

**Contact:** Whirlpool Media Hotline  
[media@whirlpool.com](mailto:media@whirlpool.com)

Rachel Carlisle  
Ketchum for Whirlpool  
818.216.1525  
[Rachel.Carlisle@Ketchum.com](mailto:Rachel.Carlisle@Ketchum.com)

### **Whirlpool® Corporation Showcases Game-Changing Innovations at CES**

*First Home Appliance Brand to Partner with Nest Adds Smart Kitchen Products and Auto Reorder Services*

**BENTON HARBOR, Jan. 7, 2016** – The world’s leading global manufacturer of home appliances put its connected home integrations on display at CES in Las Vegas, with an array of breakthrough home appliance innovations developed with help from Nest, Amazon and Procter & Gamble.

The company’s flagship brand showcased care-centric innovations, including products within the Whirlpool® Smart Kitchen Suite featuring use of Amazon Dash Replenishment and the Smart Top Load Washer and Dryer that integrates with Works with Nest, as well as the revolutionary Swash™ clothing care system developed in partnership with P&G.

“Innovation is in our DNA and a part of everything we do. It’s deeply embedded in our people and our processes – starting with an understanding of our consumers, which enables us to learn and anticipate their preferences, and fulfill their needs,” said Brett Dibkey, vice president and general manager, Integrated Business Units at Whirlpool Corporation. “By working with companies who share our desire for purposeful innovation, combining our efforts and distinct strengths, we can create products that fully address the changing needs of consumers today.”

As the first home appliance brand to partner with Nest, the company’s relationships with companies like Amazon and Procter & Gamble have resulted in a lineup of new features and home appliance products complementing how families care for each other in the kitchen and the laundry room.

- The **Whirlpool® Smart Kitchen Suite with CareSync™ system<sup>1</sup>** is a three-piece suite of connected appliances – refrigerator, dishwasher and range – and the newest innovations from Whirlpool that allow families to **control their kitchen appliances remotely** using the **Whirlpool® mobile app** and through select integration options with Works with Nest. When the app is synced with an Amazon account and a family’s stock is estimated to be running low, the dishwasher can automatically order and ship dish detergent and affresh® cleaner, through **Amazon Dash Replenishment**.
- The **Whirlpool® Smart Top Load Washer and Dryer** was the first-ever laundry pair in the U.S. to introduce the use of technology to power philanthropic donations. The **Connect to care™** program allows families to automatically donate an amount of their choosing to **Habitat for Humanity** with every load of laundry they wash. Whirlpool laundry was the **first appliance brand to use Nest** technology, and is now one of the first appliance brands to announce the use of **Amazon Dash Replenishment**. When consumers sync their **Whirlpool® mobile app** with their

Amazon account, the feature estimates the amount of supplies remaining, targeting the right time to automatically re-order more detergent, affresh® washer cleaner and dryer sheets.

- Both the **Smart Dishwasher** and **Smart Top Load Washer and Dryer** also integrate with the **Nest Learning Thermostat**. When Nest is set to Away, the dishwasher will automatically start a dish cycle and the washer and dryer can enable the eco-mode feature.

“We’re excited to bring Amazon Dash Replenishment to additional appliances for Whirlpool, including the brand’s Smart Kitchen Suite,” said Daniel Rausch, Director, Amazon Devices. “Amazon Dash Replenishment makes customers’ lives easier. With integration into Whirlpool brand’s appliances, customers won’t ever have to worry about running out of items like laundry or dishwasher detergent again—they can simply rely on Amazon to automatically deliver those everyday essentials.”

While Nest and Amazon represent two of the company’s latest partnership endeavors, the Swash™ at-home clothing care system that de-wrinkles, refreshes, restores fit and preserves clothing – in just ten minutes – is the latest collaboration between a longstanding partnership between Whirlpool Corporation and Procter & Gamble.

For more information, to join the conversation and see the company’s care-centric product innovations and conceptual inspirations come to life, visit Whirlpool brand’s booth #74352 in the Family & Technology Marketplace, located at the Sands Expo Center, or [ces.whirlpool.com](http://ces.whirlpool.com) and follow #EveryDayCare.

### **About Whirlpool Corporation**

Whirlpool Corporation (NYSE: WHR) is the number one major appliance manufacturer in the world, with approximately \$20 billion in annual sales, 100,000 employees and 70 manufacturing and technology research centers throughout the world in 2014. The company markets Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Bauknecht, Jenn-Air, Indesit and other major brand names in more than 170 countries. Additional information about the company can be found at [WhirlpoolCorp.com](http://WhirlpoolCorp.com), or find us on Twitter at @WhirlpoolCorp.

### **About Whirlpool Brand**

For more than one hundred years, Whirlpool brand has been inspired by how people care for their families. Whirlpool brand is designing home appliances that are focused on improving how families give and get the care they need with the latest technologies and innovations – whether that means most flexible refrigerator storage for all types of family needs, induction technology for efficient cooking and easier cleaning, or laundry pairs that sense and adapt to clothes with the latest in connected technologies. Whirlpool brand is part of Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances. Whirlpool Corporation is also one of Habitat for Humanity's largest corporate partners for over 15 dedicated years, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool, please visit [whirlpool.com/everydaycare](http://whirlpool.com/everydaycare) or find us on Facebook at [facebook.com/whirlpoolusa](https://facebook.com/whirlpoolusa) or Twitter at [@WhirlpoolUSA](https://twitter.com/WhirlpoolUSA). Additional information about the company can be found at [whirlpoolcorp.com](http://whirlpoolcorp.com).

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<sup>i</sup> Requires Wifi and account creation. App features and functionality subject to change. Subject to Terms of Service available at: [www.whirlpool.com/connect](http://www.whirlpool.com/connect). Data rates may apply