

MAYTAG®

JENN-AIR®

KitchenAid®
FOR THE WAY IT'S MADE.®

Whirlpool®
Home Appliances

Jenn-Air Launches New Website: Welcome design professionals to a page of your own on the new Jenn-Air website! We understand you have needs different from the consumer and the contractor. Visit the new website and click on *design professionals*. Here you will find product information and specifications, you will also find 2D autocad drawings, 3D Sketchup models, and access to free online continuing education (available October 15, 2009).



Kitchen Product Highlights: Jenn-Air® Launches New Super Premium Products

In tests versus six super-premium competitors, Jenn-Air received the title of the industry's best performing wall oven. These ovens feature the unbeatable V2™ vertical dual-fan convection system and the exclusive Jenn-Air® Culinary Center.



Jenn-Air is introducing the industry's only duct-free downdraft cooktop which makes it possible to install a downdraft ventilation system in any home.

In addition to the exclusive installation option, these cooktops have been optimized for exceptional cooking and ventilation performance, culminating in the industry's best performing ventilation system.*

*Among hoods and downdraft cooktops.

Jenn-Air® fully integrated built-in refrigerators accept custom overlay panels that help them virtually disappear into a 25-inch cutout. You can also easily transform these fully integrated built-in refrigerators to match one of our signature kitchen suite designs by ordering a suite-coordinating panel kit.



Upcoming Events:

October 21-23 Influencer Hands on Education, 15 designers and architects from across the U.S. at the Inspire Studio, Atlanta, GA.

November 5 Influencer Open House, Karl's Appliance, invitation only exclusive premier of the new Jenn-Air in Fairfield, NJ.

December 2 Influencer Open House, Bray and Scarff in Metro D.C.

8 Atlanta NARI Chapter Meeting, Inspire Studio, Atlanta, GA.

*Interested in becoming a Jenn-Air Influencer and attending one of our exclusive events? Contact us at CPD-DESIGN@whirlpool.com.



Visbeen Associates, Inc. is a small 8-person award-winning boutique architecture firm located in Grand Rapids, Michigan that focuses primarily on residential design.

Trends in the design world: We asked Wayne to describe trends and he shared several. He sees “right-sizing” as a current and lasting trend. Right-sizing, according to Wayne, is creating a home that fits the lifestyle of its owners. Of course the economy is a big factor in this trend, but so is the desire to live more simply. He stated, “It is a lot of work to have a huge home.”

Additional trends include, home management centers, more extravagant kitchens (of course we were all for this), nooks and crannies, and multiple uses of a space or as Wayne called them “swing rooms” (master bedroom sitting room = living room).

Appliances and the design process: Of course we were interested in Wayne’s perception of appliances and how they fit his design process. He informed us that when he meets a client he asks, “What kind of cars do you own?” This question gives him an idea of his kitchen budget. Wayne sees appliances as key to the design from the preliminary stages of design. According to Wayne, appliances are a key to focal points and axis lines. They can be showcased or masked with cabinetry.

Additionally, Wayne discussed successful kitchen designs. He mentioned kitchens should meet the needs of the people who use it. Wayne learns how people live: are they right or left-handed, do they watch TV when cooking, etc., and then he customizes the kitchen accordingly.

A detail from Wayne’s playbook: Symmetry is often desired in focal points and cabinetry in kitchens. Side by side refrigerators create instant dilemmas in the world of symmetry with their unequal size refrigerator and freezer doors. Wayne took this dilemma and turned it into a creative detail that he often uses. Using overlay model side by side refrigerators, Wayne, offsets the handle of the refrigerator hardware to match the location of the freezer side. Thus, he creates a false symmetry, a simple, yet elegant solution.



Laundry Product Highlights: Whirlpool® Duet® Pair



- New 4.5 cu. ft. Washer & 7.5 cu. ft. Dryer. The Whirlpool Duet is our largest capacity Front Load washer and dryer ever!
- FanFresh™ option with Dynamic Venting Technology™ helps prevent the growth of sour smells in clothes.
- Industry’s Most Efficient Pair* = Save up to 77% in water and 81% in energy** Eco-Normal dry cycle uses 40% less dryer energy***
- Go from “Lying There to Ready to Wear” with two steam refresh cycles: Select the number of garments to refresh, includes reduction in static electricity.

* Overall efficiency based on equal weighting of cycle time and energy usage (Model #9750)

** Compared to a pre-2004 conventional washer

*** When paired with the Duet washer, compared to traditional top-load laundry pairs, average size load.

We want to hear from you: Have a designer in mind to be featured in our Designer Spotlight? Do you have a design need we haven’t addressed? Would you like to schedule a “live” education course for continuing education? Our goal is to become the appliance manufacturer designer’s trust.

Email us at: CPD-DESIGN@whirlpool.com



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