

**Contact:**

Nicole Brief
Ketchum for Whirlpool
nicole.brief@ketchum.com
516-512-0968

WHIRLPOOL BRAND BRINGS HOME TWO TWICE VIP AWARDS

Whirlpool brand innovations have been recognized in the Major Appliances: Top-Load Washer and Smart Home Hub categories

BENTON HARBOR, MI (Oct. 26, 2021) – Two of Whirlpool brand's innovations earned recognition in the [eighth edition of the TWICE VIP Awards](#), the lead voice of the consumer electronics industry. The [Whirlpool® Top Load Washer with 2 in 1 Removable Agitator](#), a first-of-its-kind washing machine that launched earlier this year, received kudos as the best top-load washer in the Major Appliances, Laundry category - marking the second year in a row that Whirlpool brand was honored in this category. [Whirlpool® App 2.0](#), which the brand reintroduced this year as a destination for families looking for ways to better manage daily chores, also received top recognition in the Smart Home Hub category.

"All our innovations are designed with the needs of our consumers in mind, so we can help them better care for their families when accomplishing the tasks of cooking, cleaning and washing," said Nelly Martinez, senior brand manager at Whirlpool brand. "Receiving this award from such inspiring industry leaders reinforces why we work so hard at Whirlpool brand to bring to life kitchen and laundry solutions that make caring for your loved ones, day in and day out, easier. We are honored to be selected as a top brand by TWICE."

The Whirlpool® Top Load Washer with 2 in 1 Removable Agitator is an industry-first innovation that gives consumers the flexibility to customize their washing machine to meet their needs. The center agitator post can easily be swapped in or out of the machine to create more space for bigger or bulkier loads of laundry as needed. The washing machine also features the Whirlpool® Load & Go™ Dispenser, enabling consumers to skip the step of detergent for up to 20 loads.* The Whirlpool® Top Load Washer with 2 in 1 Removable Agitator is a smart washing machine that can be connected to the Whirlpool® App to streamline laundry routines.**

"The Whirlpool® App offers several methods to streamline laundry day, so families can spend their time focusing on what matters most - being together. Whether it's assigning family members the next step in the laundry process or being able to remotely see how much time is left on a cycle, the app is intended to make care easier and more efficient," added Martinez.

TWICE is the only publication to host an awards program that is voted on by consumer tech retailers and distributors. The VIP awards are held annually and recognize the best features, design and value that new products and services bring to consumers.

To learn more about Whirlpool brand's award-winning innovations, visit www.whirlpool.com.

*Based on an 8-lb. load.

**Appliance must be set to remote enable. WiFi & App Required. Features subject to change. Details and privacy info at whirlpool.com/connect.

###

About Whirlpool Brand

For more than one hundred years, Whirlpool brand has been inspired by how people care for their families. Whirlpool brand is designing home appliances that are focused on improving how families give and get the care they need with the latest technologies and innovations – whether that means most flexible refrigerator storage for all types of family needs, induction technology for efficient cooking and easier cleaning, or laundry pairs that sense and adapt to clothes with the latest in connected technologies. Whirlpool brand created and continues outpacing goals of its Care Counts™ Laundry Program, through which the brand is committed to helping create educational equality by installing washers and dryers in schools to help remove one small but important barrier to attendance – access to clean clothes. Whirlpool brand is part of Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances. For more information on Whirlpool, please visit whirlpool.com/everydaycare or find us on Facebook at facebook.com/whirlpoolusa or Twitter at @WhirlpoolUSA. Additional information about the company can be found at whirlpoolcorp.com.