



**GE APPLIANCES**  
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## **GE Appliances Drives Leading Innovation in Dishwashers**

*New Line-up of Eight Models Brings Premium Performance and Sleek Aesthetic Across CAFÉ™, GE Profile™ and GE® Brands*

**LOUISVILLE, Ky., February 27, 2024** – GE Appliances is expanding its portfolio of dishwashers with the launch of a new stainless tub line to serve consumers seeking a cleaner design aesthetic and enhanced functionality that makes cleaning more efficient and powerful than ever before.

With these new products, GE Appliances is now the #1 manufacturer of dishwashers in the U.S. and has made major [investments](#) in its manufacturing facilities to bring these products to life.

“Since we added the new dishwasher manufacturing line four years ago at Appliance Park, we’ve been working towards the expansion of our dishwasher portfolio and providing a seamless design that matches a strong performance,” said Brandon Schaefer, director of product management for dishwashers, GE Appliances. “The unique flexibility to wash what you actually use along with the connected features of the dishwashers help owners spend less time hand washing and creates more time to do what they love.”

Product highlights include:

### **CAFÉ™ CustomFit™ Stainless Steel Interior Smart Dishwasher with Sanitize and Ultra Wash & Dual Convection Ultra Dry** provides optimal wash with style with stunning design details.

- For example, pulling inspiration from patterns often found in high-fashion, the sides of the CustomFit™ Basket feature a classic herringbone design and resemble a fashion clutch.
- In addition, this dishwasher has a place for everything with the following features:
  - The Wash Basket can fit all of your silverware, tall stemware or reusable straws so items that were once hand washed can now be cleaned in the dishwasher.
  - The Dishwasher also features a CustomFit™ Top Rack that can be configured in multiple ways to maximize flexibility and fit tall water bottles, travel mugs or tumblers.
  - A CustomFit Lid Caddy that easily washes and dries cup lids and blender blades and holds items at the perfect position for restricting water from pooling.
- Additional features include the Dual Convection Ultra Dry with Hidden Heat feature and a 39 dBA so you can get a power wash without a powerful sound.

### **GE Profile™ ENERGY STAR Smart UltraFresh System Dishwasher with Microban™ Antimicrobial Protection with Stainless Steel Interior, Deep Clean Washing 3rd rack, 42 dBA** boasts a new appearance and is packed with smart features, including:

- Smart Assist, which use intelligence machine learning and diagnostics to enhance wash and dry performance and improve cycles over time.
- Microban® Antimicrobial Protection for a next level clean with protection built into the high-contact touchpoints, including handles, control panel, rack handles, silverware cell covers and the filtration system to help prevent 99% of bacteria on treated surfaces for the lifetime of the dishwasher.
- A new third rack and removable caddy and a lower dBA for a quiet experience.

Both dishwashers also include a targeted wash on all three levels so your dishwasher is always clean and ready for your tablescapes. Existing features customers already love from GE Appliances' portfolio



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including Bottle Wash Jets, Twin Turbo Dry Boost™, Deep Clean Silverware Jets and Active Flood Protection, are all built in as well.

The CAFÉ and GE Profile dishwashers also include smart features powered by SmartHQ so owners have access to lock and unlock controls, cycle notifications and more all through the SmartHQ app. Additional smart features include Favorites so owners can save their most frequently used cycles and Smart Assist which makes it simple for owners to unlock optimal wash and dry performance.

The CAFÉ CustomFit Stainless Steel Interior Smart Dishwasher will be available in March, starting at \$1,799 in Modern Glass, Matte White and Stainless Steel with the option to choose from the six hardware finishes. The GE Profile Smart UltraFresh System Dishwasher will also be available in March, starting at \$1,449 and available in Stainless or Black Stainless.

Three models in this new line-up are already available, including [The GE ENERGY STAR® Fingerprint Resistant Top Control with Stainless Steel Interior Dishwasher with Sanitize Cycle](#), the [GE® ENERGY STAR® Top Control with Stainless Steel Interior Dishwasher with Sanitize Cycle](#) and the [GE Profile™ ENERGY STAR® Fingerprint Resistant Top Control Stainless Interior Dishwasher with Microban™ Antimicrobial Protection with Sanitize Cycle](#).

To see the CAFÉ dishwasher, and Best of KBIS finalist, as well as the GE Profile dishwasher, stop by the GE Appliances Booth #W2317 at KBIS or schedule a booth tour by emailing [geappliances@allisonworldwide.com](mailto:geappliances@allisonworldwide.com).

#### **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](http://www.geappliancesco.com).

#### **About CAFÉ™**

As a leader in design choice and performance, CAFÉ™ offers a full suite of distinct kitchen appliances with elements inspired by the latest fashion trends. Offering customizable appliances at a mass premium price point, CAFÉ fuels self-expression by empowering its owners to reflect their own style and personality through its line of major and small kitchen appliances. For the latest products, visit [www.cafeappliances.com](http://www.cafeappliances.com) or follow @cafeappliances on Instagram, TikTok, Pinterest, or YouTube.

#### **About GE Profile™**

As a leader in connected appliances, GE Profile offers kitchen and laundry solutions with sleek aesthetics and leading-edge features that simplify daily life. At the intersection of meaningful technology and sophisticated design, GE Profile brings smarter innovation to life through its line of major and small appliances. For the latest products, visit [www.geappliances.com/ge/profile.htm](http://www.geappliances.com/ge/profile.htm) or [@geprofile](#) on Instagram, TikTok, Pinterest or YouTube.