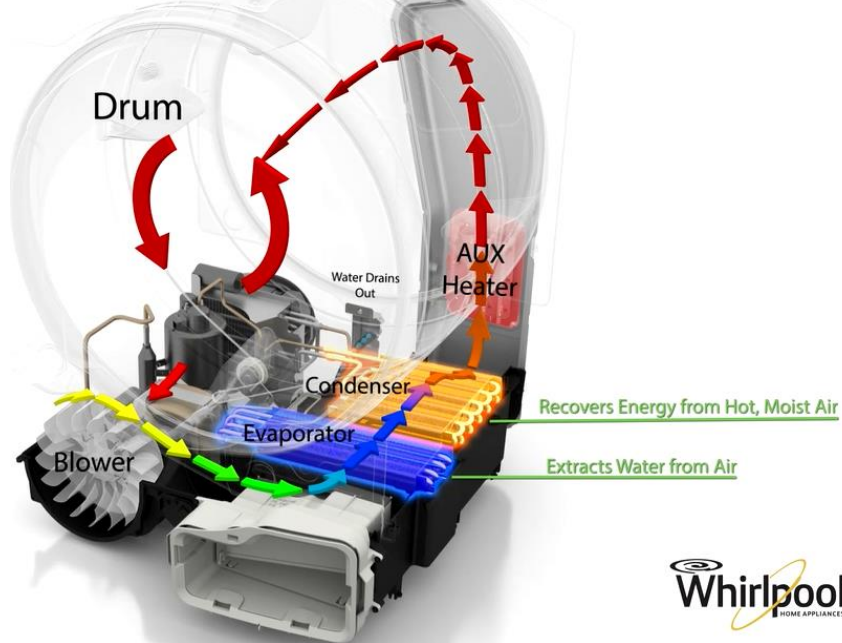


HybridCare™ DRYING TECHNOLOGY

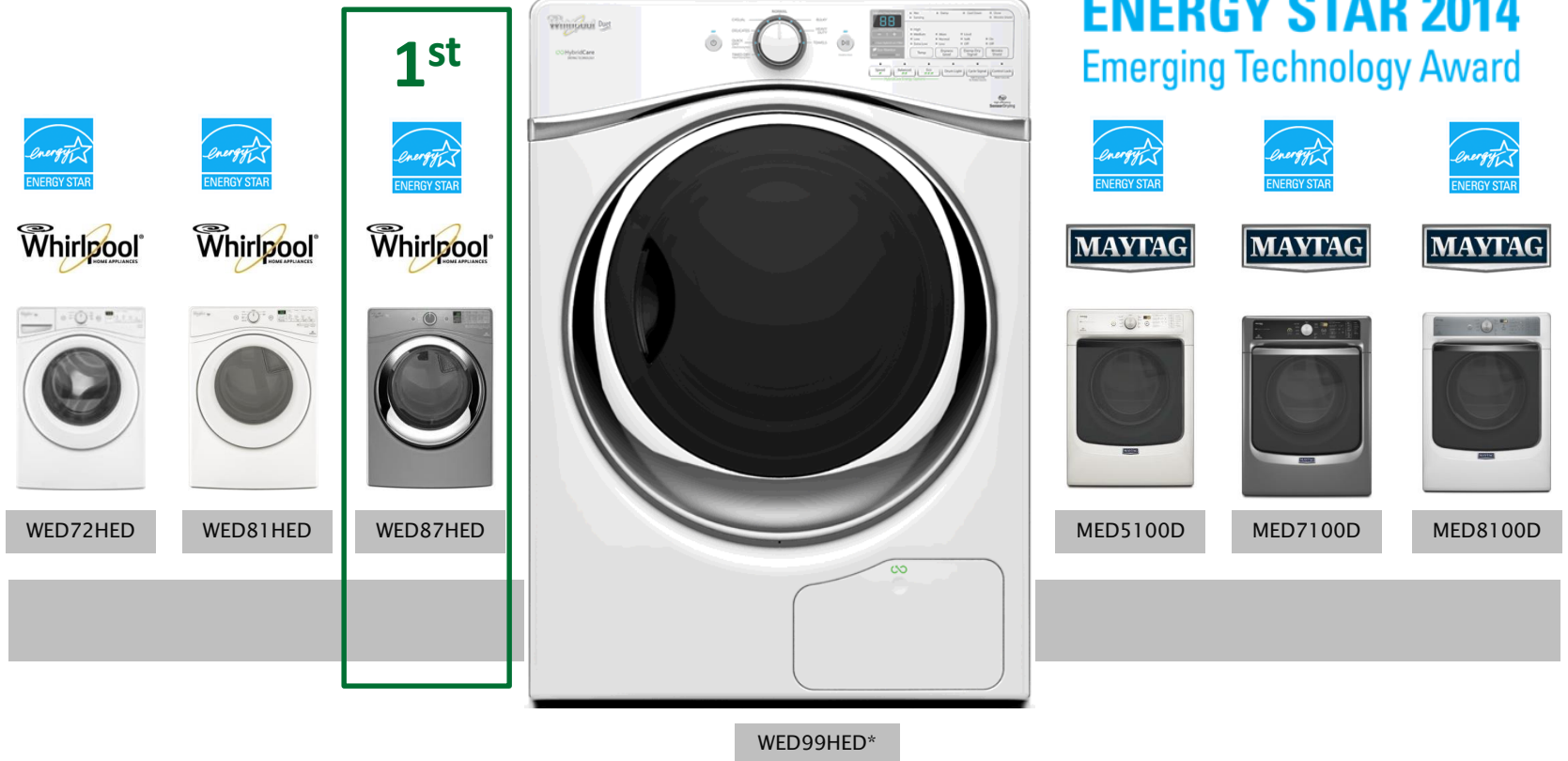
Closed Loop/Ventless Drying System





Next Whirlpool Corporation Introduces The HybridCare™ Heat Pump Dryer To compliment the front load high efficiency dryer lineup

ENERGY STAR 2014
Emerging Technology Award



Whirlpool Corporation has received ENERGY STAR Certification on the
WED72HED, WED81HED, WED87HED, WED95HED, WED97HED,
MED3100D, MED5100D, MED7100D, MED8100D

*Meets Energy Star Qualification Levels. Energy Star Certification Submitted.

REVIEWED.COM > LAUNDRY > WHIRLPOOL

Whirlpool Duet WED99HEDW Ventless Heat Pump Dryer Review

The Prius of dryers not only saves energy, but saves your clothes.

\$1,699.00



[Full Review](#) [Science & Testing](#) [How We Test](#) [Specifications](#)

Matthew Zahnzinger
October 20, 2014

It's no understatement to say the Whirlpool Duet WED99HEDW (MSRP \$1,699) is the most exciting dryer to hit the market in decades.

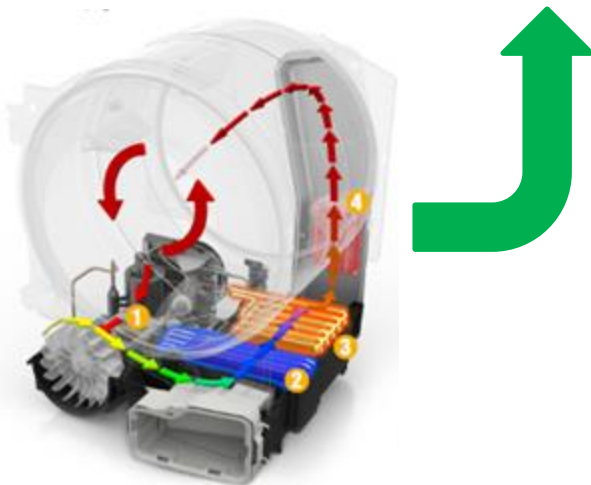
While it may look like any other high-end dryer, this one hides some unique technology. The 7.4-cubic-foot Whirlpool is the only full-size ventless dryer on the market, and it's the first dryer in America to use an energy-saving heat pump.

"... the most exciting dryer to hit the market in decades."

"... the only full-size ventless dryer on the market..."

"... the first dryer in America to use an energy savings heat pump."





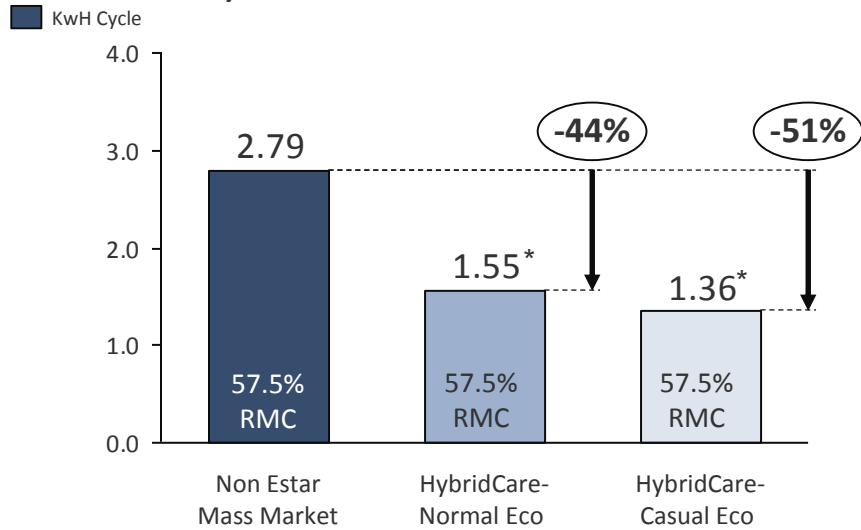
Benefits of HybridCare Heat Pump

- **ENERGY SAVINGS:** Regenerates energy to reduce overall energy consumption. Well beyond ENERGY STAR savings
- **VENTLESS DESIGN:** Allows installation in more locations through the home
- **FABRIC CARE:** Capability to use less heat than Duet Air Vented Dryer providing more gentle drying
- **SELECTABLE PERFORMANCE:** Three available modes allow flexibility to manage drying performance and energy savings

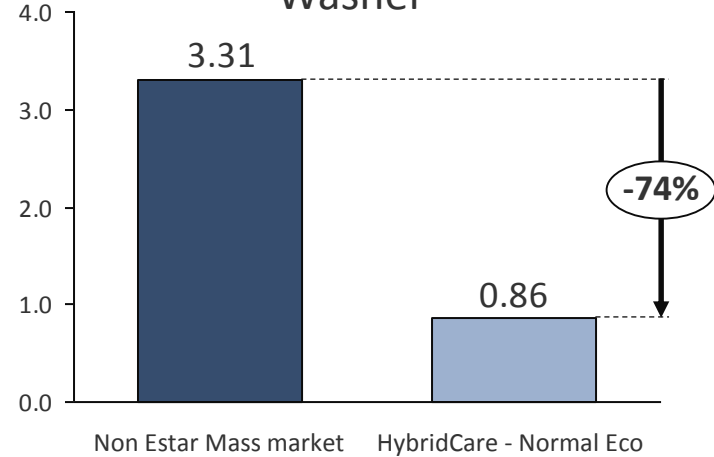
HYBRIDCARE™ - MAXIMIZE ENERGY SAVINGS



Dryer Alone Per D2 Test Standard



When Dryer Paired with High Efficiency Washer**



2 Steps to Unlocking Maximum Energy Savings

1. Remove as much moisture as possible with High speed spinout in washer (~66% -> ~30%)
2. Leverage HybridCare™ to efficiently remove remaining moisture



BOTH SOURCES (W&D) CONTRIBUTE TO DELIVERING ENERGY SAVINGS

D2 Test Procedure 8.45Lbs Momie @ 57.5% RMC

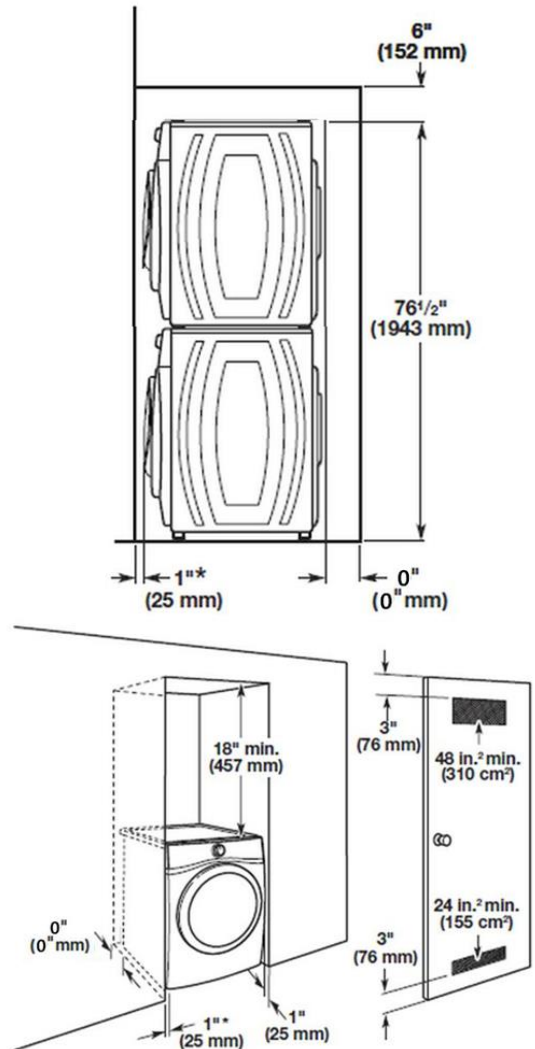
*UL test

**8.45Lbs Momie @ ~66% start RMC Non-HE Washer to ~30% Start RMC HE FL, Dryer End ~2% RMC

HYBRIDCARE™ - VENTLESS INSTALLATION



- HybridCare brings several installation benefits:
- Ventless design installs without dryer vent
 - Consumer can install in more places
- Does not require additional space behind Dryer
 - Air vented dryer vents typically require 4" offset from wall for Vent hose clearance
- HybridCare is a great choice for urban remodels where common vents offer restricted airflow and reduce drying performance



* 0" (0 mm) spacing is allowed.

ADDED FLEXIBILITY THROUGH VENTLESS DESIGN

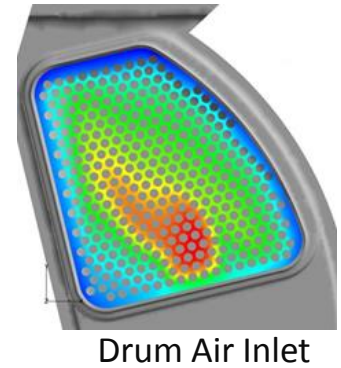
HYBRIDCARE™ - FABRIC CARE



HybridCare™ operates with lower temperatures

Because air is recycled more consistent temperatures are possible

- Ability to care for more delicate fabrics due to control of full air stream
- Better fabric care via optimum temperatures throughout drum
- Reduced variation in temperatures caused by cycling heater on/off



CONSUMER INSIGHTS & UNMET NEEDS



The Top 4 Items NOT Dried in the Dryer:

Source: Habits and Practices (Quantitative. Diary Data.) 2012.



Blouses

26% of blouses never see the inside of a dryer (hung outside to dry, hung inside to dry or laid flat to dry.)

Why: Prevent Shrinking



Bathing Suits

46% of bathing suits never see the inside of a dryer (hung outside to dry, hung inside to dry or laid flat to dry.)

Why: Preserve Clothing



Bras/Lingerie

54% of bras/lingerie never see the inside of a dryer (hung outside to dry, hung inside to dry or laid flat to dry.)

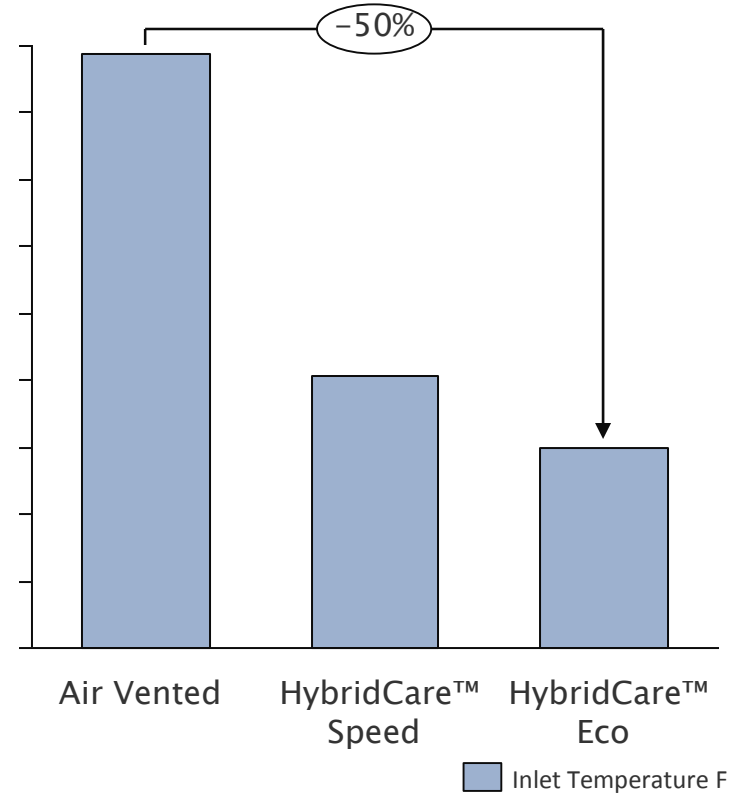
Why: Preserve Clothing



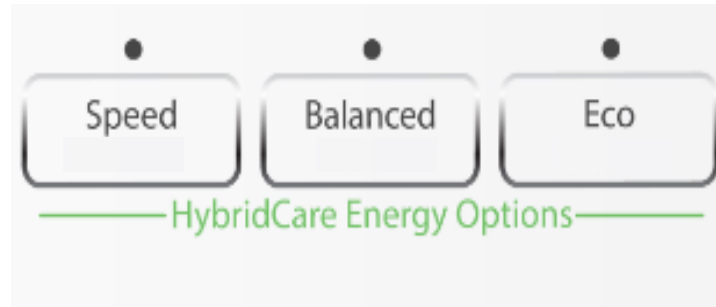
Dresses

43% of dresses never see the inside of a dryer (hung outside to dry, hung inside to dry or laid flat to dry.)

Why: Prevent Shrinking



HYBRIDCARE™ - SELECTABLE ENERGY PERFORMANCE



HybridCare™ consumers want to save money on energy and be environmentally friendly, but often have time constraints and want the choice of speed

- **Speed mode:** There will be times consumers need their garments dried fast, while still delivering energy efficiency
- **Eco mode:** Operating in a most efficient manner to deliver laundry in a reasonable time with best energy performance
- **Balanced mode:** Blends the operation of Speed and Eco

SELLING
GUIDE

NEW!
DUET™ HYBRIDCARE™ DRYER
TRUE VENTLESS HEAT PUMP TECHNOLOGY



October 2014

- ✓ Sales Resource Guide (digital) 10/3
- ✓ Print Version 12/14



April 2015

- ✓ Advantage Live (TBD)

This is a Live streaming webinar direct to our Trade Partners demonstrating on real product, explaining features in detail, reviewing promotional plans, etc.

December 2014

- ✓ Training Video available 12/13



January 2015

- ✓ CPD Live scheduled (TBD)
- This is a Live streaming webinar direct to our internal salesforce demonstrating on real product and explaining features in detail

February 2015

- ✓ On the ground field trainers in all markets flooring/selling the Hybrid Care.



ARE YOU ON THE TARGET LIST?

- Whirlpool Corp. is rolling out the HybridCare™ Heat Pump Dryer in target markets with greatest demands for energy efficient products and supported by rebate incentives
- We're already taking orders from retailers in those markets where rebate programs have been confirmed!

