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## The Inside Advantage™

Whirlpool Corporation understands the complexity of building residential projects. That's why the company developed a program that allows building professionals to leverage the strength of its brands, choose branded appliances that appeal to homebuyers and get everything they need, all from one company – **The Inside Advantage™**.

**The Inside Advantage™** – has evolved during the last decade. Because specific needs of building professionals vary, Whirlpool Corporation developed specific products and services to meet the needs of each customer segment, including small and medium builders, big builders, custom builders, multi-family builders, manufactured housing professionals, remodeling contractors, apartment replacement distributors/property management, architects and designers and hotel/resort owners and operators. Whirlpool Corporation calls these customers trade customers.

The Inside Advantage™ – is built on these four “pillars:”

- **Powerful Brands** – established brands homebuyers recognize for quality, performance, reliability and sustainability
- **Innovative Products** – unique products that entice homebuyers and distinguish builders' projects
- **Consumer Insight** – data that makes it possible for Whirlpool Corporation to develop products and programs that make builders' projects more appealing
- **Targeted Services** – special services that enable building professionals to best serve their customers and grow their business

The four pillars make up a powerful promise of support for Whirlpool Corporation trade customers.

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MAYTAG®



Amana



## **ABOUT POWERFUL BRANDS**

Whirlpool Corporation delivers some of the most trusted brands in the nation – brands consumers recognize for quality, performance and sustainability. By partnering with Whirlpool Corporation, builders can complement their homebuyers' individual lifestyles with the branded appliances their homebuyers rely on.

With an extensive selection of powerful brands, Whirlpool Corporation has a brand for every type of home and every type of homeowner:

### **JENN-AIR BRAND – THE PROUD GOURMET**

The Jenn-Air brand customer strives for excellence in every detail. They believe in never settling for the ordinary when the extraordinary can be achieved. With their best-in-class cooking performance, elegant design and refined craftsmanship, Jenn-Air brand products provide those with discerning tastes with the confidence needed to achieve brilliant culinary results.

### **KITCHENAID BRAND – THE HOME ENTHUSIAST**

KitchenAid brand customers believe that preparing and sharing meals with others rank among life's greatest pleasures. Because KitchenAid brand understands the importance of these moments, it crafts products that combine quality homeowners can feel, easy-to-use premium performance and timeless design to enhance the pleasure of these special experiences.

### **MAYTAG BRAND – THE DEMANDING LOYALIST**

Maytag brand customers demand durable, dependable appliances. Their loyalty has been earned through more than 100 years of proof that Maytag brand appliances are built to last. By choosing a brand synonymous with reliability, builders send homebuyers the message that they believe true quality never fades.

### **WHIRLPOOL BRAND – THE ACTIVE BALANCER**

Dedicated to caring for their families, Whirlpool brand key customers are time starved, eco-conscious and looking for simple solutions to help accomplish tasks and manage the home. They appreciate forward-thinking appliances that save time, space and effort, making daily life easier.

### **AMANA BRAND – THE PRACTICAL STYLE SEEKER**

The Amana brand consumer is an individual who looks for both style and value. This group does not represent a specific age, life stage or single style preference. They are defined by the desire to find quality products that represent their personal style at an affordable price. This, after all, leaves them more room in their budget for splurging on things they enjoy.

### **GLADIATOR BRAND – THE GARAGE ENTHUSIAST**

Whether a first time homeowner, young family, or empty nester, homeowners take pride in keeping the home well organized and maintained. Gladiator® GarageWorks offers superior garage organization systems that meet individual needs adding value to the home and the homebuyer's lifestyle.

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## ABOUT INNOVATIVE PRODUCTS

The changing lifestyles of homeowners, including prospective homebuyers, create a constant need for new and unique products that can keep pace. Homeowners are always looking for enticing, innovative products and features to help them meet the demands of productivity while saving time, energy and natural resources.

As the world's leading manufacturer and marketer of major home appliances, Whirlpool Corporation can help builders turn this consumer demand for innovation into a vehicle for growing their business while distinguishing their projects from the competition.

## ABOUT CONSUMER INSIGHT

Through extensive consumer research, Whirlpool Corporation not only knows what people want from their home appliances, it knows how people feel about their homes. Whirlpool leverages that information in the development of its brands, products and programs. As a result, builders are better able to offer the products that appeal to different lifestyles.

Whirlpool Corporation shares this knowledge with building professionals, providing them with the power to anticipate the latest trends. Whirlpool Corporation helps builders leverage the power of consumer insight in their project designs – giving them an advantage in the marketplace.

## ABOUT TARGETED SERVICES

Whirlpool Corporation's targeted services are designed to save time so builders can focus on what they do best, building and selling homes. Whether placing an order or making a delivery change, the answers to all of their questions are just a telephone call away. Whirlpool Corporation will provide the facts required: vital product specifications, electrical requirements, cutout dimensions or any other information needed.

The goal is to help builders take care of their homebuyers through a complete range of services.

## QUALITY EXPRESS® DELIVERY

This service ensures appliances arrive promptly and ready to use. Nationally recognized, Quality Express® Delivery includes scheduled deliveries with a dedicated delivery network, specialists on call to answer questions, pre-delivery customization such as attaching range cords and installing icemakers, and on-site installation services.

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#### **INSIDEADVANTAGE.COM**

Different from a corporate Web site, *insideadvantage.com* was designed to specifically meet the needs of building professionals. Whether it's the specs on the latest product innovations, industry trends, ENERGY STAR® qualified product information or special services, industry pros can easily find what they need to make their jobs easier.

#### **GREEN TOUCH™ PROGRAM**

The Whirlpool Corporation Green Touch™ Program makes it easier to design, build and market sustainable homes. The program provides builders with a variety of practical solutions to help make a sustainable difference, such as sustainable products, design tools and marketing assistance. For more information, please visit *insideadvantage.com/sustainable*.

#### **DIGITAL GREEN™ PORTFOLIO**

This series of cutting-edge, Internet-based tools make it simpler to create and visualize sustainable projects. The portfolio offers architects and designers the tools they need to streamline their design process and save time while sourcing and specifying ENERGY STAR® qualified and other energy- and water-efficient products. The portfolio continues to grow and expand as Whirlpool Corporation finds even more opportunities to work with leaders in architecture, design, technology and education.

#### **BUILD-A-BROCHURE**

This online service makes it easy for building professionals to get the customized sales literature they need for selling appliance packages. By following a simple process and printing a PDF brochure file, pros are able to provide homebuyers with a customized brochure of appliance options.

#### **BUILDER ASSISTANCE LINE**

Whirlpool Corporation's team of experts is available to help building professionals every step of the way when it comes to choosing and planning for appliance packages. From vital product specifications and electrical requirements to cutout dimensions and accessory options, the Builder Assistance representatives can help.

#### **INSPIERIENCE™ STUDIO**

Located in Atlanta, GA, Inspierience™ Studio is a 12,000 sq. ft. state-of-the-art facility that offers homeowners an interactive way to determine and select the appliances that best fit their homes, lifestyles and personal taste. The studio features fully equipped kitchen, laundry and garage spaces that invite visitors to see, touch and use all of the latest products and home design ideas from Whirlpool Corporation. The studio offers chef demonstrations, cooking classes, fabric care events and product training. Homebuyers receive personalized attention, real answers and ideas for what appliances will work best for them. And, builders can relax knowing their customers are in good hands.

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