

Whirlpool®

MAYTAG®

KitchenAid®

AMANA®

**STARTED  
IN AMERICA**



**STAYED  
IN AMERICA**



**FOR OVER  
100 YEARS**

# Q1 HARDWARE DEALER GUIDE

## Q1 FOCUS

- NEW DEALER PAGES
- LAUNDRY TRANSITIONS
- MADE IN AMERICA,

# 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](mailto: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 the text "Core back stock inventory advantages" with a MAYTAG logo. Below this, there are 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".

The main content area is titled "Top Duress Models" and features two product listings. The first listing is for a refrigerator, model WRT318FZDW, with options for White, 18 cu.ft. Top Mount, Glass Shelves, Flex Bin, WRT318FZDM (Stainless), and WRT318FZDB (Black). The second listing is for a washer, model WTW4957PW, with features like 3.8 Agitator/3.9 Impeller, 2.0 cu.ft. Removable Agitator, and Stainless Steel Tub. A second washer model, WED4950HW, is also listed with features like Hanger Door, AutoDry System, and Winkle Shield.

Below the product listings, there is a section titled "Already a Whirlpool Dealer? Here's What's Next!". This section includes a paragraph about the simplicity and strength of being a Whirlpool dealer, mentioning brands Amana, Whirlpool, and Maytag. It also includes a paragraph about staying informed and up-to-date on the latest products, services, and innovations. A final paragraph mentions access to training opportunities, promotional tools, and insider updates.

The bottom section of the page features a grid of eight resource links, each with a "CLICK HERE" button:

- 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
- Marketing Assets

At the bottom of the page, there are three icons with corresponding text: "1 Vendor", "3 National Appliance Brands", and "Equals Instant Appliance Destination". To the right of these icons are the logos for AMANA, Whirlpool, and MAYTAG.

# Everything You Need to Sell Whirlpool All In One Place!

FROM WTW4957HW/WED4950EW

TO

WTW4307SW/WED4307SW



\$440

\$440



Q1 Price



\$440

\$440

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**

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

FROM MVW4505MW/MED4500MW

TO

MTW4205SW/MED4500MW  
MTW4200SW

\$455

\$455

Q1 price

\$400

\$415



CHOOSE FROM POWER AGITATOR OR POWER IMPELLER WASHER

AUTO SENSING

DEEP FILL OPTION

QUICK WASH CYCLE

New Opening Price Point Maytag Laundry



# 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.

**MAYTAG**



**MTW4205SW**  
4.2 Power Agitator  
Deep Fill Option  
Quick Wash Cycle  
**\$400**

**MED4500MW**  
7.0 cu.ft. Dryer  
**\$415**

**Whirlpool**



**WTW4307SW**  
4.2 Agitator/4.3 Impeller  
2 in 1 Removable Agitator  
Glass lid  
Detergent dispenser  
Stainless Steel Tub  
**\$440**

**WED4307SW**  
Hamper Door  
AutoDry System  
Wrinkle Shield  
**\$440**

**MAYTAG**



**MTW6205RW**  
5.2 cu.ft. Power Agitator  
Extra Power Button  
Smart Appliance  
Slow Close Glass Lid  
**Sheltered Model**  
**\$550**

**MED6205RW**  
7.4 cu.ft. Dryer  
Extra Power Button  
Hamper door  
Quick Dry Cycle  
**Sheltered Model**  
**\$550**

**Whirlpool**



**WTW6157PB**  
5.2 Agitator/.3 Impeller  
2 in 1 Removable Agitator  
Glass lid  
Detergent dispenser  
Stainless Steel Tub  
**\$620**

**WED6150PB**  
7.0 cu ft  
Steam refresh  
Quick dry cycle  
Wrinkle shield  
**\$620**

**Whirlpool**



**WRTX3119SW= White**  
19.2 Cu. Ft. Top Mount  
Adjustable Glass Shelves  
Flexi-slide™ Deli Drawer  
WRTX3119SZ- Stainless  
\$640  
**\$580**



**WRT311FZDB= Black**  
21 cu.ft. Top Mount  
Glass Shelves, Flex Bin  
WRT311FZDM- Stainless  
\$650  
**\$625**



**WRB322DMBM**  
33" wide, 22 cu.ft.  
Bottom-Freezer Refrigerator  
SpillGuard™ Glass Shelves  
Icemaker  
**\$1,150**



**WMMS3130RZ**  
1.7 cu.ft. Microwave  
2 speed, 300CFM Vent Fan  
**\$210**



**WFES3530RS**  
5.2 cu.ft. Electric Range  
Self Clean  
**\$598**

**Whirlpool**



**WDP540HAMZ**  
Dark Grey Plastic Dub  
Stainless Steel Interior Door  
Top Controls  
Pocket Handle  
**\$415**

# 14 Piece Core Destination Assortment – Q1

Core Hardware Assortment

Minimum Floor Display for dealer to be recognized as a destination for appliances 2026

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.

**Whirlpool Corp. is the only remaining U.S.-owned and headquartered manufacturer of kitchen and laundry appliances.**

**We never left. Whirlpool Corp. started in America and stayed in America for over 100 years.**

**Approximately 80% of our U.S. major appliance sales come from products that are produced domestically, supported by our 20,000 American workers, including the 14,000 employees at our manufacturing facilities. The rest of the major appliance industry sells an average of only ~25% domestically manufactured products.**

The graphic consists of three main sections within a red border:

- Left Section (White background):** Displays the logos for Whirlpool (with a yellow swirl), MAYTAG (in blue), KitchenAid (in red), and AMANA (in red).
- Center Section (Dark Blue background):** Contains the text "STARTED IN AMERICA" at the top, "STAYED IN AMERICA" in the middle, and "FOR OVER 100 YEARS" at the bottom. Small red stars separate the lines of text.
- Right Section (Circular Seal):** A circular seal with a red border. At the top, it lists "Whirlpool MAYTAG KitchenAid AMANA". The center text reads "STARTED IN AMERICA", "STAYED IN AMERICA", and "FOR OVER 100 YEARS". Below this, a smaller text block states: "No other major appliance company produces more of its products in U.S. factories than we do. Learn more about where we build our products." At the bottom of the seal is the Whirlpool logo and the text "© 2025 Whirlpool Corporation. All rights reserved. Printed in the U.S.A. X025025A-M002".

**Started In America, Stayed In America, For Over 100 Years**