Self & Steam Clean
Frozen Bake
True Convection
Temperature Sensor
Rapid Preheat

TOP FEATURES



1

FROZEN BAKE™ TECHNOLOGY

Skip preheating and cook frozen favorites like pizza and lasagna in fewer steps with preprogrammed settings that automatically adjust cooking times for you.



2

TRUE CONVECTION WITH THIRD HEATING ELEMENT

A third element around a fan in the back of the oven preheats air before circulating it evenly over, under and around food for faster cooking(1) and consistent results on every rack.
(1)Compared to a traditional thermal-bake cycle on the same model.



3

FLEXHEAT™ TRIPLE RADIANT ELEMENT

Get three elements in one with a 6" inner ring that's great for smaller pots and pans, and 9" and 12" outer rings that make room for larger cookware. The three options make the FlexHeat™ triple radiant element perfect for any size pot or pan customers may need to heat. They can easily match the bottom of the pan to the ring size for the most efficient heating.



MET8800FZ
\$1,250

6.7 cu.ft.

True Convection
Self Cleaning
Power Preheat
Power Element
Auto Convert Conversion

TOP FEATURES



1

DOUBLE OVEN RANGE

Start the feast on time, every time and cook multiple dishes at different temperatures with a True Convection lower oven and a Conventional Cooking upper oven in one range.



2

POWER™ ELEMENT

This 3200 Watt Power™ element allows for a slow, even sauté and the intense heat for a seared, juicy steak.



3

BRIDGE ELEMENT

The bridge element stretches across the cooktop to help ensure even heating when you're cooking with oversized, long, or oddly-shaped pots and pans.



FROM WTW4957HW/WED4950EW

TO

WTW4307SW/WED4307SW



\$440

\$440

Q3 Price



\$440

\$440

Discontinued
7.21.25

REFRESHED AESTHETICS & CONTROLS

2 IN 1 AGITATOR

LARGER WASHER CAPACITIES FROM 3.8/3.9 TO **4.2/4.3**

ADDITIONAL FEATURES: **GLASS LID, DETERGENT DRAWER**

Open to Ship
8.4.25

Refreshing the Aesthetics in the Opening Price Point 2 in 1 agitator



WRT318FZDW REFRIGERATOR TRANSITION

FROM WRT318FZDW TO WRTX3119SW



\$580



\$580

Key Features

- 19.2 Cu. Ft.
- Total Coverage Cooling
- Flexi-slide™ Deli Drawer
- Garage Ready
- Adjustable Door Bins
- Pocket Handle

TOP FEATURES



1

TOTAL COVERAGE COOLING

With Total Coverage Cooling, multi-flow vents direct fresh, chilled air throughout the refrigerator to help keep an even temperature at every shelf.



2

FLEXI-SLIDE™ DELI DRAWER

Flexi-Slide™ Deli Drawer glides sideways to open space for tall items in seconds. Slide it back for smaller essentials, letting your layout shift as your day does.

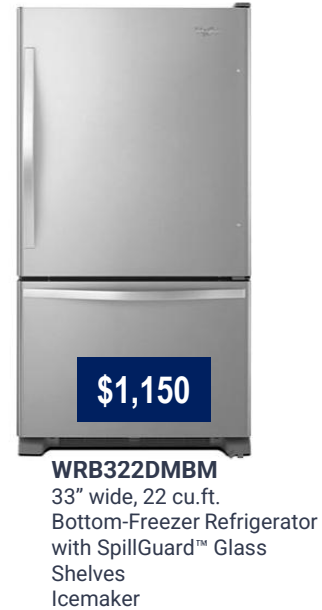


3

GARAGE READY

Garage Ready mode offers flexible placement wherever life takes you, keeping cool in rooms from 38°F to 110°F. So whether it's in the kitchen today or the garage tomorrow, this fridge adapts as your family's needs grow.

Whirlpool® 29.5-inch Wide Top Freezer Refrigerator with Total Coverage Cooling- 19.2 Cu. Ft.



14 Piece Core Destination Assortment

Core Hardware Assortment

Minimum Floor Display for dealer to be recognized as a destination for appliances 2025 Q4



WFES3330RS
\$598

5.3 cu.ft.
 Steam Clean
 No Preheat Mode
 2 Flex Heat Dual Elements
Built In Baking Sensor
 Fingerprint Resistant Stainless



MER4800PZ
\$619

5.3 cu.ft.
 Steam Clean
 5 Elements
Dual-Choice Element
 Fingerprint Resistant Stainless



MFES6030RZ
\$700

5.3 cu.ft.
 No Preheat Air Fry
 Griddle Zone
 Self Clean
Air Powered Convection



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/Bake/Roast/Reheat

Click below:

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



WGE745C0FS
\$1,075

6.7 cu.ft.
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 Frozen Bake
 True Convection
 Temperature Sensor
 Rapid Preheat



MET8800FZ
\$1,250

6.7 cu.ft.
 True Convection
 Self Clean
Power Preheat
Power Element
Auto Convection Conversion

Expanded Hardware Models

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



	MZF34X16DW	WRB322DMBM	WRS325SDHZ	MRFF4236RZ	WRFF3336SZ	MFI2570FEZ
	\$730	\$1,150	\$1,050	\$1,400	\$1,450	\$1,550
Capacity	22 cu.ft.	22 cu.ft., 33"W	25 cu.ft., 36" W	25 cu.ft., 36"W	31 cu.ft., 36"W	25 cu.ft., 36"W
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	Interior Water Dispenser 7 lb ice storage	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	10 Year Limited Part Warranty on the Compressor	Pizza pocket	10 Year Limited Part Warranty on the Compressor

Expanded Hardware Models

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