



one feature one minute

Increase sales on the 2016
front-load lineup with tools
and tips for selling key features.

Kenmore.
trusted performance

one feature one minute

use these cards to learn the lineup

— DISCOVER —

zero in on what your members are looking for with **discovery questions**

SOLVE

use demo and sales tips to **bring features to life**

CLOSE

highlight benefits to close the sale



Capacity

Kenmore washers have **spacious capacities** to wash everything from extra large loads and bulky comforters to a mountain of towels.

— DISCOVER —

How many loads of laundry do you do a week?

How many people are in your family?

Do you wash bulky loads like pillows and comforters?

On models: 41072/3, 41962/3



5.2 cu. ft.
cleans an entire
king-size bed set
in one load!*

*Based on a king-size
comforter, 2 sheets and
2 pillow cases

Capacity

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SOLVE & CLOSE

A front-load washer with a spacious capacity lets you wash big, bulky items and does more laundry at once, so you'll have fewer loads to wash each week.



handles big,
bulky items



lets you
do more
laundry,
less often

SALES TIP

Smaller capacity washers are not able to handle large, bulky items like comforters, pillows, sleeping bags and winter coats. Members can save time and money by washing these items at home in a Kenmore large-capacity washer instead of bringing them to a laundromat or dry cleaner.



Smart Motion[®] Technology

The Direct Drive Motor blends up to six different wash motions, providing **customized care and cleaning.**

DISCOVER

How long has it been since you last purchased a washer?

How much money do you spend on your family's clothes each year?

On models: 41162, 41382/3, 41392/3,
41582/3, 41962/3, 41072/3, 51972/3, 51992/3



saturating



swinging



tumbling



stepping

HOW IT WORKS
When a cycle is selected the direct drive motor varies the motions of the washer drum, specific to the selection providing cleaning power and clothing care for a variety of fabrics.



scrubbing



rolling

Smart Motion® Technology

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SOLVE & CLOSE

Smart Motion® Technology not only ensures that clothes get clean, it also gives fabrics the right amount of care. This can help to protect fabrics to keep them looking their best.



tumbling
evenly
distributes
the load



stepping
lifts and
drops the
clothes



scrubbing
creates friction
between
garments



rolling
keeps clothes
immersed
in water



swinging
delicate
hand-washing
effect



saturating
drives water
and detergent
through clothes

SALES TIP

Families invest a lot of money in clothing each year. Keeping those clothes looking new, longer is a top concern. Let members know that Smart Motion® Technology can help by ensuring that clothes get customized cleaning and care.



Accela Wash® Technology

Saves time by cleaning
full-sized loads in
29 minutes.*

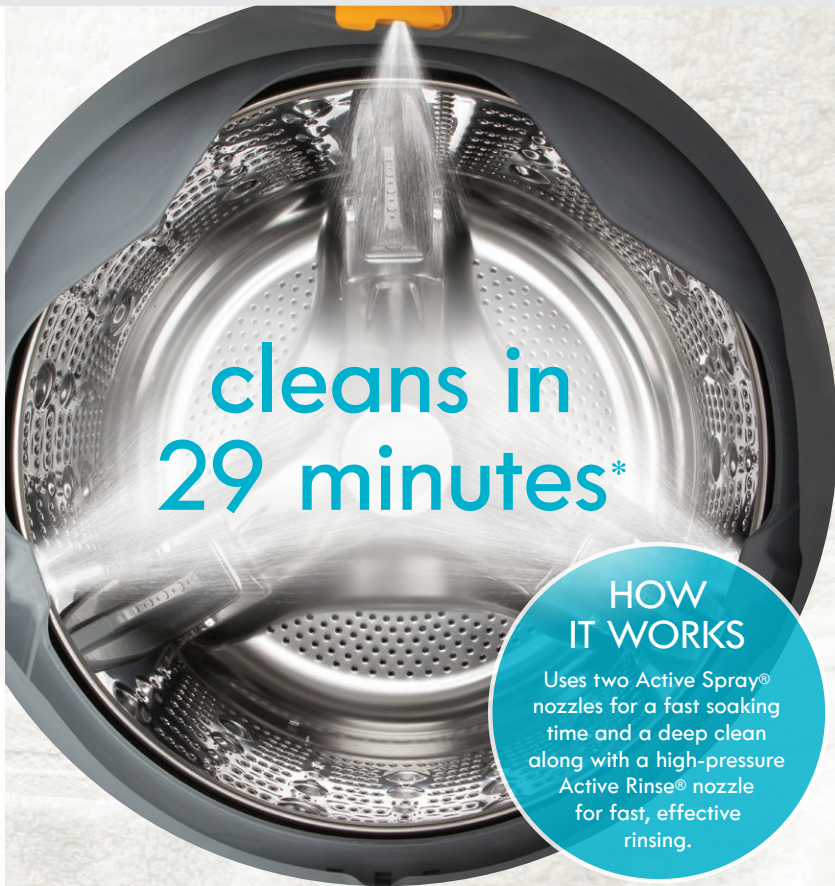
DISCOVER

How much time do you spend
doing laundry each week?

How many loads of laundry do
you do each week?

If you spent less time doing
laundry, how would you spend
your free time?

On models: 41392/3, 41582/3, 41962/3



cleans in
29 minutes*

HOW IT WORKS

Uses two Active Spray®
nozzles for a fast soaking
time and a deep clean
along with a high-pressure
Active Rinse® nozzle
for fast, effective
rinsing.

*With Accela Wash® feature activated washing an 8 lb. load on Normal cycle, default settings.

Accela Wash® Technology

Kenmore.
trusted performance



SOLVE & CLOSE

You can spend less time doing laundry. Accela Wash® technology gets clothes clean, fast, allowing you to wash up to eight more loads in the same amount of time.*

16
LOADS

In 8 Hours**
With
Accela Wash®



8
LOADS

In 8 Hours**
Without
Accela Wash®



SALES TIP

Explain that the Accela Wash® option is automatically selected with the Normal/Casual cycle and can be added to these cycles as well:

Whitest Whites
Heavy Duty
Sanitize

Express Wash
Bulky
Comforter

*Based on washing 8 lb. loads in an 8 hour day when Accela Wash® option is used on models 41392/3, 41582/3, 41962/3. **Does not account for drying time.



Steam Treat[®] Option

Virtually eliminates the need to pretreat and tackles common stains with the deep cleaning power of steam.*

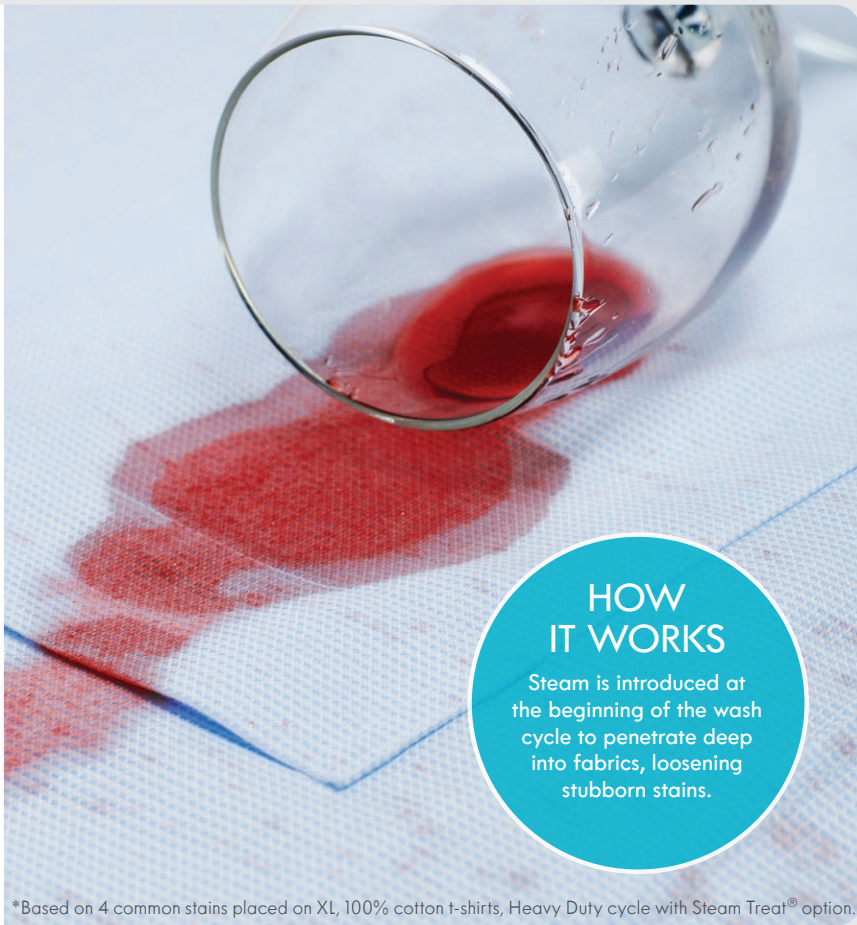
DISCOVER

How good is your current washer at removing stains?

What kind of pretreaters and stain removers do you use?

What stains do you find the most challenging to remove?

On models: 41382/3, 41582/3, 41072/3



HOW IT WORKS

Steam is introduced at the beginning of the wash cycle to penetrate deep into fabrics, loosening stubborn stains.

*Based on 4 common stains placed on XL, 100% cotton t-shirts, Heavy Duty cycle with Steam Treat[®] option.

Steam Treat® Option

Kenmore.
trusted performance



SOLVE & CLOSE

Kiss stain sticks and sprays goodbye. Steam Treat® virtually eliminates the need to pretreat and removes tough, common stains like syrup, coffee, juice and more.*



SALES TIP

The Steam Treat® option can save both money and time. Members don't need to buy separate stain treating products and they don't need to waste time with messy sticks and sprays before washing.

*Based on 4 common stains placed on XL, 100% cotton t-shirts, Heavy Duty cycle with Steam Treat® option.



Stay Fresh[®] Option

Perfect for families on the go, allowing you to transfer clothes on your own schedule.

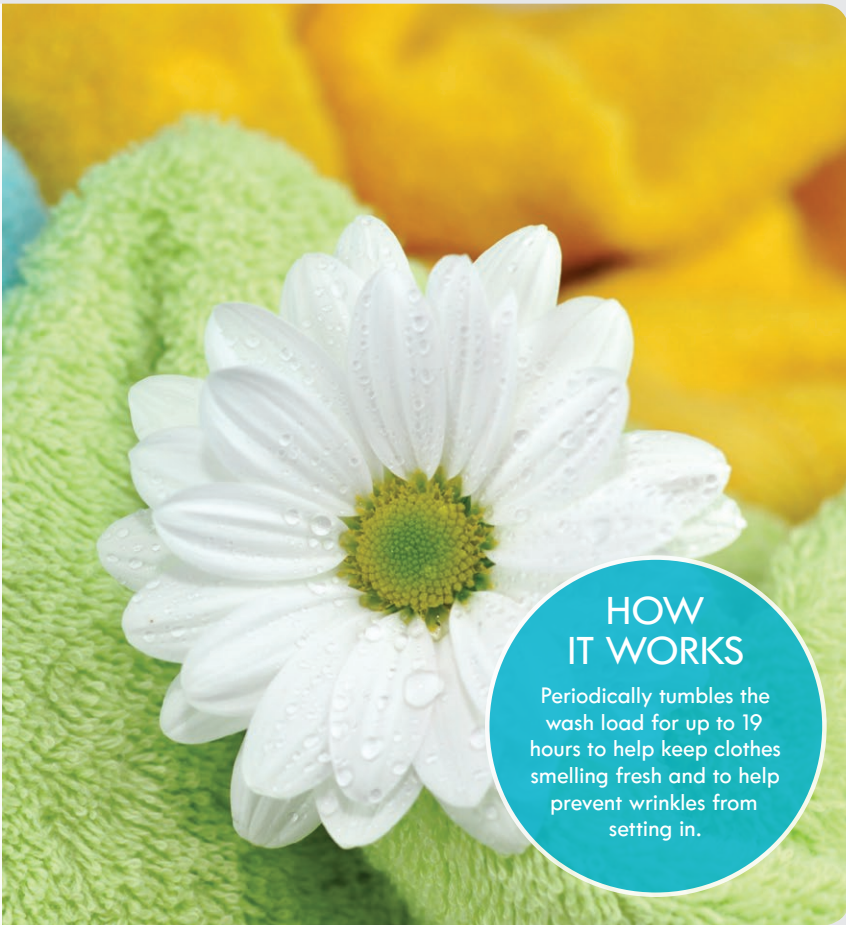
DISCOVER

Do you immediately transfer your clothes from the washer to the dryer?

Have you ever forgotten about a wet load of laundry in the washer?

How do you deal with wrinkles?

On models: 41382/3, 41392/3, 41582/3,
41962/3, 41072/3



HOW IT WORKS

Periodically tumbles the wash load for up to 19 hours to help keep clothes smelling fresh and to help prevent wrinkles from setting in.

Stay Fresh® Option

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trusted performance



SOLVE & CLOSE

Your busy schedule means that you can't always wait around to transfer clothes from the washer to the dryer. Just set the Stay Fresh® option and you can transfer clothes when it's most convenient for you — without the worry of smelly clothes or wrinkles setting-in.



SALES TIP

When a wet load of laundry is left in any washer overnight, it can become very wrinkled and develop a musty odor. Members would need to wash the load again, wasting time, energy and detergent. The Stay Fresh® option prevents this issue with a simple push of a button.



Add Garments

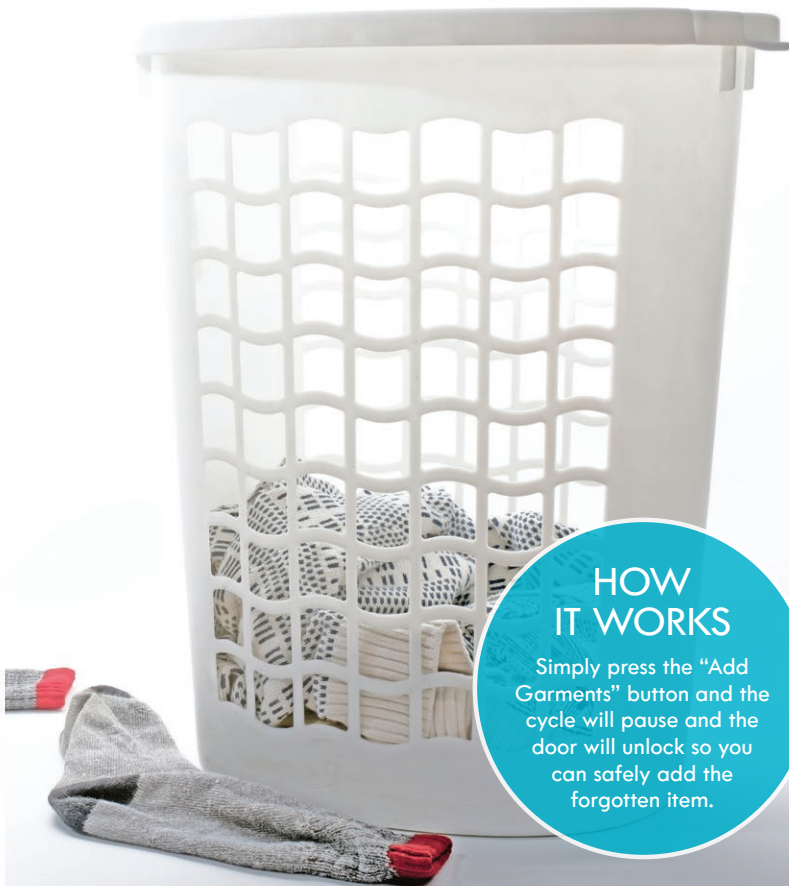
That forgotten shirt or last-minute addition can be added to the wash even after the cycle has already started.

DISCOVER

What do you do when you need to add an item to the wash cycle after it has already started?

How often do you start a wash cycle only to find an item that you would like to add?

On models: 41392/3, 41962/3



HOW IT WORKS

Simply press the “Add Garments” button and the cycle will pause and the door will unlock so you can safely add the forgotten item.

Add Garments

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SOLVE & CLOSE

You've started the wash cycle only to find a stray sock or the uniform that your child needs for practice tomorrow. No worries. You can safely and easily add any size item—big or small—to the washer, even after the wash has already started, with the simple push of a button.



SALES TIP

Let members know that they can enjoy the convenience of adding an item after the wash cycle has started by simply pressing a button. No need for a special door or compartment.



AirFlow® Doorstop

Prop the door open using the clever, built-in magnet to **increase air circulation** in the drum, helping to keep it dry and fresh.

DISCOVER

Have you every owned a front-load washer?

How do you keep your washer smelling fresh?

On models: 41162, 41382/3, 41392/3,
41582/3, 41962/3, 41072/3

DID YOU KNOW?

One of the biggest complaints about front-load washers is that they get mildew in the gaskets and start to stink. This is no longer a concern, thanks to the AirFlow® Doorstop.



AirFlow® Doorstop

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SOLVE & CLOSE

There's an easy solution to help keep your washer dry and fresh. The small, built-in magnet should be used to prop the door open in between washes, to increase air circulation in the drum.



SALES TIP

Show members how the AirFlow® Doorstop keeps the washer door open ever so slightly. It's enough to allow air to circulate in the wash tub without the door getting in the way.



Pedestal Washer

Wash two loads of laundry at the same time or separate special-care items from the regular wash to give them the custom care they deserve.

DISCOVER

How much time do you spend doing laundry per week?

How often do you wash special loads like workout wear or uniforms?

How often do you wash delicates or hand-washables?

On models: See Kenmore.com for a list of compatible front-load washers



DID YOU KNOW?

The pedestal washer has six cycles (Normal, Delicates, Hand Wash, Workout Wear, Rinse & Spin and Clean Washer) and cleans just like a front-load washer.

Pedestal Washer

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SOLVE & CLOSE

You can save time by washing two loads at the same time, using two different cycles.



favorite outfit



delicates



athletic wear

SALES TIP

The pedestal washer and the front-load washer operate independently, so members can wash one load in hot water while washing another in cold water, giving items the custom care they deserve. Members can also start or stop a cycle or open the door on either washer without interrupting the other.



Sanitize Dry Cycle

The dryer reaches temperatures high enough to sanitize items like sleeping bags and stuffed animals, without washing.

— DISCOVER —

How do you clean items that can't be put in the washer like stuffed animals and throw pillows?

How do you sanitize items after someone in your household has been sick?

How concerned are you with germs and bacteria?

On models: 8/91182, 8/91382/3, 8/91582/3, 8/91072/3



DID YOU KNOW?

While not all bacteria are harmful, some (such as *Staphylococcus aureus* and *Salmonella*) can pose a health risk to humans, and they're frequently found on common household items.

Source: NSF.org

*Per NSF International Protocol P154 — Sanitization Performance of Residential Clothes

Sanitize Dry Cycle

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SOLVE & CLOSE

The NSF-Certified* Sanitize cycle is great for families with small children, pets or those who are concerned with germs in the laundry. The Sanitize cycle eliminates 99.9% of certain household bacteria.*



SALES TIP

Let members know that the Sanitize cycle is NSF-Certified*, so it's been tested to industry accepted third-party standards.

*Per NSF International Protocol P154 – Sanitization Performance of Residential Clothes



Steam Refresh™ Cycle

Steam technology
provides **fresh, dry,
ready-to-wear** clothes
— right from the dryer.

— DISCOVER —

What do you do with clothing
that has been worn for only a
short amount of time?

How do you deal with wrinkled
clothing?

Do you ever find yourself wishing
you could refresh a favorite outfit
without washing it?

On models: 8/91382/3, 8/91582/3,
8/91072/3



simulated steam

**relaxes
wrinkles
and reduces
odors in 20
minutes**

Steam Refresh™ Cycle

Kenmore.
trusted performance



SOLVE & CLOSE

You can use the Steam Refresh™ cycle to refresh clothes in the dryer in just 20 minutes. The cycle will reduce odors in lightly-worn clothing so you can wear it again, without washing. The cycle will also relax wrinkles so clothes come out ready-to-wear without wasting any time ironing.



SALES TIP

The Steam Refresh™ cycle is great for refreshing seasonal clothing that has been in storage or hanging in the back of the closet.