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Whirlpool Corporation Showcases New Perspectives on Commercial Laundry Solutions at Clean 2019

BENTON HARBOR, Mich. (June 17, 2019) — Decision-makers in the commercial laundry industry are going to discover new business solutions, product innovations, technology advancements, and an overall new perspective within the Whirlpool Corporation booth at Clean 2019 in New Orleans, June 20 – 23 (booth #3602).

Representing over a century's worth of resources and knowledge, Whirlpool Corporation continues to invest in the commercial laundry industry and strengthen its portfolio of brands — including Maytag® Commercial Laundry, ADC™ Laundry and Whirlpool® Commercial Laundry. During Clean 2019, attendees will be able to view the results of those investments as the three brands demonstrate quality equipment and innovative thinking that help address the various challenges within the different industry segments.

“We understand that our customers don't simply buy machines, they buy solutions,” said Trey Northrup, General Manager, JennAir and Commercial Laundry for Whirlpool Corporation. “Maytag® Commercial Laundry, ADC™ Laundry and Whirlpool® Commercial Laundry command confidence in facilities around the world due to their history of performance and reliability. Each brand focuses on a unique industry segment, because we recognize the needs of a four-chair salon are different from a 200-bed hotel, a bustling laundromat, or an industrial facility.”

Knowing that each business runs like no other, the brands are looking at each customer with a new perspective, examining the industry from the top down to discover the essential keys to enable triumph over the ordinary.

“During Clean 2019, customers will see that we're investing in machine technology to help support revenue goals, introducing configurable models to meet specific facility needs, and providing customizable controls and connectivity solutions that help owners and operators flex their agility and responsiveness,” said Chad Lange,

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Sales Director of Commercial Laundry for Whirlpool Corporation. “And behind it all, a team of experts with extensive experience and who are empowered to help create positive results.”

The interactive booth (#3602) environment at Clean 2019 will offer an up-close look at solutions for the vended, on-premises and multi-housing markets. Lange added that each brand will provide product demos at the show, along with experiential opportunities such as a Maytag® Commercial Laundry coin store vignette.

“Our goal is to share our perspective with attendees, not by standing on a stage and talking at them, but instead by sharing the reasons behind key engineering decisions and letting them see the products first hand,” Lange said. “Visitors to the booth will have the chance to discover the value each of these brands brings to the market.”

Maytag® Commercial Laundry — Providing full solutions for all industry segments

The Maytag brand has been trusted by consumers and customers alike for more than six generations, and in today’s market it continues to stand for dependability. This is due in large part to the brand’s commitment to making machines that help deliver profit opportunities to vended store owners, throughput and productivity for on-premises facility managers, and service efficiencies for multi-housing property managers and owners.

Known for its dependability and legacy of leadership, Maytag® Commercial Laundry provides full solution washer and dryer equipment, service support and training for all segments of the industry. The brand reaches these audiences through its global network of independent commercial laundry distributors who work directly with customers to help them succeed professionally and financially with consulting and service during the entire life cycle of ownership.

During Clean 2019, Maytag® Commercial Laundry will be demonstrating key components of its full solution line up, offering attendees a front-row view to equipment and business decisions that can help impact their bottom line. Included in this line up is the brand’s newest solution for the vended and on-premises laundry markets, the Maytag® Multi-Load Washer. Designed to handle heavy loads of laundry turn after turn, the Maytag® Multi-Load Washers are available now in rigid-mount construction in 20 – 65 lb capacities, with a phased rollout of additional configurations continuing through 2019.

This configure-to-order washer allows owners and operators to customize construction options to meet the needs of their business. Vended owners can take advantage of the revenue-generating controls for fully customizable pricing, while their customers will appreciate the intuitive LCD screen that has been user-tested for navigation and comprehension. On-premises laundry managers can customize entire wash cycles, resulting in fresh linens and optimized efficiencies with the multi-load washer's flexible controls, remote management, and 10 chemical injection ports.

Clean 2019 attendees will have the chance to also learn first-hand about single-load solutions for reliability, including the MHN33 with the DuraCore Drive System which was designed and tested to run 15,000 cycles (*Based on 11-lb. load, 34 min. timed cycle, Heavy Soil*).

ADC™ Laundry — Empowering businesses with quality, time-tested performance

ADC™ Laundry has sustained its reputation for over 50 years by consistently engineering products which offer thoughtful features and reliable answers to real-world challenges. The brand pairs innovation with versatility to produce hardworking dryer solutions for the on-premises, commercial, and industrial laundry industries. These solutions include advanced design, micro-processing controls, and fire safety features that have become standard in the industry. Customers recognize the diverse dryer technologies ADC™ Laundry brings to the market that are able to meet the unique needs of each facility through multiple machine configurations and productivity options.

Clean 2019 attendees will have the chance to see how ADC™ dryers can meet unique business needs from equipment that provides fast drying to helping improve throughput and optimize productivity. The innovations on display will include the AAFC (Automatic Air Flow Compensator) which is optional on the i-Series, and the engineer-driven AD Series, which is a popular choice by laundry operators. The brand will also be showcasing stack multi-load dryers designed for space-savings and the large capacity AD-170 available in electric, gas, and steam heat options.

Whirlpool® Commercial Laundry — Commercial quality at exceptional value

Whirlpool® Commercial Laundry provides commercial laundry washers and dryers for small businesses and multi-housing markets who are seeking quality, reliable machines to serve a specific need within their business. The Whirlpool® Commercial

Laundry line is hardworking, compact by design, and easy-to-use. The brand aims to deliver the simplicity that end-users demand, while still providing the technology to elevate experiences, such as the new stacked products that help save space. Being in the laundry business for more than 100 years, Whirlpool® Commercial Laundry brings the experience of at-home laundry to the commercial industry — all while providing compelling features, cleaning performance, and the user experience that's expected.

“It's an exciting time to be in the commercial laundry industry, and we are proud to demonstrate the breadth and depth that is within Maytag® Commercial Laundry, ADC™ Laundry, and Whirlpool® Commercial Laundry brands,” said Northrup. “We're looking forward to bringing these brands to life at Clean 2019 and offering a new look at names the industry has grown to rely on. Long after the show exhibits are packed and the trucks leave New Orleans, we will continue to harness the decades of knowledge and experience, and will continue to build a support network that can help businesses thrive in all segments of commercial laundry.”

About Whirlpool Corporation Commercial Laundry

Whirlpool Corporation (NYSE: WHR) is the world's leading major home appliance company with approximately \$21 billion in annual sales, 92,000 employees and 65 manufacturing and technology research centers in 2018. Supporting the corporation is a portfolio of commercial laundry brands—[Maytag® Commercial Laundry](#), [ADC™ Laundry](#) and [Whirlpool® Commercial Laundry](#), which market equipment to the vended, on-premises and multi-housing markets through a global distributor network. For more information visit the brands' websites [maytagcommerciallaundry.com](#), [adclaundry.com](#), [whirlpoolcommerciallaundry.com](#).