

GE Appliances

newsline



Volume 5, 2005

Up to \$250 Gift Card with GE Adora™ Appliances!



Adora[™]
series



imagination at work

in this issue:

- GE Adora™ Buy More, Save More Promotion
- GSH25JSRSS
- GE Adora CleanSteel™
- New Look in Hotpoint OTR!
- New Ranges coming soon!
- Spec binder
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Your Customers Receive a Gift Card up to \$250⁰⁰ When They Purchase GE Adora™ Appliances!



Microwave



HDM1853WJ

- 1.8 cu. ft. capacity
- Circuwave™ 1100 cooking system
- Sensor cooking controls
- Two removable oven racks
- 1-lb. Quick Defrost
- 14-1/4" recessed turntable

Offer Good 5/26/05—6/26/05

Refrigeration



DSS25KSRSS

- 25.4 Cu. Ft.
- Upfront, Electronic Touch Temperature Controls
- Integrated Ice™ System
- Adjustable Slide-Out, Spillproof Glass Shelves
- Tall LightTouch! Dispenser
- Adjustable Humidity Vegetable/Fruit Crisper
- Child Lock



DTS18ICSWW

- 18.0 Cu. Ft.
- Gallon door storage
- Adjustable spillproof glass shelves
- Illuminated upfront slimline temperature controls
- Factory-Installed icemaker
- Sealed vegetable/fruit crispers



DTL18ICSBS

- Same great features as DTS18CSWW
- CleanSteel™

NEW!

Prime Time to Sell GE Adora® Laundry!



WHDRE526EWW

- ENERGY STAR® Qualification
- Rotary electronic controls with cycle status lights
- Two-speed motor
- Five wash/spin speed combinations
- 26 wash cycles
- Stain Wash Cycle
- PerfectTemp

DHDSR48EFWW

- Stainless Steel Drum
- Sensor Dry
- Four heat selections
- Wrinkle Care Extended Tumble
- Eight dry cycles
- Interior Dryer Light
- Quiet-By-Design™

• **Priced to SELL!**

• **\$100** Gift Card Offer on Pair*

• **FREE** 3-month supply of **Tide** Laundry Detergent*

• **FREE** 3-month supply of **Bounce** Dryer Sheets*

• **FREE** Dryer Rack*



*When purchased as a pair.

Ranges

NEW!



JBP83

- Self-Clean Heavy-Duty Oven Racks
- Self-Clean Oven
- Super-Large Oven Capacity
- TrueTemp™ System
- Bridge Element
- Dual Size Ribbon Element



JGBP87

- QuickSet IV Oven controls
- Deep recessed cooktop
- Self-clean heavy-duty oven racks
- Continuous grates
- PowerBoil™ 16K burner
- Extra-large oven capacity
- Center oval burner
- Non-Stick griddle
- Storage drawer

Dishwashers



GHDA960KWW

- Full-length flat door
- ExtraClean™ wash system with 3 direct-feed wash
- ExtraClean™ sensor
- Giant tub with maximum capacity racking
- 2/4/8 hour delay start
- QuietPower™ II sound package
- 16 place settings capacity



GHDA980KWW

Has the same features as GHDA960KWW

Plus—

- Utility shelves in upper rack
- QuietPower™ III Sound Package
- SpeedCycle™ selection

As Advertised- GE® GSH25JSRSS



Tall, LightTouch! Dispenser with child lock-
Delivers chilled water, cubed ice or crushed ice at the slightest touch. A child lockout option keeps the dispenser off limits to little hands



Upfront, electronic dial temperature controls



Slide-out, spillproof glass shelves-
Simplify loading, unloading and cleaning

FrostGuard™ Technology-
Protects frozen items from freezer burn by monitoring door openings and defrosting only when needed

BOTH MODELS have the following features:

- Adjustable slide-out, spillproof glass shelves
- Tall LightTouch! Dispenser with child lock
- Adjustable gallon door bins
- Adjustable humidity vegetable/fruit crisper

Your GE Adora™ Advantage- DSS25KSRSS



Only GE has it!
Integrated Ice™ system-
The ice bucket is integrated into the icemaker, not the freezer door, freeing up valuable storage space. It pulls out and down, providing easy access to cubed ice

Both are available in Stainless steel, black or white



Upfront, electronic touch temperature controls



SmartWater™ filtration system-
Delivers clean, great-tasting water and ice through the LightTouch! Dispenser

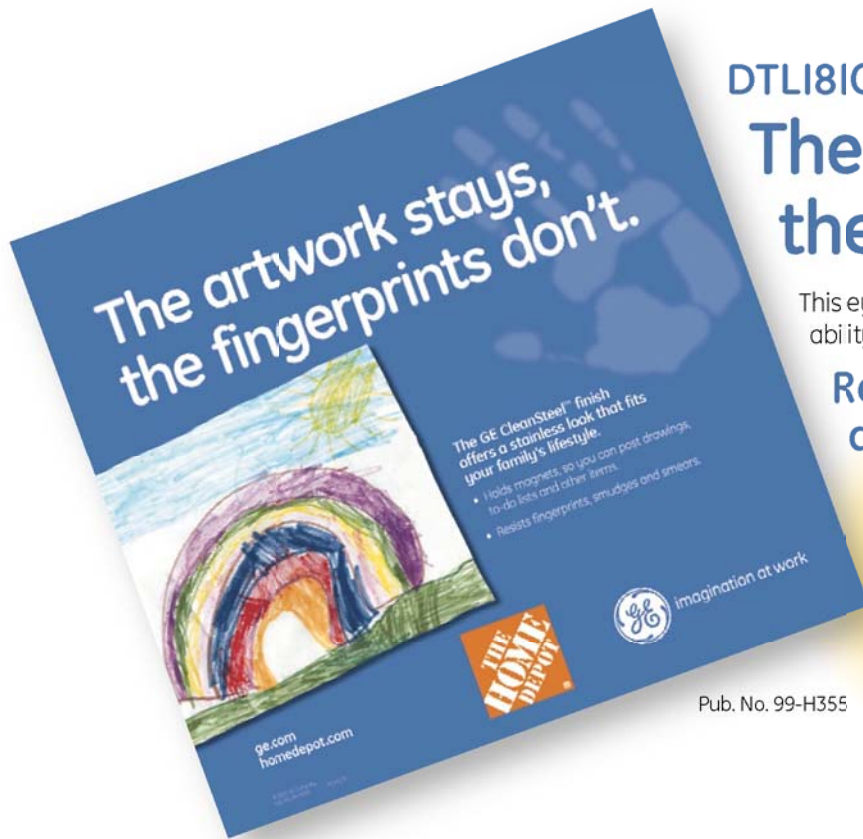
Adjustable humidity vegetable/fruit crisper-
Provides easy storage environment for fruits and vegetables

DTL181CSBS POP

The artwork stays, the fingerprints don't.

This eye-catching POP demonstrates the magnetic ability of CleanSteel™ vs. Stainless Steel.

**Resists fingerprints, smudges
and smears too!**



Pub. No. 99-H355



Selling Tip: Everyone loves the look of stainless steel, but how do you display your child's terrific report card or precious artwork? With GE CleanSteel™ you can now enjoy a beautiful stainless look, while also showing off your child's accomplishments or keeping that grocery list close at hand!

A New Look In Hotpoint® OTR!



Model RVM1635SK

NEW!



(Previous Model) Model RVM1625SJ

HOTPOINT.
In Silver Metallic

The RVM1635SK replaces the RVM1625SJ. It offers a great new look along with the same great features:

- **Silver Metallic Exterior**
- **1.6 cu. ft. capacity** — 1000 Watts (IEC-705 test procedure)
- **Turntable** — Continually rotates food to ensure even cooking
- **Instant On Controls** — Allow quick, one-touch cooking and reheating
- **Auto and Time Defrost** — Automatically defrosts for a specified amount of time
- **Time Cook I & II** — Makes it possible to enter two cooking times, so users can stop the microwave to stir or rotate foods without reprogramming
- **Express Cook pads** — A shortcut to set cook times from 1 to 6 minutes.



NEW!

JGBP35

Features of the JGBP35:

- **Deep-Recessed cooktop** – Helps contain spills for easy cleaning.
- **15K PowerBoil™ burner** – Delivers 15,000 BTUs of forceful heat for rapid boiling.
- **Precise simmer burner** – Delivers a low setting of 140°F, ideal for delicate foods and sauces.
- **Continuous, dishwasher-safe grates** – Allow for easy movement of pots and pans between burners and easy clean-up.
- **TrueTemp™ system** – Provides even heat distribution and maximum oven control.
- **Extra-large, self-clean oven** – Conveniently cleans the oven without need for scrubbing.
- **QuickSet IV controls**

New to The Home Depot® Floor

New Features

New Color Options



Previous
JGBS07PEHWW

NEW

GE® 30" Free-Standing Gas Range JGBS17PEKWW

- Extra-Large Oven Capacity
- All Purpose Burners
- *Electronic Clock And Timer*



Previous
JGBS21HEHWW

NEW

GE® 30" Free-Standing Gas Range JGBS22WEKWW

- Extra-Large Oven Capacity
- All Purpose Burners
- Electronic Clock And Timer
- *Big ClearView™ Window*



Previous
RGB745BEHWW

NEW

Hotpoint® 30" Free-Standing Gas Range RGB745WEHWW

- Self Clean Oven
- Extra-Large Oven Capacity
- Sealed Cooktop Burners
- *Color-Matched Door*



Previous
RB757BHHW

NEW

Hotpoint® 30" Free-Standing Electric Range RB757WHWW

- Self Clean Oven
- Super-Large Oven Capacity
- Coil Heating Elements
- *Color-Matched Door*



The Home Depot® Product Specification Binder

The product specification binder is an excellent sales tool. It provides information on all products not included in the GE appliance catalog, such as Americana™, Hotpoint® In Silver Metallic, GE Adora™, and The Home Depot Exclusive GE models. You will also find the Hotpoint catalog and GE appliance catalog in the binder.

The GE Adora section features the "Road to Adora" product sheets which can help you sell the benefits of Adora appliances over Kenmore® and Whirlpool®, and all other competitors.

GE is always adding appliances and it is important to keep this binder up to date with new spec sheets.

**The binder is located at
the appliance KIOSK Desk.**

Pub. No. 99-H204



Store Associate Operation Guide

Your Reference To Problem Solving

The GE/The Home Depot Store Associate Operations Guide

A tool that no Sales Associate should be without. It offers direction and solutions to issues that occur on a daily basis in the appliance department. It contains Hotline numbers and easy-to-use instructions/prompts to help answer questions the Sales Associate may have. This pocket-size book is small enough to be kept in the Sales Associate's apron.

Pub. No. 99-T502

Lead with the Best



Mike Bomber and Dave Heroux
Silverdale, WA
Store #4716

There is a little treasure in the appliance department in the Silverdale, Washington - The Home Depot. Dave Heroux and Mike Bomber, The Home Depot associates, have taken initiative to grow their Apartment Replacement business. With their combined appliance experience, they work together to come up with creative ideas to grow their apartment appliance replacement business. They use the ARDD program to pursue property managers and owners on the Olympic peninsula.

Mike and Dave present the benefits of the ARDD program by sending letters and packets of information to property managers and owners. In the letter they explain the benefits of "free curbside delivery" and give them the details of the program. Knowing that Sears is the dominant player in property management, Mike and Dave reinforce that with the ARDD program your customer has the opportunity for delivery to the living unit.

Mike and Dave also promote ARDD by sending information on the qualifying ARDD models to property managers and owners. They reinforce that these models are readily available and eliminates the need for apartments to manage an inventory of spare appliances.

Mike and Dave demonstrate their commitment to the business by following up with property managers and owners. They make sure everything runs smoothly from the time the order is placed until after the order is delivered. This helps them gain repeat business and a positive image in the community.

Good Selling Mike and Dave!

ARDD Update

**Appliances specially designed
for Rental Properties.**

NEW!



This convenient brochure holder should be prominently displayed at the PRO desk. It features Americana™, Hotpoint®, and GE appliances that are available through the pro desk kiosk.

Holder
Pub. No. 99-H425
(Includes 25 brochures)

Brochure
Pub. No. 99-H225

GE Consumer & Industrial

General Electric Company
Louisville, KY 40225

ge.com
homedepot.com

As an ENERGY STAR® partner, GE has determined that the appliances marked with the ENERGY STAR logo meet the ENERGY STAR guidelines for energy efficiency.

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