



## Innovative Laundry Room Solutions from Whirlpool® Home Appliances

Laundry is more than wash and dry. It's also sort, treat and fold. And so the laundry room needs to be about a lot more than just a washer and dryer.

Whirlpool® Laundry "123™" Custom Laundry Options offer instant solutions for organizing, sorting, treating and folding within the laundry space. The new line includes vertical laundry towers, a laundry worksurface and horizontal pedestals.

### 1) **Laundry Towers**

From stain sticks to detergent bottles, supplies can quickly clutter up any laundry room. Whirlpool® laundry towers hide all laundry supplies within easy reach, giving the laundry room a clutter-free, organized look. Stylishly designed to sit between or beside the washer and dryer, laundry towers create a seamless, streamlined laundry system. Laundry room supplies become easily accessible, organized, and quickly out of sight.

Laundry towers have a manufacturer's suggested retail price of \$249 to \$359.

#### **Laundry towers feature:**

*Pull-out supply tray.* The conveniently sized pull-out tray provides an organized location for storing everything from bleach pens to pocket change.

*Oversized drawers.* Two drawers accommodate wholesale-sized detergent bottles and boxes, along with smaller items such as stain sticks, dryer sheets and cleaning supplies.

*Retractable hanging rod.* A convenient hanging space for 4-6 items, the hanging rod offers an at-hand drying solution for freshly washed items or clothes right out of the dryer (not available on all models).

### 2) **Laundry Worksurface**

The laundry worksurface allows consumers to convert the tops of their front-loading washers and dryers into a convenient surface to sort, treat and fold. It's laundry's ultimate space saver.

*Laundry worksurfaces have a manufacturer's suggested retail price of \$249 to \$279.*

#### **Laundry worksurface features:**

- *Supply tray.* Three rear channels with a back guard provides a handy spot to keep stain sticks, detergents, dryer sheets and other small items.
- *SpillGuard™ surface.* The innovative mat design helps contain spills, preventing a small leak from becoming a big mess.
- *Full-width worksurface.* An extra four and a half feet (137 cm) of uninterrupted counter space provide a convenient work space for every laundry need.
- *Durable construction.* The worksurface is built to last and designed for heavy, ongoing use.





### **3) Laundry Pedestals**

Towers and the worksurface are additions to Whirlpool brand's existing, and ever-popular, laundry pedestals. Pedestals offer an ergonomic solution for users of front-load washers and dryers – helping to reduce bending, stooping, or arching – and provide additional storage space.

*Laundry pedestals have a manufacturer's suggested retail price of \$129 to \$199.*

#### **The 15.5" (39.4 cm) pedestal features:**

- *Convenient sliding shelf.* The sliding shelf helps to support your laundry basket to minimize bending and lifting.
- *Storage drawer.* The pedestal doubles as a storage drawer to maximize organization and small space solutions.

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Each of the Whirlpool® Laundry “123™” Custom Laundry Options is manufactured with metal akin to that used in washers and dryers, and painted in the same colour palette, ensuring seamless integration into any laundry room. In fact, Whirlpool® Laundry “123™” Custom Laundry Options are designed to compliment most standard-sized laundry products currently in consumers' homes. All products are manufactured to the high standards of Whirlpool® Home Appliances, providing a durable and long-lasting laundry room solution.

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#### **For more information please contact:**

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Whirlpool® Laundry “123™” Custom Laundry Options will be available at retailers across Canada in April 2007.