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GE Appliances™ Delivers Energy Savings and a Great Clean with Its New Cold Water Washing Machines

Line-Up Across GE™ and Hotpoint™ Brands Empower Consumers to Make a Simple Change that Can Have a Big Environmental Impact

LOUISVILLE, K.Y, February 27, 2024 – GE Appliances is introducing a new line-up of five top load washing machines under the GE™ & Hotpoint™ brands, helping consumers adopt a new eco-habit by making cold water washing more effective than ever before. With the new Cold Plus cycle, these innovative washing machines optimize cold water washing to help consumers reduce their carbon footprint and save money on utilities, while delivering a better wash performance.

More than 90% of the energy used by a washing machine to clean a large load in hot water is used to heat the water,¹ yet, GE Appliances found that fewer than 1 in 4 laundry cycles are done in cold water today², leaving energy savings on the table.

These new machines increase agitation time to accommodate the lower wash temperature and optimize performance, providing a deep clean while being gentle on clothes. The built-in true dual action agitator independently guides clothes down the middle of the machine through water while the base gently agitates clothing along the bottom, rinsing clothes free from detergent and fabric softener, stubborn soils, pet hair, lint and more and pushing them out to the side.

“Wash performance is determined by thermal, mechanical and chemical inputs,” said Michael Mattingly, executive director of product management for clothes care at GE Appliances. “Our new line-up adds additional mechanical action, or agitation time, during the cycle to offset the lower thermal energy, or temperature, and we recommend that consumers use a high-quality detergent, like Tide, formulated for cold to maximize the chemical component. Not only does this save money and energy for the individual consumer, but it has the potential to have a massive impact on our environment if just half of the warm and hot wash cycles moved to cold.”

In fact, if 50% of all hot and warm wash cycles in top load washers in the U.S.³ moved to cold, that would be enough to power Las Vegas Strip for 9 years!⁴ And according to GE Appliances’ detergent partner, Procter & Gamble, if 3 in 4 consumers switched to cold water by 2030, we’d avoid 27 million metric tons of greenhouse gas emissions.⁵

“We are proud to support the huge step forward that our partners at GE Appliances are taking with the launch of their new washing machines designed to optimize cold water wash,” said Todd Cline, senior director of sustainability, Procter & Gamble, North America Fabric Care. “Tide has been leading this behavior-change with a goal of turning 3 out of 4 laundry loads in the U.S. and Canada to cold in the next six years, and we are grateful to have GE Appliances join our mission to enable more consumers to wash in cold water.”

Other features and benefits of this line-up include:

- **Flexibility:** On each machine, users have a variety of options to customize their wash. Beyond Cold Plus, they can also select Cold, Mild and Warm and Auto, Low, Medium, High and Max for the water level.
- **Customization:** Great for bulky items and large loads, the models have a generous capacity of 4.0 cu. Ft., which can fit up to 15 pounds of laundry. Water Level Control offers complete control with the touch of a button, so owners can use as much or as little water needed up to 26 gallons

¹ Energy savings using cold water vs. hot water for the normal cycle with a max load using the DOE test procedure to measure machine and hot water energy.

² GE Appliances connected data from 250 million+ cycles on top load & front load washers using tap cold & cold water settings from Jan.2017- Nov 2023

³ United States Census Bureau QuickFacts

⁴ Microsoft AI (Using Energy Sage) for Las Vegas Strip kWh per day

⁵ P&G data of the cumulative impact of turning 3 out of 4 laundry loads to cold water by 2030.



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for the perfect clean. Preserve water or fill the tub to achieve a great wash with every cycle, so laundry is effortless and eco-friendly.

- **Adjustability:** No need to worry about forgetting to throw in that last pair of socks in the laundry basket – enjoy a stress-free laundry experience with the ability to adjust your load and add in forgotten clothes without being locked out.

The full portfolio will be available in April 2024 at retailers nationwide with an MSRP starting at \$579. As part of the portfolio, there will also be the first-ever Spanish-language user interface on a washer in the U.S., tailored to Spanish-speaking households, available for the same price.

The Top Load Washer (English) 4.5 cu ft, Dual-Action Agitator, Water Level Control, Cold Water Wash is a finalist for the Best of KBIS Awards in the Sustainable Standout category. It will be on display at the 2024 Kitchen and Bath Industry Show (KBIS) in the GE Appliances Booth.

In the booth, attendees can engage in an interactive demonstration to select detergent, wash temperature and cycle to reveal the impact on energy use and performance.

Visit the GE KBIS booth #W2317 or schedule a booth tour by emailing geappliances@allisonworldwide.com. For more information about GE Appliances and available products, visit www.geappliances.com or follow @geappliances on Instagram, TikTok, Pinterest, or YouTube.

About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make "good things, for life." We're creators, thinkers and makers who believe that anything is possible and that there's always a better way. We're a company powered by our people, made stronger through our diversity — allowing us to grow closer than ever before to our owners, anticipate their needs and enhance their lives. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier™ and Hotpoint™ brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, wine & beverage centers, air conditioners, small appliances, water filtration systems and water heaters. For more information on our company, brands, and corporate citizenship, visit www.geappliancesco.com.