



refrigeration products

2005 sales training



imagination at work



2005 refrigeration products training manual



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Refrigerator configurations



Built-in side-by-sides

Designed for consumers who want a true customized look or have large food storage needs. Built-ins offer a seamless, integrated look, or make a dramatic statement. They accept 1/4" or 3/4" custom-made, cabinet-matching wood panels or are available in stainless-steel.



CustomStyle™ side-by-sides

CustomStyle™ refrigerators blend in almost seamlessly with surrounding cabinetry, providing a built-in look without the built-in expense. Non-paneled units, simply slide into the space between cabinets. Paneled units accept optional panels or custom-made, cabinet matching wood panels.



Side-by-sides

Classic side-by-side styling provides maximum food storage capacity and complements a wide variety of kitchen designs. Side-by-side units may be placed within or at the end of a cabinet run.



French door bottom-freezers

The French door bottom-freezer represents the latest trend in refrigerator design. It is gently contoured for dramatic effect, with sculptured handles for added appeal. The armoire-style design requires minimal space for door opening, making it ideal for small kitchens.



Bottom-freezers

Bottom-freezers are uniquely configured to put fresh foods within convenient reach. The fresh food door is opened far more frequently than the freezer door. This “fresh food first” design approach makes perfect sense. Putting an end to bending and stooping.



Top-freezers

Top-freezers offer traditional style, innovation and convenience. The classic top-mounted freezer is available in right- and left-hand configurations to fit any kitchen layout.

What consumers want

Your customers make the buying decision based on one or more of these needs:

- **Appearance**
- **Food preservation**
- **Convenience**
- **Quality**

As lifestyles change, the focus on the kitchen continues to grow, making it the #1 center of activity in the home. Kitchen appliances are taking center stage, featuring the newest technologies, timesaving devices and lifestyle-enhancing products, especially in refrigeration. This is an exciting time to be selling refrigeration products.

Appearance



Why is Appearance important?

Because the refrigerator is the largest, and most visible appliance in the kitchen, it has to look great. As trends in kitchen décor change, so must refrigerators. GE is a leader in refrigerator style and design.

Food preservation



Why is Food Preservation important?

Refrigerators have moved beyond simply preserving foods by keeping them cold. Consumers want refrigerators to preserve and protect their grocery-dollar investments. Consumers want to eat higher-quality foods while saving both time and money.

Convenience



Why is Convenience important?

Life can get complicated, refrigerators shouldn't. Consumers look for features that can make life easier. They want convenience in terms of flexibility, ease of use, adaptability to changing lifestyles, and features that are accessible by every member of their household.

In each section to follow, you will find a list of features that support these consumer needs of Appearance, Food Preservation, Convenience, and Quality. Tailor your selling message to focus on the needs you have discovered are important to your consumer.

Quality



What about Quality?

Consumers want quality and value. With cost being a constant focus of appliances, some competitors are sacrificing quality for lower price points. We make the highest quality refrigerators in the industry, and always will. The global GE brand is supported by the exceptional quality of our products.

Qualifying the consumer



To find out what your customers are looking for, you must first qualify them. “Qualifying” is just asking the right questions and analyzing the answers. Your customers’ responses are the “cues” you use to select the appropriate models and features to present.

Are you replacing currently installed appliances? If so, which appliances?

This lets you know which appliances and if you have the opportunity to sell a package of appliances.

How old are the appliances you are replacing?

Keep in mind, most refrigerators being replaced are 7 years old or older. Refrigerators have changed a lot since they purchased one. Most consumers aren’t familiar with the many new features available today. These may include:

- Counter-depth style
- Electronic sensors and controls
- Digital temperature displays
- ExpressChill™
- ExpressThaw™
- Beverage Center
- QuickSpace™ shelf
- Integrated shelving
- SmartWater™ filtration
- Ice and water dispensers
- Full-extension freezer baskets
- FrostGuard™ technology
- TurboCool™

Only after all options are explained can the buyer make an informed buying decision.



What size refrigerator are you replacing or considering?

The most important qualifying questions—knowing how much space is available. Height, width and depth are all important. Space for door openings should also be considered.

What style refrigerator are you considering?

Asking what type refrigerator the buyer currently has is the logical starting place, but additional questions will help the buyer be aware of all the style options available to them.

What features do you want?

Do you have any lifestyle needs that you’d like your refrigerator to address?

GE refrigerators are designed to make life easier. Explain the benefits of convenience and match features to their needs.

Are there things about your old refrigerator that you didn’t like?

Probe to understand how their old refrigerator didn’t meet their needs. Listening to what they didn’t like can be very indicative of what they will want in their new refrigerator.

How to sell configurations: **Built-in and CustomStyle™**



Why sell built-ins?

If you sell to home remodelers/builders:

The size of built-in refrigerators will usually limit their purchase to individuals making major changes in their kitchens. So if this is your customer, be sure you show them the benefits of a built-in model. The look of many beautifully designed kitchens stopped short because the designer or homeowner wasn't familiar with built-in products.

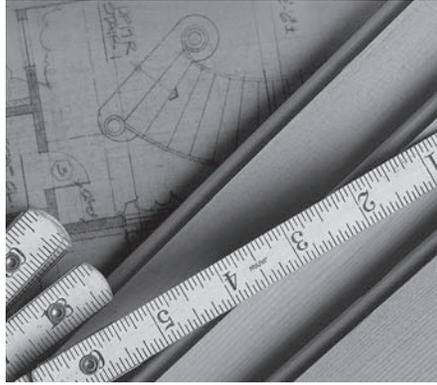
If you sell cabinetry, offering built-in models with custom panels to match should always be discussed.

Put to rest the price tag

Fear Factor:

By the time a home owner gets to the appliance purchase step, they may feel like they have already blown their budgets on other parts of the kitchen. Don't let this be a detriment to their final satisfaction. The higher price of a built-in refrigerator will be worth the investment due to its outstanding appearance.

Kitchens truly are the heart of today's home and consumer expectations for a full integration of the kitchen with the family and gathering rooms is expected. Built-in appliances, especially those customized with wooden panels turn appliances into kitchen furniture. Remind your consumer of the resale value of a well designed kitchen as they are making their decision.



Why sell CustomStyle Refrigerators?

Home remodelers, builders, and replacement customers:

Like built-in models, CustomStyle refrigerators can transform a kitchen giving it a new, upgraded look. It's like buying a new refrigerator, but getting a new kitchen. CustomStyle models don't require the professional installation of built-ins, but give a similar look. CustomStyle models also protrude up to 6" less into the kitchen, giving the home owner more usable kitchen space.

Finally, CustomStyle refrigerators deliver the best of both worlds – a customized appearance, and the latest and greatest refrigeration features.

Selling the benefits of the features



Consumers buy benefits, not features

It's recognized that a benefit is what we want from a product. It answers the question "What's in it for me?" A feature is the attribute that gives us the benefit.

A feature is something the product has - a benefit is something the product does. It is the benefits that justifies the consumer's expenditure (of time, money, effort, etc.)

Sales people are often guilty of selling only the feature and forgetting that it's the benefit of the feature that will catch a buyer's attention.

For example, a slide-out, spillproof shelf is a feature. Saving time by not having to clean the entire refrigerator if something spills is the benefit.

We categorize our refrigerator features into the three main categories of consumer cues. Research indicates the benefits consumers look for most when buying a refrigerator are:

- Appearance
- Food Preservation
- Convenience

The benefits of every feature on every GE refrigerator address one or more of these three cues.



Appearance – Consumers prove over and over that it doesn't matter how great a refrigerator is, if it doesn't look good, they aren't going to want it in their kitchen. The benefit is the satisfaction of improving your home décor, enjoying what you see every day, and the status of having something more like furniture for the kitchen.

Food Preservation – everyone assumes a refrigerator will preserve food for a while, but if it preserves it longer and better, the benefits are tremendous. Time saved by going to the grocery less - better nutritional value from foods – better value from the dollars spent on foods and beverages. The benefits of better food preservation are many.

Convenience – most of our refrigerator features address this need. With fast paced lifestyles and an overwhelming amount of things to do, to see, to think...helping to make life a little easier with convenient features appeals to everyone.

*Always strive to sell up...
Higher features = higher profits.*

GE Profile is more profitable for you and your customers.

Consumers will be more satisfied with their refrigerator when they have been given the opportunity to purchase more time saving and life enhancing features.

Refrigeration basics

How refrigerators work

Understanding the basics of how a refrigerator works will help you understand many of our features and why they are important.

Basic principles to understand:

- When liquid evaporates, it absorbs heat from its surroundings
- When pressure is lowered, temperature will lower proportionally
- When gas is compressed, it turns back into a liquid and gives off heat in the process
- It is impossible to "make cold", we can only remove heat which results in cold

A summary of the cooling process:

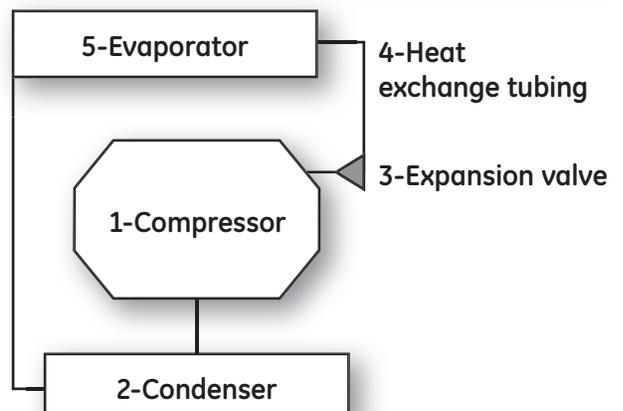
- The parts of a refrigerator that create the cooling process are called the "sealed system"
- The sealed system is made up of tubes that carry a coolant. The coolant is Freon.
- At room temperature, Freon is a gas
- The compressor squeezes Freon turning it into a liquid
- The liquid Freon is then pumped through tubes and coils inside the refrigerator walls where it absorbs heat from the surrounding air
- As the Freon picks up heat, it evaporates and turns back into a gas
- The heat is then carried out of the refrigerator and released into the air of the kitchen by the condenser
- The Freon now returns to its liquid state again, and the cycle starts all over again

Parts of a refrigerator

1-Compressor	The heart of the refrigerator. Contains a motor that pumps refrigerant through the system.	Compresses refrigerant from gas to a liquid state.
2-Condenser	Uses a fan to move air across the condenser coils allowing heat to dissipate from the coils into the air.	Coolant starts to condense and change from liquid to gas.
4-Heat exchange tubing	Controls pressure and flow of refrigerant with an expansion valve.	Heat passes through this tubing and into the condenser.
5-Evaporator	Gets cold and absorbs heat from inside the refrigerator cabinet.	Absorbs heat from within the refrigerator cabinet changing the refrigerant back into a gas before it is returned to the compressor.

Gas-to-liquid — the coolant dumps heat.
Liquid-to-Gas — the coolant picks up heat.

Through evaporation and condensation the cooling cycle continues constantly for the life of the refrigerator.

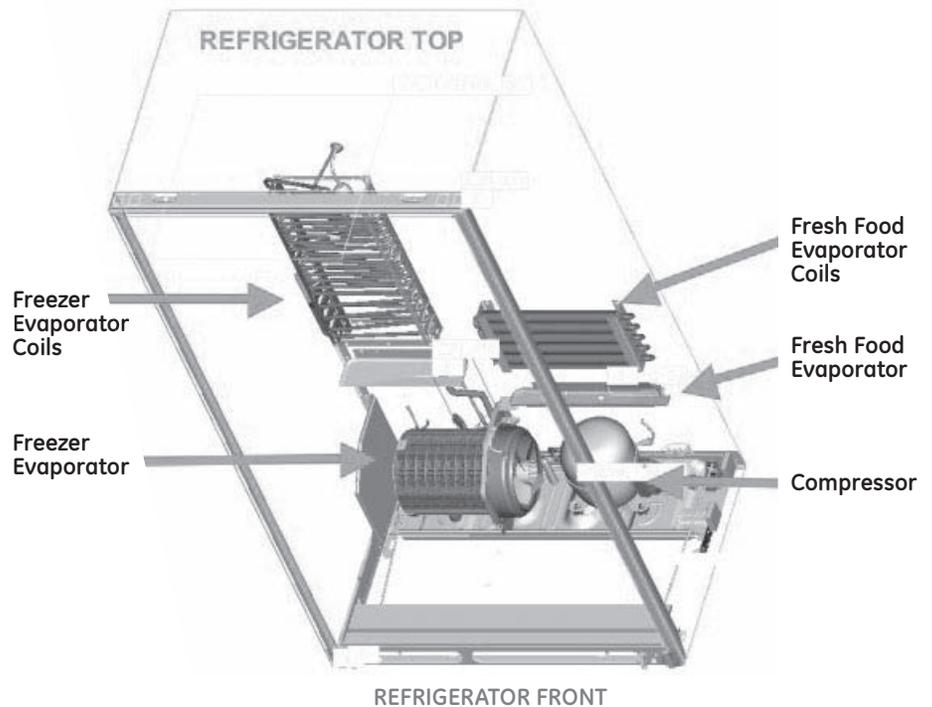


How ClimateKeeper2™ dual-evaporator refrigerators work

Two evaporators chill the freezer and fresh food compartments independently, unlike conventional refrigeration systems that use one evaporator in the freezer area to chill both compartments. The fresh food evaporator generates 37°F air for fresh foods, while the freezer evaporator generates colder, dryer 0°F air for frozen foods. Air is never mixed between the two compartments.

Benefits

- Dry freezer air never enters the fresh food compartment, allowing the compartment to maintain higher humidity levels (2-3 times higher than conventional refrigeration).
- Warm, humid air never enters the freezer compartment, so defrost time is decreased, extending the quality of frozen foods.
- Foods retain their color, texture, flavor and overall freshness for longer periods of time.

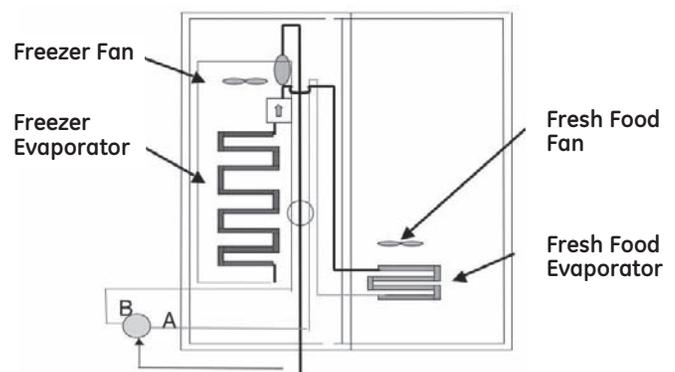


Parallel vs. Serial systems

There are two different types of dual evaporator systems in the U.S. today—the serial system and the ClimateKeeper2's parallel system.

A parallel system can operate each evaporator independently, or both at the same time if needed. This flexibility allows very precise cooling.

A serial system must operate both evaporators simultaneously, or only the freezer evaporator. It can not operate the fresh food evaporator alone.



Refrigeration basics

How overhead evaporator refrigerators work



Overhead evaporator technology

The most unique feature of built-in refrigerators is the overhead evaporator. Positioned on top of the refrigerator in the overhead compartment, the evaporator distributes air separately to both the freezer and fresh food compartments.

Like dual evaporator systems, air does not mix so dry freezer air stays inside the freezer and moist fresh food air stays on its side.

The result is higher humidity in the fresh food so food is better preserved, and with no moisture venting into the freezer, it defrost less, which preserves frozen foods better and saves energy.



Overhead evaporator benefits

- Eliminates air exchange between the fresh food and freezer compartments:
 - Protects foods from odor/flavor transference
 - Helps fresh foods retain moisture, which is essential for optimal food preservation
 - Helps maximize freezer efficiency (fewer defrost cycles needed)
- Frees up additional freezer space where traditional evaporators are placed

How icemakers work



- A kitchen water line must be accessible through the wall behind the refrigerator
- A new refrigerator's freezer must reach 15° before the icemaker will function — usually takes 24 hours after plugging in.
- Average ice production:
 - Ice is produced every 85 minutes, 17 times a day
 - Icemaker produces around 3.5 lbs of ice a day
 - Quick Ice™ feature produces ice 50% faster
 - During TurboCool™, ice is produced 35% faster
 - Ice bucket holds, on average, 10 lbs of ice and takes 2.7 days to fill

Parts of an icemaker

1. **Shut-off arm** wire arm (diameter of a coat hanger) detects ice levels in the ice bin
2. **Water valve** controls intake of water
3. **Ice mold** fills with water to form cubes
4. **Heating coil unit** allows cubes to release from ice mold
5. **Ice bin** container where cubes are stored
6. **Motor** turns auger
7. **Auger** stainless steel coiled arm pushes cubes into the dispenser

Parts and their role in the ice making process:

1. The shut-off arm extends out and over the top of the ice bin. It lowers to rest at the top of the ice level. If it senses the ice bin is not full, the water valve is activated to begin a cycle.
2. The water valve is timed to allow an exact amount of water to fill the ice molds (7-10 seconds). If the refrigerator has a water filter, the water will have passed through the filter before filling.
3. The ice mold fills with water. Most models have 7 ice cube ports. A thermostat monitors ice mold temperatures. When a temperature of 9 degrees is detected, the icemaker begins to harvest the cubes.
4. A heating coil underneath the ice mold warms the mold slightly, allowing the cubes to loosen.
5. Ejector blades on a sweep fork match up with notches in the icemaker housing. The blades pass through these notches and push the cubes into the ice bin.
The shut-off arm lifts just before the cubes are ejected, then lowers again. If the ice bin is full, the arm can't come all the way back down, preventing further production of ice. If the arm is able to come back down, the icemaker refills with water and repeats the process.
6. The motor turns on, rotating the auger.
7. As the auger turns, ice cubes are moved up and toward the front of the icemaker. This insures that new ice is always moved to the front of the bin.

Icemaker water lines

We recommend two types of tubing to connect the icemaker to the home water supply: copper tubing and the polyethylene tubing found in GE SmartWater Connection Kits. Our kits contain specialized connections and the tubes will not transfer a plastic taste to the water as other plastics and braided tubing will.

How defrost cycles work

During defrost heaters inside the freezer wall turn on to melt any accumulated frost. Wall temperatures can reach 60°. Conventional defrost systems use timers to operate defrost cycles. GE FrostGuard uses electronic sensors, number of door openings and previous cycle times to calculate defrost.

Refrigeration basics

Temperature management

Refrigerators keep items cool to prolong their shelf life. While all refrigerators perform this basic function, how they manage temperature makes a difference in how long and how well foods are preserved.

GE refrigerators have the best temperature management systems available. A quality temperature management system will:

- Maintain even temperatures in both the freezer and fresh food sections from top to bottom.
- Maintain internal temperatures at set levels, despite changes in room temperature or frequent door openings.
- Eliminate extreme cold spots in the fresh food side that could freeze food.

Electronic temperature management systems



Top-freezers (22 and 25 cu. ft. GE Profile Arctica® models):

- Innovative system consists of electronic (thumbwheel or digital) controls and three electronic temperature sensors.
- Electronic sensors located throughout the refrigerator monitor the surrounding (ambient) air temperature and communicate their readings to the main control board.
- If the fresh food section needs more cool air, as determined by the temperature sensor, the main control board will activate a fan that circulates cold air from the freezer to achieve the desired temperature. Instead of a damper, an opening to the fresh food section from the freezer allows the fan to move the cold air to where it is needed.
- If the freezer needs to be colder, the temperature sensor alerts the main control board to turn on the compressor and evaporator fan. The compressor runs until the desired set temperature is achieved.



Side-by-sides (all GE and GE Profile Arctica models)

- System consists of electronic (rotary dial or digital touch) controls and up to five electronic temperature sensors.
- This system works in much the same way as described above. The major differences are the number of sensors used to monitor temperatures and the use of a damper and fresh food fan, instead of an opening from the freezer.
- When the fresh food section requires more cold air, the damper opens and a fan moves cold freezer air into the area until the desired temperature is reached. Then, the damper closes again. The fan reduces the cool down time.
- When the freezer section requires more cold air, the main control board energizes the compressor and evaporator fan until the set temperature is reached.
- The controls come preset at the factory at 37°F (or 5) and 0°F (or 5).



Benefits of electronic temperature management

- **Better temperature control**—Separate temperature sensing in the fresh food and freezer compartments means the temperature of one compartment doesn't affect the temperature in the other nearly as much as with other systems.
- **Less temperature fluctuation**—Up and down temperature movement is minimized.

Mechanical systems



Single control

- Basic system uses one knob and one thermostat to control temperature.
- The knob is located at the top (upfront) of the fresh food section.
- The thermostat is located in a control housing at the top of the fresh food section.
- The knob adjusts the fresh food temperature controller. This turns on the compressor and evaporator fans at the set temperature.
- Freezer temperature is maintained by an internal control that is not adjustable by the consumer.
- This basic system is found on small GE top-freezer refrigerators.



Dual control

- With dual-control systems, consumers will see two control dials in the refrigerator's fresh food sections.
- One temperature sensor regulates temperature by turning the freezer evaporator fan and compressor on or off as needed to maintain the desired temperature inside the fresh food section.
- The freezer control dial opens or closes a damper located between the freezer and fresh food section.
- When the freezer dial is set at 9 (coldest setting), the damper is almost completely closed.
- When the freezer dial is set at 1 (warmest setting), the damper is wide open.
- The fresh food dial works just as described in the single control system. This dial turns on the compressor and evaporator fan, which run until the temperature in the fresh food section reaches the set point.
- GE presents the controls at a midpoint to avoid consumer confusion and prevent extremes in temperature in either the freezer or fresh food sections.

Electro-mechanical system

- System is found in many competitive refrigerators.
- Controls use one thermostat and two control knobs in the fresh food section and a temperature sensor in the upper wall of the freezer.
- The fresh food control knob is an automatic control that regulates the damper between the freezer and fresh food sections.
- As the temperature increases in the fresh food section, the damper opens automatically to let cold air from the freezer enter the fresh food area to lower the temperature.
- Once the desired temperature is reached in the fresh food section, the damper closes automatically.
- The freezer knob turns on the compressor and evaporator fan. They will run until the desired freezer temperature is reached.
- The fresh food knob is set at the midpoint setting in the factory. Consumers may adjust this setting to make either section warmer or colder.
- With this type of system, when the freezer is at the desired setting and the compressor and the freezer evaporator fan are off, the airflow slows from the freezer to the fresh food section through the opened damper.

built-in side-by-side refrigerators



Built-in side-by-side quick pitch

The convenience you need, the built-in look you want.



Integrated appearance

Enjoy a **true, built-in appearance** that blends into the décor, or **marries with fine cabinetry when finished with 1/4" or 3/4" panels.**



Exceptional food preservation

Overhead evaporator system isolates the airflow between the freezer and the fresh food section to keep frozen foods frozen and fresh foods fresh.



Ultimate convenience

Secure-close door system is engineered to automatically pull the door shut when angled at 90 degrees or less.



Built-in side-by-side refrigerator features at a glance

Key selling messages: • Appearance • Food Preservation • Convenience



Model PSB42LSRBV



As an ENERGY STAR® Partner, GE has determined that these products meet the ENERGY STAR® guidelines for energy efficiency.



Sell appearance

1 True built-in design

Enjoy a refrigerator with the flexibility of a fresh design that blends into the décor.

2 Custom design options

Creating a customized look is virtually effortless, requiring only the addition of custom panels.

Sell food preservation

3 Overhead evaporator system

Eliminates shared air, reduces defrosting to protect food and ice quality.

4 Digital temperature controls

Located on the dispenser to provide easy access and electronic accuracy in controlling temperatures in the fresh food and freezer compartments.

5 Electronic sensors

Five electronic sensors consistently measure air temperature.

6 Multiflow air tower **GE Exclusive!**

Evenly delivers air throughout the fresh food and freezer compartments.

7 Adjustable humidity crispers

Customizes the storage environment to keep fruits and vegetables fresh.

8 Snack drawer

Provides convenient access to cheeses and deli meats.

Sell convenience

9 Extra-deep freezer baskets

A deeper design offers more storage flexibility and easy access to frozen foods.

10 Soft-touch dispenser

Dispenses water and ice with gentle pressure, complete with safety features such as a child lock and door alarm, filter replacement indicator light and Quick Ice™ system.

11 SmartWater™ Plus filtration

Ensures access to better-tasting water and ice with filter change indicator light and simple-to-install Twist and Lock design.

12 Icemaker with Quick Ice™ system

Assures that there is plenty of ice for entertaining, with the Quick Ice system that creates ice 50% faster.

13 Secure-close door system

Engineered with an advanced hinge system that automatically pulls the door shut when angled at 90° or less.

14 Spillproof glass shelves

Contains spills to keep cleanup to a minimum.

15 ClearLook™ door bins

Holds beverages and condiments securely and stylishly.



sell appearance features

Built-in appearance features

Appearance enhances the kitchen and expresses the consumer's personal style. It is especially important to the buyer of a built-in refrigerator. The Profile™ built-in comes with many appearance options that give homeowners a high-end customized look. Built-in refrigerators require more attention to installation.

These are appearance options for 42" or 48" widths.



**PSB48LSRBV/
PSB42LSRBV**

Stainless steel with full-length visor handles, panels not needed



**PSB48LGRBV/
PSB42LGRBV**

Black dispenser model shown with acrylic panels



**PSB48LGRWV/
PSB42LGRWV**

White dispenser model shown with acrylic panels



**PSB48LGRWV/
PSB42LGRWV**

White dispenser model shown with 1/4" custom wood panels



**PSB48LGRBV/
PSB42LGRBV**

Black dispenser model shown with 1/4" custom wood panels



**PSB48LGRWV/
PSB42LGRWV**

White dispenser model shown with 3/4" custom wood panels



**PSB48LGRBV/
PSB42LGRBV**

Black dispenser model shown with 3/4" custom wood panels



sell food preservation features

Built-in food preservation features

ClimateKeeper™ Temperature Management System—

Benefit Distinguished as “the Best Temperature Management System you can buy,” maintains even, accurate temperatures throughout the refrigerator, using three key elements: electronic temperature sensors, multiflow air tower and electronic digital controls.



Electronic digital controls with temperature display

Benefit Eliminates guesswork in setting precise refrigerator temperatures. Actual temperatures are shown on the external dispenser display.

How it works Data from electronic sensors constantly measure the fresh food and freezer temperatures displaying them in degrees. Each compartment's temperature is controlled independently. Fresh food is factory preset at 37° and is adjustable between 34° and 44°. Freezer is preset at 0° and can be customized between -6° and +6°.

Selling tip: Models with electronic controls should be plugged in and set in the demo mode on the sales floor. To activate press the freezer Colder and fresh food Warmer pads simultaneously. Turn off to deactivate.



Electronic sensors

Benefit Monitors temperatures constantly for accuracy and consistency.

How it works Strategically positioned sensors transmit readings to the refrigerator's micro-computer which then calculates when to run the compressor, evaporators, dampers, and defrost cycles. Sensors detect temperature fluctuations from door openings or warm foods and adjust immediately. Built-in models have 3 sensors in the fresh food and 2 in the freezer. Sensor covers may be visible on interior walls, but are often behind the liner walls.

Selling tip: Explain how electronic sensors have revolutionized refrigeration. Mention how automobiles rely on electronic sensors for reliability. This same technology is available in GE refrigerators.



Multiflow air tower

Benefit Delivers cold air throughout the interior for even cooling. Eliminates extra cold or warm spots.

How it works Located on the back wall, the tower runs from the evaporator through the fresh food compartment. Fans move air through vents in the air tower.

Selling tip: Point out how other refrigerators bring air into the fresh food compartment through one vent location, usually in the top left corner.

Built-in food preservation features



Fruit and vegetable crispers with adjustable humidity

Benefit Provides the ideal storage environment, keeping fruits and vegetables fresher, longer.

How it works Front and back gasket seals reduce air movement in the crisper drawer, allowing fruits and vegetables to retain moisture.

Setting the humidity control on HIGH closes air vents to block circulation, creating higher humidity levels that are ideal for vegetables.

Setting the humidity control on LOW opens air vents to allow circulation, creating lower humidity levels that are ideal for fruits and thick-skinned vegetables.



Snack drawer

Benefit Provides convenient, easy-access storage for small snack food items.

How it works The snack drawer is designed to maintain lower humidity levels, and therefore do not require gasket seals or temperature and humidity controls. In Built-in refrigerator models, the snack drawer is located in the lowest portion of the fresh food storage area.



FrostGuard™ technology

Benefit Reduces freezer burn and retains quality and flavor of frozen foods. Restores freezer temperature quickly. Saves energy.

How it works Rather than cycles based only on time, FrostGuard uses electronics to calculate exactly when defrost cycles are needed resulting in fewer defrost cycles. Sensor readings, number of door openings, and compressor run times are all factored in. A pre-chill cycle lowers temperature 15° to 20° before defrost to prevent partial thawing of foods as temperatures rise.

Selling tip: Ask if frozen foods have appeared dry or off taste. Has ice cream been inedible? This is due to the constant thawing and re-freezing during defrost cycles which is greatly reduced with FrostGuard Technology.



sell convenience features

Built-in convenience features



Extra-deep freezer baskets

Benefit Maximizes storage space and accessibility.

How it works The overhead evaporator position frees up additional space in the freezer for deeper baskets. Built-in glides allow baskets to be pulled out smoothly.

Selling tip: Mention that frozen turkeys that don't fit in competitive models can be stored in these baskets.



Soft-touch dispenser control panel

Benefit Allows adjustment of all refrigerator functions without opening the door. Impressive visibility of high-end electronics.

How it works Built-in models feature electronic buttons controls. The panel controls include: - ice and water options
—Digital temperature display with adjustment pads
—Child Lock
—Door alarm
—Dispenser light.

Selling tip: Demonstrate how the temperature display shows for 10 seconds when activated, then goes off automatically. To demonstrate Child Lock, hold button for 3 seconds for on or off.

Soft-touch dispenser

Benefit Easily fills delicate crystal and rugged sports jugs.

How it works The activator button is beneath the soft rubber pad so a gentle touch activates. The pad protects valuable glassware but is durable for repeated use with water bottles. Dispenses filtered water, cubed and crushed ice.

Selling tip: With no mechanical paddles to push, Soft-touch activates with minimal pressure.



GE SmartWater™ and SmartWater Plus filtration systems

Benefit Reduces contaminants and odors for cleaner, better tasting water. Removes cloudiness and turbidity.

How it works SmartWater filters remove these impurities from household water: chlorine, lead, microbiological cysts, mercury, asbestos, benzene (from auto exhaust), p-dichlorobenzene, herbicides (Atrazine, 2,4-D), and pesticides (Lindane, Toxaphene, Carbofuran, Alachlor) and 0.5-1 micron particles.

SmartWater Plus™ filters always have a filter change indicator light and are rated for 1 year (300-500 gallons).

Vertical filter model GWF filters 500 gallons of water. In 1998 only 6% of refrigerators featured filtered water, today over 86% do.

Selling tip: Talk with your customer about the health benefits of filtered water and the cost savings over buying bottled water.

Demonstrate how easy filters are to change. Simply turn counter clockwise. A check valve stops water flow.

Remind your customer that replacement filters are available through their dealer, home supply centers and on line at ge.com.



Self-rising hinge

Benefit Provides effortless access to the overhead compartment. Unlike many competitive models, complete removal of the compartment panel is not required.

How it works Two air-assisted, self-rising hinges automatically raise the access panel when the bottom edge is lifted only slightly. The water filter and main power switch are located in the front of the overhead compartment. The evaporator is also located inside behind the faceplate.

Selling tip: Show the inconvenience of removing the door for access as competitive models require.



Secure-close door system

Benefit Allows convenient, hands-free door closing. Also prevents door slamming, so items inside the refrigerator won't be displaced and youngsters' fingers won't get caught.

How it works Hydraulic hinges are engineered to automatically pull the refrigerator door shut when angled at 90 degrees or less. Air pressure within the hinge hydraulics prevents the door from slamming, no matter how hard it is pushed.

Selling tip: Demonstrate the auto-close and slam-proof features on the sales floor.



Adjustable spillproof glass shelves

Benefit Make cleanup easier by containing spills within the shelf surface.

How it works The cantilevered tempered glass shelves are sealed to the trim on all four sides. 42-inch shelves will contain up to 14 ounces of liquid. 48-inch shelves will contain up to 16 ounces.

Selling tip: Show how easily drips and spills can run down side walls and into crevices without this feature.



ClearLook™ storage

Benefit Allows easy viewing of refrigerator contents, while giving the refrigerator interior a brighter and more open appearance.

How it works Most ClearLook storage bins and baskets are made of a clear Lexan® material, a GE polymer that's among the most durable and versatile available. It can withstand extremely severe impacts in cold conditions, without cracking or breaking.



Icemaker with Quick Ice™ system

Benefit Gives a European-style look to built-in refrigerators.

How it works Contained in the upper freezer area, the icemaker is continually surrounded by the coldest air, reducing the potential for ice clumping. The stainless steel auger provides smooth ice dispersion and will never rust. Quick Ice works 50% faster than other icemakers, which is ideal during parties and other high volume ice usage occasions.

CustomStyle™ and free-standing side-by-side refrigerators



Side-by-side refrigerators quick pitch

Freshness at every level



Stylish appearance

Gently contoured doors and elegant sculptured handles are designed to complement every kitchen



Exceptional food preservation

ClimateKeeper2™ with two evaporators keeps fresh foods **garden fresh longer** and keeps frozen foods at their best



Ultimate convenience

Electronic Beverage Center keeps beverages and treats nicely chilled and ever so easy to reach



GE Profile CustomStyle™ and free-standing side-by-side features at a glance

Key selling messages: • Appearance • Food preservation • Convenience



As an ENERGY STAR® Partner, GE has determined that these products meet the ENERGY STAR® guidelines for energy efficiency.

Sell appearance

1 Sculptured handles/Contoured doors

Sleek subtle styling, Profile Arctica's sculptured handles and contoured doors blend beautifully with any kitchen décor. Slightly curved radius doors with low profile hinges take up less space and are unobtrusive.

2 BrightSpace™ interior lighting

320 watts of interior lighting (200 in fresh food, 120 in freezer) illuminate the interior like never before. Lights are strategically placed to optimize brightness while reducing glare.

3 ClearLook™ interior storage

The see-through fronts on ClearLook gallon door bins allow easy viewing of everything inside. The sculptured edges of bins and drawers reflect the curved lines of the interior.

Sell food preservation

4 ClimateKeeper2™ system

Keeps foods garden fresh longer, while protecting ice from odor transfer with its unique dual evaporator system.

5 Electronic touch temperature controls

Upfront digital controls are precise and show the actual internal temperature in both the fresh food and freezer compartments.

6 Electronic temperature sensors

More electronic sensors than competitors' systems, with each positioned for maximum effectiveness.

7 Multiflow air system **GE Exclusive!**

Includes more vents than competitors' systems, and uses exclusive fresh food and variable-speed freezer fans to keep temperatures consistent throughout the refrigerator.

8 CustomCool™ technology

Allows you to control the environment of the bottom bin. With its own electronic sensor, it chills quickly, thaws in a protected environment and keeps food fresh longer. Full extension, with a lifetime warranty on bin glides.

ExpressChill™ setting Select this feature to chill beverages in minutes, rather than hours.

ExpressThaw™ setting Select this feature to thaw items in hours, rather than days.

SelectTemp™ setting Select this feature to store items at just the right temperature.

9 TurboCool™ setting

This setting helps the refrigerator quickly return to set temperature when the door has been opened for an extended time or hot foods placed inside.

10 NeverClean™ condenser coils

Condenser coils are encased, so they don't require cleaning in normal operating environments.

Sell convenience

11 Electronic Beverage Center

Keeps beverages and treats icy cold and easily accessible.

12 SmartWater™ filtration

Removes impurities. The result is great-tasting water and ice through the LightTouch! dispenser.

13 QuickSpace™ shelf

Quickly slides out of the way to make room for tall items.

14 Slide-out, spillproof glass shelves

Simplify loading, unloading and cleaning.

15 Tall LightTouch! dispenser with LED lighting

Unique, single-cradle design requires only the slightest touch to activate. The tall design allows for easy fill-ups of pitchers, blenders, sports bottles, and coffee pots.

16 Quick Ice™ feature

Ice production is increased up to 50%. The function will be activated for 48 hours or until the user turns the function off (whichever comes first).

17 BrightSpace™ freezer with Integrated Ice™ system

Maximizes space usage. Store large bulky items underneath with no blocking of freezer light.

18 Slide 'n Store™ freezer baskets

Three full-extension baskets glide a full 16" outside the refrigerator, making foods easily accessible.



sell appearance features

GE Profile™ side-by-side appearance features

The ultimate in refrigeration.™

If you want a built-in look, without the built-in expense, GE offers the industry's most comprehensive CustomStyle™ line up. A GE or GE Profile CustomStyle refrigerator **makes the most of your kitchen space** by blending in almost seamlessly with surrounding cabinetry. It **gives you the style you want** and features you need, without the cost and inconvenience of a kitchen redo. And now, GE Profile CustomStyle is available in 25 cu. ft. as well as 23 cu. ft. For a sleek, **modern appearance**, choose stainless or acrylic panels. Or, achieve a **custom look** with cabinet-matching wood panels. Whatever style you prefer, you'll find a CustomStyle refrigerator that **works beautifully with your décor and budget**.



GE Profile™ side-by-side appearance features

GE Profile Arctica® and GE CustomStyle™ side-by-side refrigerators

An impressive design statement, without standing out.

For a built-in look, without the built-in expense, a CustomStyle™ refrigerator makes the most of kitchen space by blending in almost seamlessly with surrounding cabinetry. CustomStyle models come ready to install or with attached trim that will accept panels for a custom look. Whatever style selected a CustomStyle refrigerator works beautifully with any decor and budget.

Trimless side-by-side custom style models



Installation made easy: simply slide in.

Trimless CustomStyle units install by simply sliding into—way into—the space between cabinets. They align with counters, instantly looking built-in, with nothing to attach or build. (Available in stainless steel, white, bisque and black.)

Installed-trim side-by-side customstyle models



Optional panels
Choose stainless steel panels or acrylic panels in white, bisque or black.



Custom wood panels
Make and install your own custom wood panels to accent cabinetry.

Designed for today's discriminating consumers.

CustomStyle refrigerators with factory installed trim accept stainless steel, acrylic and wood panels.

Wood panels from your cabinet-maker not only match the cabinetry but offer a more customized, integrated appearance to the refrigerator.

Optional collar trim and panel accessories.

Optional collar trim frames the refrigerator and covers the space between the cabinets and refrigerator.

Panel accessories come in gloss acrylic or stainless steel.

Collar trim

Model no.	Black collar trim	White collar trim	Bisque collar trim	Stainless steel collar trim
PSI23NCR	TRMBISBB	TRMBISWW	TRMBISCC	-
PSI23SCR	-	-	-	TRMBISSS
PSI23MGR	TRMBISBB	TRMBISWW	TRMBISCC	-
PSI23NGR	TRMBISBB	TRMBISWW	TRMBISCC	-
PSI23SGR	-	-	-	TRMBISSS
PSH23PSR	-	-	-	TRMBISSS
PSH23PGR	TRMBISBB	TRMBISWW	TRMBISCC	-
PSH25MSS	-	-	-	TRM25BISS
PSH25NGS	TRM25BISBB	TRM25BISWW	TRM25BISCC	-
PSH25SGS	-	-	-	TRM25BISS
PSH25MGS	TRM25BISBB	TRM25BISWW	TRM25BISCC	-
PSH25PSS	-	-	-	TRM25BISS

Acrylic and stainless steel panels

Model no.	Black acrylic panels	White acrylic panels	Bisque acrylic panels	Stainless steel panels
PSI23MGR	PSPK23DBB	PSPK23DWW	PSPK23DCC	PSPK23DSS
PSI23NGR	PSPK23DBB	PSPK23DWW	PSPK23DCC	PSPK23DSS
PSH23PGS	PSPK23DBB	PSPK23DWW	PSPK23DCC	PSPK23DSS

GE Profile™ side-by-side appearance features

CustomStyle™ selection

Installed-trim side-by-side models

Dispenser models



PSH23PGS
Shown with optional black acrylic panels. Available in white or black.

This model is ENERGY STAR®-qualified.



PSI23NGR
Shown with custom wood panels. Available in white, bisque or black.



PSH25NGS/PSH25MGS
Shown with custom wood panels. Available in black.

These models are ENERGY STAR®-qualified.



PSI23MGR
Shown with optional white acrylic panels. Available in white or black.



PSI23MGR
Shown with custom wood panels. Available in white or black.

Non-dispenser models



PSI23NCRWV
Shown with optional white acrylic panels. Available in white or black.



PSI23NCRBV
Shown with custom wood panels. Available in white or black.

Trimless side-by-side models

Dispenser models



PSW23PSS
Stainless-wrapped with sculptured stainless steel handles.

This model is ENERGY STAR®-qualified.



PCF25PGS
High gloss with sculptured handles. Available in white or black.

This model is ENERGY STAR®-qualified.



PSC25MGS
Available in white or black.

PSC25NGS
Available in black.

These models are ENERGY STAR®-qualified.



PSC23NGS/PSC23MGS
Available in white, bisque or black.



GSC23LGR
Available in white or black.



GSC22KGR
Available in white or black.



PSC23SHR
Stainless steel with sculptured stainless steel handles.



PSC25PSS
Stainless steel with sculptured stainless steel handles.

This model is ENERGY STAR-qualified.



PSC23PSS
Stainless steel with sculptured stainless steel handles.

This model is ENERGY STAR-qualified.



PSC25SGS/PSC25MSS
Stainless steel with sculptured stainless steel handles.

These models are ENERGY STAR-qualified.



PSC23SGR
Stainless steel with sculptured stainless steel handles.



PSH25PSS/PSH25SGS
Stainless steel with full-length visor handles.

These models are ENERGY STAR-qualified.



PSH23PSS/PSI23SGR
Stainless steel with full-length visor handles.

Model PSH23PSS is ENERGY STAR-qualified.



PSH25MSS
Stainless steel with full-length visor handles.

This model is ENERGY STAR-qualified.



GSC23LSR
Stainless steel with tubular handles.

Non-dispenser model



PSI23SCR
Stainless steel with full-length visor handles.

GE Profile™ side-by-side appearance features



Contoured doors

Benefit New appearance option that will visually differentiate the new refrigerator from a consumer's last.

How it works The front face is slightly contoured outward and the upper front door edge has a subtle arched curve. Extends 1" further than flat faced models.

Selling tip: Point out the sleek appearance and elimination of end caps with this design.



GE Profile™ sculptured handles

Benefit An exclusive look to GE that is visually elegant and enhances the whole kitchen.

How it works Available in stainless steel and high-gloss color options. Stainless glistens with high style appeal and is as durable as the stainless cabinet finish. High-gloss are made of injected thermoset materials that are also very durable and easy to clean.

Selling tip: Point out the fit, fill, and finish of our handles as compared to others. Allow the buyer to open the door and feel the quality of the back finger grips.



LED dispenser lighting

Benefit Ideal illumination for dispenser areas that is closer in appearance to natural daylight.

How it works Light Emitting Diode (LED), has no wire element so it doesn't burn out (life estimate of 100,000 hours or 22 years). Using a semiconductor the plastic resin bulb generates no heat, uses very little energy and is virtually unbreakable.

Selling tip: Use a Styrofoam cup to show how the LED light fades on and off. Remind the buyer that it should never have to be replaced. (Use a white cup to show the light best.)



BrightSpace™ lighting

Benefit Consumers love the look and great visibility.

How it works Seven lights in all. Four (200 watts) in the fresh food and three (120 watts) in the freezer illuminate every inch of our built-in refrigerators.

Selling tip: Make sure models are plugged in so the lighting self sells.



ClearLook™ storage

Benefit Makes it easy to see refrigerator contents while giving the refrigerator a brighter more open appearance.

How it works ClearLook™ storage drawers, bins and baskets are made of durable GE Lexan® can withstand severe impacts in cold temperatures without cracking or breaking.

Selling tip: GE Lexan® is a polymer that is so strong, it is what the astronauts face guards are made of. It will easily hold heavy gallon containers and is scratch resistant.



sell food preservation features

GE Profile™ side-by-side food preservation features

ClimateKeeper2™ dual-evaporator system

The Industry's Most Advanced Refrigeration System keeps foods garden fresh longer

Two-compartment cooling technology

Keeps fresh foods fresh and frozen foods at their best. Moist air in the fresh food compartment never mixes with dry freezer air, so foods retain their texture, color and flavor.

Longer-lasting freshness means less food wasted.

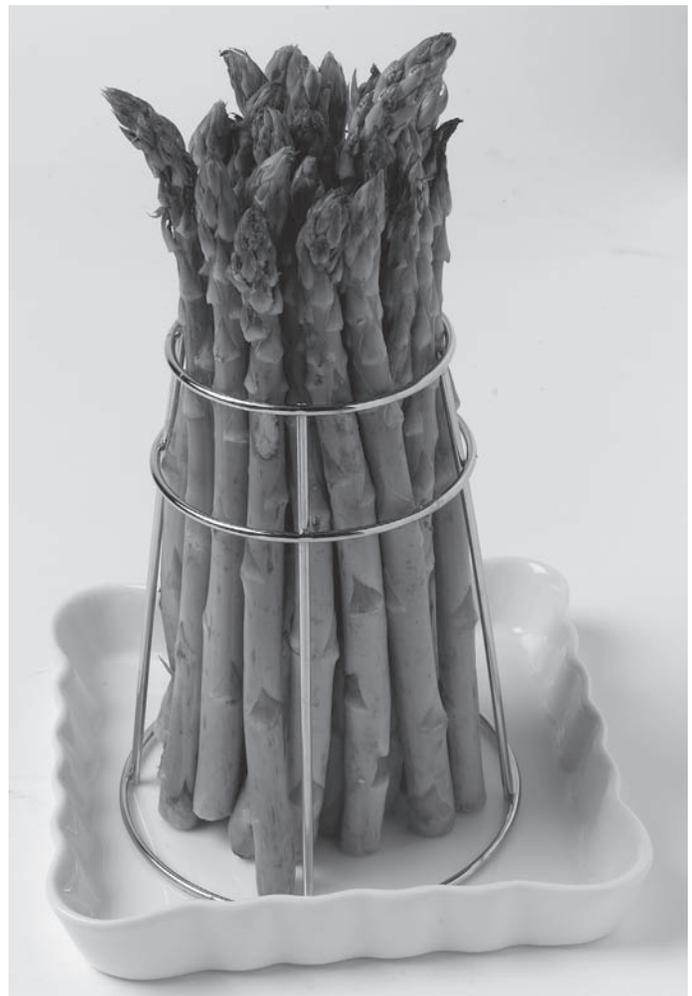
Recent studies show that American families waste billions of dollars worth of food each year*. The new ClimateKeeper2 system can go a long way toward reducing wasted food and money.

*Appliance Magazine, November 2003 online survey.

These food examples show the impact ClimateKeeper2 has on foods. Meats, leftovers and even desserts all show dramatic differences in how long foods look and taste good.



Asparagus after five days—Conventional system
Stalks have begun to bend and appear lifeless.



Asparagus after five days—ClimateKeeper2 system
Fresh-looking in texture and color, the bright-green stalks stand straight.



Lemons after five days—Conventional system

Refrigerated slices shrivel around the edges, drying up and losing flavor.



Lemons after five days—ClimateKeeper2 system

Still fresh and juicy, slices stay bright, moist and flavorful.



Mushrooms after three days—Conventional system

Mushrooms have dried out quickly and developed dark, soft spots.



Mushrooms after three days—ClimateKeeper2 system

Still fresh and firm, mushrooms remain smooth and meaty.



Spinach salad after three days—Conventional system

Spinach has curled and lost its crispness, while mushrooms have turned dark and dry.



Spinach salad after three days—ClimateKeeper2 system

Crisp greens retain their tenderness, while mushrooms are still white and smooth.

GE Profile™ side-by-side food preservation features

The ClimateKeeper2™ system uses two evaporators—one for the fresh food compartment and a separate one for the freezer. Creating and maintaining higher humidity for fresh foods helps keep them garden fresh longer. Providing a dry environment for frozen foods keeps them at their best and require fewer defrost cycles.

ClimateKeeper2 dual-evaporator system

- Maintains humidity in the fresh food compartment to help preserve fresh foods that require more moisture
- Reduces defrost cycles to help keep frozen foods at their best
- Cycles air in the fresh food compartment separately from freezer air, preventing the transfer of food odors

Conventional single-evaporator system

- In conventional systems the fresh food area is cooled by venting freezer air into the fresh food side through a vent. Usually the vent will be near the upper freezer side corner
- Allows air and odors to circulate between the fresh food and freezer compartments
- Cold, dry freezer air absorbs moisture from foods as it circulates. Humidity levels are too low to keep foods at their best
- Allows humidity from the fresh food compartment to transfer to the freezer, causing more frequent defrosting and the increased chance of freezer burn



"Finally, ClimateKeeper2 brings out the best in foods. It keeps temperature and humidity under control so foods stay fresh longer."

—Alton Brown, Host/Writer of Food Network's "Good Eats"



Unlike conventional systems, ClimateKeeper² does not circulate freezer air into the fresh food compartment. Moisture is not absorbed by the cold air, so foods stay fresh longer.

GE Profile™ side-by-side food preservation features

ClimateKeeper™ temperature management system— “The best temperature-management system you can buy”

ClimateKeeper temperature management system is found on all dual-evaporator and Profile Side-by-Side

Benefit Maintains even, accurate temperatures throughout the refrigerator, using three key elements: electronic temperature sensors, multifold air tower and electronic digital controls.



Electronic digital controls with temperature display

Benefit Eliminates guesswork in setting refrigerator temperatures. Actual temperatures are shown in the control panel display.

How it works Data from electronic sensors constantly measure the fresh food and freezer temperatures displaying them in degrees. Fresh food is factory preset at 37° and is adjustable between 34° and 44°. Freezers are preset at 0° and can be adjusted between -6° and +6°.

Selling tip: Plug in to show the temperature display and allow the customer to change the settings.

To change settings, press the Warmer or Colder touch pads. After setting, temperature reverts to the actual temperature.

To turn off, press the pads until the display shows “OFF”. A memory feature returns temperature to its set temperature if power is turned off.



Electronic sensors

Benefit Monitors temperatures constantly for accuracy and consistency.

How it works Strategically positioned sensors transmit readings to the refrigerator’s micro-computer which then calculates when to run the compressor, evaporators, dampers, and defrost cycles. Sensors detect temperature fluctuations from door openings or warm foods and adjust immediately. Side-by-side models have 3 sensors for the fresh food and 2 for the freezer. Sensor covers may be visible on interior walls, but those on the evaporator are not.

Selling tip: Explain how electronic sensors have revolutionized refrigeration. Mention how automobiles rely on electronic sensors for reliability. This same technology is available in GE refrigerators.



Multifold air tower

Benefit Delivers cold air throughout the interior for even cooling. Eliminates extra cold or warm spots.

How it works Located on the back wall, the tower runs from the evaporator through the fresh food compartment. Fans move air through vents in the air tower.

Selling tip: Point out how other refrigerators bring in air in one place, usually the top left corner.

GE Profile side-by-side food preservation features

CustomCool™

Benefit Quickly chills beverages, defrost frozen meats, and keeps foods at optimal settings. It's three unique features in location.

How it works An electronic sensor positioned behind the CustomCool™ drawer, monitors the temperature within the drawer and activates a cold air channel, heating element, or fan depending on the feature selected.



To use:

ExpressChill™ setting

Benefit Chills cans, bottles and 2 liter containers in minutes, not hours.

How it works A freezer air channel opens, allowing frigid air to enter. The fan then vigorously circulates the air around the beverage, chilling it quickly.

ExpressChill options are 15, 30, and 45 minute cycles. To activate:

1. Touch the ExpressChill pad. Display light shows time selected.
2. Press pad once for 15:00, again for 30:00 and again for 45:00.
3. A blue indicator light comes on next to the chill time selected.
4. Pressing a 4th time turns it off.

ExpressChill cools immediately with remaining time displayed. When the cycle is complete, CustomCool™ reverts back to refrigerator setting.

Selling tip: ExpressChill is great when unexpected guest arrive and cold beverages are needed.

When returning from the grocery, drinks can be chilled in time for dinner.

ExpressThaw™ setting

Benefit Safely and evenly thaws meats and poultry in hours, not days.

How it works A 30 watt heating element located behind CustomCool™ comes on to warm the air. The fan circulates the warmed air around the food.

ExpressThaw settings are based on food weight. To activate:

1. Touch the ExpressThaw pad. Display shows weight selected.
2. Press pad for 1/2 lb, again for 1 lb., 2 lb., or 3 lb.
3. A gold indicator light comes on next to the weight selected.
4. Pressing a 5th time turns it off.

ExpressThaw begins immediately and display shows time remaining. When complete, CustomCool™ reverts to the 32° meat setting until changed.

Selling tip: Thawing steaks in CustomCool™ when you leave for the office will have them ready for the grill by the time you're ready for dinner. If plans change, the steaks will be safely held at 30° until you remove them.

SelectTemp™ setting

Benefit Converts CustomCool™ to the ideal environment for fruits, vegetables or meats.

How it works By controlling both temperature and air flow, CustomCool™ can be made colder, warmer, or more humid depending on option selected.

SelectTemp can be set for Citrus, Produce or meats. To activate:

1. Touch the SelectTemp pad
2. A green light comes on by the option selected.
3. For Citrus (43°), a vent opens to reduce humidity while the heating element raises the temperature.
4. For Produce (35°), the vent closes, retaining moisture.
5. For Meats (32°), the freezer air channel opens lowering the temperature as needed.

The SelectTemp setting will remain as set, until changed.

Selling tip: SelectTemp provides the maximum in food storage flexibility while insuring that foods receive the best care possible.

GE Profile™ side-by-side food preservation features

Storage Drawers and Bins

The deli and fresh produce pans have pocket handles for easy gripping and rollers on the rear to slide forward and back smoothly.



Freshness Center™ (Three-stack drawer system)

Benefit Maximizes shelf space and enhances interior appearance.

How it works Available in two configurations: two humidity-controlled drawers and a deli drawer, or a CustomCool™ drawer, humidity-controlled drawer and DeliFresh drawer.

Humidity drawers have low setting for fruits and high for vegetables.

Selling tip: Point out the clean appearance of our three-stacked drawer systems. The unified appearance is preferred by most people.

Also point out how each drawer uniquely cares for different foods so freshness is maximized.



Fruit and vegetable crisper with adjustable humidity

Benefit Provides the ideal storage environment, keeping fruits and vegetables fresher, longer.

How it works Front and back gasket seals reduce air movement helping fruits and vegetables to retain moisture.

HIGH setting closes air vents blocking circulation and creating higher humidity levels for vegetables. LOW setting opens air vents creating lower humidity for fruits and thick-skinned vegetables.

Selling tip: Demonstrate the adjustable humidity control and explain the benefits of controlling humidity for fruits and vegetables.



Deli drawer/DeliFresh

Benefit Provides adjustable cold storage to keep packaged meats, cheeses and other deli items fresher, longer.

How it works A temperature control on the refrigerator back wall allows cold air to flow directly into the deli drawer, keeping it approximately 4° colder than the refrigerator.

Selling tip: Show the temperature control on the back wall and explain how colder temperatures keep packaged meats fresher, longer.

Deli drawers have gasket seals at the front and back.



Sealed drawer

Benefit Provides a convenient storage space with higher humidity levels that prevent smaller food items from drying out too quickly, even when they're not securely wrapped.

How it works A gasket seal along the sides or back reduces air movement through the drawer, maintaining humidity levels that keep foods fresh.

GE Profile side-by-side food preservation features



TurboCool™ setting

Benefit Restores refrigerator temperatures quickly when the door is opened frequently or for extended periods of time, or when hot items are placed inside.

How it works To activate, press the TurboCool pad on the control panel. A green indicator light will come on, and “tc” will appear in the fresh food temperature display. TurboCool turns the compressor and fans on at high speed. Unless deactivated, TurboCool continues to operate for 8 hours, then shuts off automatically.

Selling tip: Point to the TurboCool button on the control panel. Invite the customer to press the button, noting how the green indicator light illuminates upon activation.



FrostGuard™ technology

Benefit Reduces freezer burn and retains quality and flavor of frozen foods. Restores freezer temperature quickly. Saves energy.

How it works Rather than cycles based only on time, FrostGuard uses electronics to calculate exactly when defrost cycles are needed resulting in fewer defrost cycles. Sensor readings, number of door openings, and compressor run times are all factored in. A pre-chill cycle lowers temperature 15° to 20° before defrost to prevent partial thawing of foods as temperatures raise.

Selling tip: Ask if frozen foods have appeared dry or off taste. Has ice cream been inedible? This is due to the constant thawing and re-freezing during defrost cycles which is greatly reduced with FrostGuard Technology.



NeverClean™ condenser coils

Benefit Eliminates the need to clean dirt and dust from the coils. Clean coils allow the refrigerator to function at peak efficiency.

How it works NeverClean condenser coils, found on all GE/GE Profile refrigerators, are encased in a sealed compartment, keeping them clean and functioning optimally.

During the cooling process, warm air exits the refrigerator through the condenser coils. This movement of air collects dust and household debris. Dirty coils reduce the refrigerator's ability to maintain optimal temperatures or operate at maximum energy efficiently.

Selling tip: Ask the customer if they clean under or behind their refrigerator to keep coils clean and the refrigerator operating at maximum efficiency. The recommended cleaning is every 4-6 months. Most people clean coils once or twice a year, which is usually insufficient to keep refrigerators operating at peak performance and reduce energy use.



sell convenience features

GE Profile™ side-by-side convenience features

Ice and Water System



Integrated Ice™ system

Benefit Maximizes freezer storage space and prevents ice clumping. Tilt-down feature provides easy access to cubed ice.

How it works The ice bucket is integrated into the icemaker, not the freezer door, freeing up valuable storage space. The patented stainless steel auger promotes efficient operation and will never rust or corrode. Cubed ice is easily removed by tilting the bucket, or the bucket can be lifted out entirely. See **How Icemakers Work** (page 17) for additional information.

Selling tip: Point out how integrated ice, tucked up inside the freezer cabinet and not the door, frees up valuable storage space. For any size item including large turkeys over 22 pounds.



Quick Ice™ setting

Benefit Makes ice in about half the time.

How it works A fan above the ice tray blows freezer air over the cubes speeding up the freezing process. Quick Ice will operate for 48 hours or until the Quick Ice™ pad is pressed to deactivate.

Selling tip: Explain the benefit of having extra ice when entertaining or during the holidays. No more trips out to buy more ice.



GE SmartWater™ and SmartWater Plus filtration systems

Benefit Reduces contaminants and odors for cleaner, better tasting water. Removes cloudiness and turbidity.

How it works SmartWater filters remove these impurities from household water: chlorine, lead, microbiological cysts, mercury, asbestos, benzene (from auto exhaust), p-dichlorobenzene, herbicides (Atrazine, 2,4-D), and pesticides (Lindane, Toxaphene, Carbofuran, Alachlor) and 0.5-1 micron particles.

SmartWater Plus filters always have a filter change indicator light and are rated for 1 year (300-500 gallons). SmartWater™ filters do not have an indicator light and are rated for 6 months but also filter 300-500 gallons of water.

Selling tip: Talk with your customer about the health benefits of filtered water and the cost savings over buying bottled water.

Demonstrate how easy filters are to change. Simply turn counter clockwise. A check valve stops water flow.

Remind your customer that replacement filters are available through their dealer, home supply centers and online at ge.com.



Tall LightTouch! dispenser

Benefit Operates with the slightest touch for delicate stemware and is tall enough for easy fill-ups of sports bottles, blenders, and other tall items.

How it works Options on Tall LightTouch! dispensers include:

- **Ice & Water** (crushed or cubed)
- **Light** comes on when paddle is activated or by pressing the light pad.
- **Child lock** press for 3 seconds to turn on or off.
- **Door alarm** sounds if door is open for 3 minutes.
- **Water filter change indicator** lights when filter should be changed.

Quick Ice™ makes ice 50% faster.

Selling tip: Invite the customer to touch the dispenser paddle with a Styrofoam cup. With no mechanical paddles to push, LightTouch! activates with minimal pressure.

Demonstrate how tall items fit easily. The single paddle eliminates the possibility of a large container accidentally engaging the second paddle on competitive models having two paddles.

GE Profile™ side-by-side convenience features



Integrated shelf support system

Benefit Give the interior a sleek, contemporary appearance that showcases what's on the shelves, not what's holding them up. Shelves are super strong, and designed to make interior surfaces easier to clean.

How it works Integrated shelves are made possible by molding the shelf supports into the refrigerator lining. This integrated design provides strength and even weight distribution.

Selling tip: Demonstrate how easy it is to remove a shelf. Have customer remove a shelf and replace in a different position.



QuickSpace™ shelf

Benefit Creates extra storage space for tall items such as flowers, special desserts, and bottles.

How it works Made of tempered glass, QuickSpace functions as a normal full-size shelf until extra room is needed for tall items. The front half of the shelf simply slides back underneath the rear portion, instantly providing vertical storage flexibility. There's no need for clumsy shelf removal or for turning a crank.

Selling tip: Invite the customer to slide back the QuickSpace shelf and then pull it forward to demonstrate how easily it works and how much space it provides.



Adjustable slide-out, spillproof shelves

Benefit Simplifies loading and unloading with convenient slide-out shelf design. Contains spills for easy clean up.

How it works The tempered glass shelves slide forward 6 inches, making it easy to reach items stored in the back. A tab prevents the shelves from being pulled out too far.

To remove slide-out shelves in refrigerators with integrated supports, pull the shelf forward, press down on the tab on the right hand side, and slide the shelf free.

Selling tip: Explain the benefits of easy cleanup by pointing to the lip on the shelf and explaining how it catches spills. Also point out that the shelf goes all the way to the side of the refrigerator—again, helping contain the spill on the shelf.



Beverage Center

Benefit Chills beverages icy cold, 3-4° colder than the rest of the refrigerator. Accommodates all size containers.

How it works Press the Beverage Pad to turn on. A green light indicates it is on.

An air channel runs from the fresh food evaporator to the Beverage Center air port. A sensor on the evaporator measures the temperature. When cold air is needed, the sensor activates the evaporator and specialized fan to blow cold air through the channel and into the Beverage Center.

A temperature limiting feature shuts off cooling if the temperature drops below 30° to prevent freezing.

Selling tip: Tell your customer that GE's Beverage Center is the only electronically controlled center in the industry. Engineering tests verified a 3-4° lowering of temperature while competitive models showed no measurable temperature difference.

GE Profile side-by-side convenience features



In-the-door beverage rack

Benefit Conveniently stores canned drinks, juice boxes, wine bottles and other items in an easy-to-access location, freeing up valuable shelf space.

How it works Designed to hold up to 9 soft drink cans, the beverage rack is engineered with a slanted design that holds beverages. That unique design means beverages are held securely in place, even when the refrigerator door is slammed shut.

Selling tip: Ask the customer to reach in to the rack, demonstrating how easily it is to quickly grab a sports drink on the go.



Refreshment center ("H" models)

Benefit Provides easy external access to foods stored inside the refrigerator door.

How it works Made of ABS plastic, this sturdy fold-down door provides a convenient serving counter. Children can access favorite drinks without opening the larger refrigerator door.

Selling tip: To demonstrate the convenience of the refreshment center, have gallon jugs or two-liter bottles already in place in the compartment. Invite the customer to drop the door down, and point out the accessibility of the items.



Slide 'n Store™ full-extension freezer basket

Benefit Makes accessing the back of the freezer basket an easy task. Frozen foods don't get lost in the back of the freezer.

How it works Full-extension baskets slide easily on glides extending 16" beyond the freezer door, further than any competitive model.

Selling tip: Slide basket out to demonstrate how far it extends outside the refrigerator.



Tilt-out freezer door bins

Benefit Allows door bins to be over stuffed without the difficulty of removing foods, even when frozen into odd shapes.

How it works These door bins tilt forward to give full access to food items, no matter how food has been packed in

Selling tip: Demonstrate the removal and relocation of the bins. Tilt forward to show the easy access to items inside.



Adjustable gallon door bins

Benefit Provides maximum storage flexibility for large items like gallon jugs, two- and three-liter bottles, six-packs, etc.

How it works Gallon door bins are deeper and wider than normal bins. The integrated door liner securely supports heavier weights and allows positioning at different heights, depending on the user's needs.

Selling tip: Have customer remove and replace a deep door bin to demonstrate how easily adjustments can be made.

GE® side-by-side features at a glance



Key selling messages: • Appearance • Food preservation • Convenience



Model GSH25JFRWW



As an ENERGY STAR® Partner, GE has determined that these products meet the ENERGY STAR® guidelines for energy efficiency.



Model GSH25JFRWW

Sell appearance

1 Radius doors and low profile hinges (some models)

Doors are slightly curved at the corners to provide a softer look. Hinges are low and allow for easy door opening within the case—no need to allow for extra space.

2 Upfront and mid-level lighting (some models)

Lighting in the front and the middle of the fresh food section makes it easier to see items inside.

Sell food preservation

3 Electronic temperature controls **GE Exclusive!**

Electronic temperature sensors allow for better temperature management in the fresh food and freezer compartments, keeping foods fresh.

4 FrostGuard™ adaptive defrost system

It monitors door openings and usage in order to calculate when it's necessary to defrost. (Traditional systems only account for time.) Also, freezer goes into "pre-chill" mode in order to cool down the compartment prior to the defrost heater turning on.

Sell convenience

5 SmartWater™ filtration

Delivers clean, great-tasting water and ice through the LightTouch! dispenser.

6 Tall LightTouch! dispenser

Unique, single-cradle design requires only the slightest touch to activate. The tall design allows for easy fill-ups of pitchers, blenders, sports bottles, and coffee pots.

7 Adjustable gallon door bins

Hold gallon-size containers with style and ease.

GE® side-by-side appearance features



Interior lighting

Benefit GE side-by-sides have upfront lighting making it easy to see contents inside.

How it works Dual level lights are positioned where they maximize light best. One 60-watt bulb is positioned in the upper front for shelf lighting, and two 40-watt mid-level lights shine on drawers below.

Single level lighting consists of a 60-watt bulb at the top of the fresh food cabinet.

Both types have a 60-watt bulb in the freezer.

Radius doors and Low-profile hinges

Benefit Gives the refrigerator an updated appearance that's easier to move through doorways and position under cabinets.

How it works Radius doors are slightly curved at the corners, while the front is flat, not contoured. Low profile hinges allow for easy door opening within the case and take up less exterior space.

Selling tip: Point out low hinges and demonstrate how door opens within the case. Explain the benefit of this feature in tight spaces.

Food preservation features

Electronic temperature control system

Uses electronic sensors and electronic controls to maintain optimal temperatures.



Electronic sensors

Benefit Provide consistent precise temperatures.

How it works GE models have two sensors in the fresh food and one in the freezer to transmit temperatures to the main micro-computer. The micro-computer then controls compressor operation, fan speeds, and defrost cycles.

Selling tip: Point out the electronic sensor in the fresh food compartment (top left-hand corner).



Electronic digital touch controls

Benefit Enhance perceived quality and reliability by providing a high-tech look preferred by consumers.

How it works Digital controls display a range of temperature settings, from 0 to 9, with 9 being the coldest. Digital controls are pre-set at 5, and can be adjusted by touching the Warmer or Colder pads until the desired setting is displayed. Setting either the fresh food or freezer controls to "0" will turn the refrigerator off, indicated by a flashing "0" in the display.

Selling tip: Show your customer how these controls combine the convenience of touch pads with the ease of 0-9 settings.



Electronic dial temperature controls

Benefit Easy to see and set, dial controls appeal to consumers preferring the simplicity of dials over digital.

How it works GE dial controls receive readings from electronic sensors and are more accurate than traditional dial controls. Temperature settings range from 0 (off) to 9 (coldest). Dials are preset at the factory at 5 for the freezer and 5 for the fresh food.

Selling tip: Be sure to tell your customer that even though these models use dial controls, they are supported by the internal electronic sensors for increased temperature accuracy.

GE side-by-side food preservation features



GE drawer system

Benefit Provides specialized compartments for specific commonly stored foods.

How it works Storage drawers vary according to the type foods they are designed for.

- **Snack drawers** have no gaskets and are suitable for all types of smaller snack items.
- **Sealed drawers** with side gaskets maintain higher humidity and are good for storing leafy vegetables.
- **DeliFresh drawers** have gaskets at the front and back and temperature adjustments keeping the drawer 4° colder, ideal for lunch meats.
- **Fruits and vegetables** are gasket-sealed with adjustable humidity settings. HIGH for leafy vegetables and LOW for fruits.

Selling tip: Demonstrate humidity control on fresh produce pan and explain the benefits of humidity control when storing fruits and vegetables.

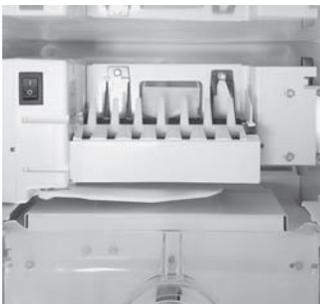


FrostGuard™ technology

Benefit Reduces freezer burn and retains quality and flavor of frozen foods. Restores freezer temperature quickly. Saves energy.

How it works Rather than cycles based only on time, FrostGuard uses electronics to calculate exactly when defrost cycles are needed resulting in fewer defrost cycles. Sensor readings, number of door openings, and compressor run times are all factored in. A pre-chill cycle lowers temperature 15° to 20° before defrost to prevent partial thawing of foods as temperatures raise.

Selling tip: Ask if frozen foods have appeared dry or off taste. Has ice cream been inedible? This is due to the constant thawing and re-freezing during defrost cycles which is greatly reduced with FrostGuard Technology.



Electronic icemaker (IM6SS)

Benefit Provides cubed and/or crushed ice.

How it works GE icemakers function just like GE Profile integrated icemakers (see How Icemakers Work page 17). The rectangular shape of the GE icemaker is very different from GE Profile's Integrated Ice. Positioned near the top of the freezer, the rectangular shape creates a convenient storage space above the icemaker.

Selling tip: Ask if the customer had an icemaker in their previous refrigerator. If they didn't, they may be unaware of the convenience and satisfaction of having ice for drinks without the mess and bother of manually filling ice cube trays.

GE® side-by-side convenience features



GE SmartWater™ and SmartWater Plus filtration systems

Benefit Reduces contaminants and odors for cleaner, better tasting water. Removes cloudiness and turbidity.

How it works SmartWater filters remove these impurities from household water: chlorine, lead, microbiological cysts, mercury, asbestos, benzene (from auto exhaust), p-dichlorobenzene, herbicides (Atrazine, 2, 4-D), and pesticides (Lindane, Toxaphene, Carbofuran, Alachlor) and 0.5-1 micron particles.

SmartWater Plus filters always have a filter change indicator light and are rated for 1 year (300-500 gallons). SmartWater™ filters do not have an indicator light and are rated for 6 months but also filter 300-500 gallons of water.

Selling tip: Talk with your customer about the health benefits of filtered water and the cost savings over buying bottled water.

Demonstrate how easy filters are to change. Simply turn counter clockwise. A check valve stops water flow.

Remind your customer that replacement filters are available through their dealer, home supply centers and online at ge.com.



Tall LightTouch! dispenser

Benefit Operates with the slightest touch for delicate stemware and is tall enough for easy fill-ups of sports bottles, blenders, and other tall items.

How it works Options on Tall LightTouch! dispensers include:

- **Ice & Water** (crushed or cubed)
- **Light** comes on when paddle is activated or by pressing the light pad.
- **Child lock** press for 3 seconds to turn on or off.
- **Door alarm** sounds if door is open for 3 minutes.
- **Water filter change indicator** lights when filter should be changed.
- **Quick Ice™** makes ice 50% faster.

Selling tip: Invite the customer to touch the dispenser paddle with a Styrofoam cup. With no mechanical paddles to push, LightTouch! activates with minimal pressure.

Demonstrate how tall items fit easily and the single paddle eliminates the possibility of a large container accidentally engaging the second paddle on competitive models having two paddles.



QuickSpace™ shelf

Benefit Creates extra storage space for tall items such as flowers, special desserts, and bottles.

How it works Made of tempered glass, QuickSpace functions as a normal full-size shelf until extra room is needed for tall items. The front half of the shelf simply slides back underneath the rear portion, instantly providing vertical storage flexibility. There's no need for clumsy shelf removal or for turning a crank.

Selling tip: Invite the customer to slide back the QuickSpace shelf and then pull it forward to demonstrate how easily it works and how much space it provides.



Cantilevered shelves

Benefit Provide enhanced storage flexibility. Shelves can be adjusted in one-inch increments.

How it works The metal frame for each shelf has hooks on the back that slip into slots in the support bracket, which is positioned on the rear wall.

GE side-by-side convenience features



Adjustable slide-out, spillproof shelves

Benefit Simplifies loading and unloading with convenient slide-out shelf design. Contains spills for easy clean up.

How it works The tempered glass shelves slide forward 6 inches, making it easy to reach items stored in the back. A tab prevents the shelves from being pulled to far.

To remove slide-out shelves in refrigerators with integrated supports, pull the shelf forward, press down on the tab on the right hand side, and slide the shelf free. Models with cantilever shelf supports are lift up and out of the rear wall bracket.

Selling tip: Tell your customer that GE's Beverage Center is the only electronically controlled center in the industry. Engineering tests verified a 3-4° lowering of temperature while competitive models showed no measurable temperature difference.



Adjustable gallon door bins

Benefit Convenient and flexible storage for large items.

How it works Deeper and wider than normal bins with GE Lexan' fronts, large gallon sized containers fit easily. Supported by the integrated door liner, heavy containers are securely supported and bins are adjustable to multiple positions.

Selling tip: Remove one of the gallon door bins and reposition it in another location to show the storage flexibility. Point out the Lexan ClearLook fronts.

Nothing shows off gallon door storage better than milk jug POP. Be sure your customers are using them.



Sweet spot freezer shelf

Benefit This convenient shelf is in the coldest part of the freezer and is ideal for ice cream.

How it works Called the "sweet spot" shelf because it is very cold and convenient for small items such as ice cream, juices, spices and more

Selling tip: Point to shelf and talk about all the small items that can be stored there within easy reach.



Slide-out freezer storage bin (some models)

Benefit Easily holds hard-to-store, odd sized items like large roasts or turkeys.

How it works Sturdy bin slides out for convenient access and makes efficient use of freezer space.

Selling tip: Have customer slide out the bin to view the large capacity.

bottom-freezers



Bottom-freezer refrigerators quick pitch

Freshness at every level



Stylish appearance

The doors on top are the new french door style with true stainless steel sculptured handles on stainless and stainless-wrap models.



Outstanding food preservation

Exclusive ClimateKeeper™ system includes a digital temperature readout, electronic sensors and an air tower for precise temperature control and optimal food freshness.



Tremendous convenience

Multi-level Slide 'n Store™ freezer baskets allow easy loading and unloading of frozen foods.



GE Profile™ bottom-freezer features at a glance

Key selling messages: • Appearance • Food preservation • Convenience



Model PFS22SIS



As an ENERGY STAR® Partner, GE has determined that these products meet the ENERGY STAR® guidelines for energy efficiency.



Sell appearance

1 Stylish Appearance

The doors on top are the new french door style with true stainless steel sculptured handles on stainless and stainless-wrap models.

2 Contoured doors with sculptured Profile handle

The larger sculptured Profile handles dramatically change the appearance of our bottom freezers.

3 BrightSpace™ interior

One of the best appearance stories in the marketplace, it features great looks with excellent storage and brightly lit interiors. The ABS liner is stain- and odor-resistant and will look new for years.

4 ClearLook™ gallon-door bins and crispers

No opaque fronts to block contents, as all Profile Arctica door storage and interior bins have ClearLook fronts.

Sell food preservation

ClimateKeeper™ system

5 Upfront digital controls with digital temperature readout

Maximum food preservation both fresh food and freezer areas is easy to maintain with precise temperature readout on Profile Arctica models.

6 Electronic sensors

Three electronic sensors maintain consistent temperature at all times.

7 Multiflow air system

Twelve air vents strategically located maintain precise, even cooling.

8 TurboCool™ setting

Quickly cools the refrigerator after frequent door openings.

9 GE SmartWater™ filtration with indicator light

Upgraded 750-gallon filter removes more impurities, provides one year of clean, fresh-tasting filtered ice, and takes up a small amount of space. Indicator light reminds you when to change filter, and a reset button reactivates reminder once filter has been replaced.

Sell convenience

10 Internal water dispenser with GE SmartWater™ filtration

Provides chilled, great-tasting filtered water on demand from inside the refrigerator.

11 Slide-out, spillproof shelving system

Makes it even easier to load and unload the fresh food area.

12 QuickSpace™ shelf

The front half of the shelf quickly slides back and out of the way for tall-item storage.

13 Adjustable gallon-door storage

Allows convenient repositioning of door bins to best suit individual needs.

14 Multi-level freezer Slide 'n Store™ system

Includes three full-extension baskets in the freezer compartment.

15 ShelfSaver™ rack

The slide-out rack provides storage for 12 beverage cans, 2 water bottles, 2 cartons of eggs, leftover containers or even a 9" x 13" casserole dish. (18 and 22 cu. ft. models only.)



sell appearance features

GE Profile™ bottom-freezer appearance features



Contoured doors with sculptured Profile handles

Benefit New appearance option that will visually differentiate the new refrigerator from a consumer's last. Contoured doors and sculptured handles make an elegant design statement.

How it works The front face is slightly contoured outward and the upper front door edge has a subtle arched curve. The exclusive shape of the sculptured handle give our French door a signature look that's uniquely GE Profile.

Selling tip: Point out the sleek appearance and elimination of end caps with this design. Show your customer how well the handles and door design compliment each other.



BrightSpace™ interior lighting

Benefit With fresh food at eye level, BrightSpace™ lighting makes the interior glow and foods easy to see.

How it works Reveal light bulbs provide a brighter true-to-color light that makes both the refrigerator and foods inside look better. 120 watts of Reveal lighting in the fresh food and 40 watts in the freezer.

Selling tip: Open the door of a GE Profile bottom freezer and compare it to any other bottom freezer on the sales floor. The difference in lighting is visually obvious.



ClearLook™ storage

Benefit Allows easy viewing of refrigerator contents, while giving the refrigerator interior a brighter and more open appearance.

How it works Most ClearLook storage bins and baskets are made of a clear Lexan® material, a GE polymer that's among the most durable and versatile available. It can withstand extremely severe impacts in cold conditions, without cracking or breaking.

Selling tip: Demonstrate humidity controls. Have customer remove one pan, then slide the other over and out to demonstrate the ease of removal for cleaning.



Adjustable gallon door bins

Benefit Convenient and flexible storage for large items.

How they work Deeper and wider than normal bins with GE Lexan' fronts, large gallon sized containers fit easily. Supported by the integrated door liner, heavy containers are securely supported and bins are adjustable to multiple positions.

The door storage bins on all bottom freezer models are gallon storage.

Selling tip: Remove one of the gallon door bins and reposition it in another location to show the storage flexibility. Point out the Lexan ClearLook fronts.

Nothing shows off gallon door storage better than milk jug POP. Be sure your customers are using them.



Deli drawer

Benefit Provides adjustable cold storage to keep packaged meats, cheeses and other deli items fresher, longer.

How it works A temperature control on the refrigerator back wall allows cold air to flow directly into the deli drawer, keeping it 4-6° colder than the refrigerator.

Selling tip: Show the temperature control on the back wall and explain how colder temperatures keep packaged meats fresher, longer.



sell food preservation features

GE Profile™ bottom-freezer food preservation features

ClimateKeeper™ temperature management system— “The best temperature-management system you can buy”

Benefit Maintains even, accurate temperatures throughout the refrigerator, using three key elements: electronic temperature sensors, multiflow air tower and electronic digital controls.



Electronic digital controls with temperature display

Benefit Eliminates guesswork in setting refrigerator temperatures. Actual temperatures are shown in the control panel display.

How it works Data from electronic sensors constantly measure the fresh food and freezer temperatures displaying them in degrees. Fresh food is factory preset at 37° and is adjustable between 34° and 44°. Freezers are preset at 0° and can be adjusted between -6° and +6°.

Selling tip: Plug in to show the temperature display and allow the customer to change the settings.

To change settings, press the Warmer or Colder touch pads. After setting, temperature reverts to the actual temperature.

To turn off, press the pads until the display shows “OFF”.

A memory feature returns temperature to its set temperature if power is turned off.



Electronic sensors

Benefit Monitors temperatures constantly for accuracy and consistency.

How it works Strategically positioned sensors transmit readings to the refrigerator’s micro-computer which then calculates when to run the compressor, evaporators, dampers, and defrost cycles. Sensors detect temperature fluctuations from door openings or warm foods and adjust immediately.

Selling tip: Explain how electronic sensors have revolutionized refrigeration. Mention how automobiles rely on electronic sensors for reliability. This same technology is available in GE refrigerators.



Multiflow air tower

Benefit Delivers cold air throughout the interior for even cooling. Eliminates extra cold or warm spots.

How it works Located on the back wall, the tower runs from the evaporator through the fresh food compartment. Fans move air through vents in the air tower.

Selling tip: Point out how other refrigerators bring in air in one place, usually the top left corner.

GE Profile™ bottom-freezer food preservation features



FrostGuard™ technology

Benefit Reduces freezer burn and retains the quality and flavor of frozen foods. Saves energy.

How it works FrostGuard uses electronics to calculate exactly when defrost cycles are needed resulting in fewer defrost cycles. Sensor readings, number of door openings, and compressor run times are all factored in. A pre-chill cycle lowers temperature 15° to 20° before defrost to prevent partial thawing of foods as temperatures raise.

Selling tip: Ask if frozen foods have appeared dry or off taste. Has ice cream been inedible? This is due to the constant thawing and re-freezing during defrost cycles. FrostGuard significantly reduces this cycle time.



sell convenience features

GE Profile™ bottom-freezer convenience features



ShelfSaver™ beverage rack

Benefit Provides convenient storage for canned drinks, egg cartons, wine bottles, even casserole dishes in an easy-to-access location.

How it works Designed to hang from a shelf above, the metal beverage rack slides out for easy access and accommodates 12 beverage cans, four 16-ounce bottles or containers as large as 9 x 13 inches.

Selling tip: Talk customer through all the uses of this shelf and how it can free up additional shelf space.



Multi-level Slide 'n Store™ system

Benefit Locating and retrieving frozen items is easy and convenient.

How it works Three full-extension baskets maximize freezer storage space. Each basket slides out independently. Two baskets are full width and the top basket shares space with the icemaker.

Selling tip: Pull the drawer out. Slide freezer baskets in and out. Explain that you no longer have to get on your knees to reach in as the items come to you!



Adjustable gallon door bins

Benefit Provides maximum storage flexibility for large items like gallon jugs, two- and three-liter bottles, six-packs, etc.

How it works Gallon door bins are deeper and wider than normal bins. The integrated door liner securely supports heavier weights and allows positioning at different heights, depending on the user's needs.

Selling tip: Have customer remove and replace a deep door bin to demonstrate how easily adjustments can be made.



GE SmartWater™ and Smartwater Plus filtration system

Benefit Reduces contaminants and odors for cleaner, better tasting water. Removes cloudiness and turbidity.

How it works SmartWater™ filters remove these impurities from household water: chlorine, lead, microbiological cysts, mercury, asbestos, benzene (from auto exhaust), p-dichlorobenzene, herbicides (Atrazine, 2,4-D), and pesticides (Lindane, Toxaphene, Carbofuran, Alachlor) and 0.5-1 micron particles.

SmartWater Plus™ filters always have a filter change indicator light and are rated for 1 year (300-500 gallons). SmartWater™ filters do not have an indicator light and are rated for 6 months but also filter 300-500 gallons.

Selling tip: Talk with your customer about the health benefits of filtered water and the cost savings over buying bottled water.

Demonstrate how easy filters are to change. Simply turn counter clockwise. A check valve stops water flow.

Remind your customer that replacement filters are available through their dealer, home supply centers and on line at ge.com.

GE Profile bottom-freezer convenience features



Adjustable slide-out, spillproof shelves

Benefit Storage flexibility, ease of use and quick cleanup is a benefit every customer appreciates.

How it works The cantilevered tempered glass shelves are sealed to the trim on all four sides. Each shelf holds 12 ounces of liquid. The cantilever shelves are adjustable in 1" increments and pull out 6" for easy access to back items.

Selling tip: Point out the lip on the shelf and explain how it can contain spills for easy cleanup.



Integrated icemaker

Benefit Ice is easy to access directly from the ice bin.

How it works The ice bin and icemaker are integrated together in one system. When the top basket is pulled forward, the ice bin remains stationary eliminating ice from being raked out of the bin.

Selling tip: Point out how the ice bin does not pull forward and rake across the icemaker when the top drawer is extended.



QuickSpace™ shelf

Benefit Creates extra storage space for tall items such as flowers, special desserts, and bottles.

How it works Made of tempered glass, QuickSpace functions as a normal full-size shelf until extra room is needed for tall items. The front half of the shelf simply slides back underneath the rear portion, instantly providing vertical storage flexibility. There's no need for clumsy shelf removal or for turning a crank.

Selling tip: Invite the customer to slide back the QuickSpace shelf and then pull it forward to demonstrate how easily it works and how much space it provides.



NeverClean™ condenser coils

Benefit Eliminates the need to clean dirt and dust from the coils. Clean coils allow the refrigerator to function at peak efficiency.

How it works. NeverClean condenser coils, are found on all GE and GE Profile refrigerators. They are encased in a sealed compartment, keeping them clean and functioning optimally. During the cooling process, warm air exits the refrigerator through the condenser coils. This movement of air collects dust and household debris. Dirty coils reduce the refrigerator's ability to maintain optimal temperatures or operate at maximum energy efficiently.

Selling tip: Ask the customer if they clean under or behind their refrigerator to keep coils clean and the refrigerator operating at maximum efficiency. The recommended cleaning is every 4-6 months. Most people clean coils once or twice a year, which is usually insufficient to keep refrigerators operating at peak performance and reduce energy use.

GE® bottom-freezer features at a glance



Key selling messages: • Appearance • Food preservation • Convenience



Model GDS20SCSS



As an ENERGY STAR® Partner, GE has determined that these products meet the ENERGY STAR® guidelines for energy efficiency.

Sell appearance

1 Rounded doors with stainless steel tubular handles

Sleek, contemporary lines enhance both modern and traditional kitchens.

2 Dual-level lighting

Contents are fully illuminated and easy to find.

Sell food preservation

3 Upfront temperature controls

Dual controls allow individual settings for both the fresh food and freezer sections.

4 Adjustable humidity crispers

Humidity is critical to produce and with two adjustable humidity crispers personal preference is easy to achieve.

Sell convenience

5 Adjustable gallon door storage

Allows convenient repositioning of door bins to best suit individual needs.

6 Adjustable, spillproof glass shelves

Cantilevered shelves adjust in 1" increments.

7 Slide 'n Store™ freezer basket

One full-width and two split for maximum freezer storage.

8 Factory-installed icemaker and bin

All GE bottom-freezer refrigerators have the IM4A icemaker already installed or have the option of installation.

GE® bottom-freezer appearance features



Rounded doors with stainless steel tubular handles

Benefit Updated appearance option that will visually differentiate the new refrigerator from a consumer's last.

How it works Doors are slightly curved at the corners and side edges providing a softer silhouette. Low profile hinges allow doors to open easily within the case and require less room under cabinets. The tubular handles give GE bottom freezers a look all their own.

Selling tip: Encourage your customer to experience the quality fit, feel, and finish of GE's stainless tubular handles.



Dual-level lighting

Benefit With fresh food at eye level, BrightSpace™ lighting makes the interior glow and foods easy to see.

How it works Reveal light bulbs provide a brighter true-to-color light that makes both the refrigerator and foods inside look better. 120 watts of Reveal lighting in the fresh food and 40 watts in the freezer.

Selling tip: Open the door of a GE Profile bottom freezer and compare it to any other bottom freezer on the sales floor. The difference in lighting is visually obvious.

Food preservation features



Upfront illuminated temperature controls

Benefit Allow easy access to temperature controls. Upfront placement is especially beneficial for persons with mobility issues. Illumination enhances visibility and adds to the appearance of the control panel.

How it works Separate illuminated controls for the freezer and fresh food compartments each display a range of temperature settings, from 0 to 9, with 9 being the coldest.

GE bottom-freezer food preservation features



Fruit and vegetable crispers with adjustable humidity

Benefit Provides the ideal storage environment, keeping fruits and vegetables fresher, longer.

How it works Front and back gasket seals reduce air movement in the crisper drawer, allowing fruits and vegetables to retain moisture.

HIGH setting closes air vents blocking circulation and creating higher humidity levels for vegetables. LOW setting opens air vents creating lower humidity for fruit and thick-skinned vegetables.

Selling tip: Point out the clean appearance of our three-stacked drawer systems. The unified appearance is preferred by most people.

Also point out how each drawer uniquely cares for different foods so freshness is maximized.

Convenience features



Adjustable gallon door bins

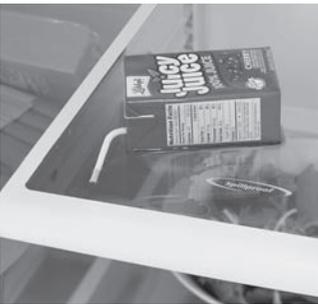
Benefit Convenient and flexible storage for large items.

How they work Deeper and wider than normal bins with large gallon sized containers fit easily. Supported by the integrated door liner, heavy containers are securely supported and bins are adjustable to multiple positions.

The door storage bins on all bottom freezer models are gallon storage.

Selling tip: Remove one of the gallon door bins and reposition it in another location to show the storage flexibility. Point out the Lexan ClearLook fronts.

Nothing shows off gallon door storage better than milk jug POP. Be sure your customers are using them.



Adjustable spillproof glass shelves

Benefit Storage flexibility, ease of use and quick cleanup is a benefit every customer appreciates.

How they work The cantilevered tempered glass shelves are sealed to the trim on all four sides. Each shelf holds 12 ounces of liquid. The cantilever shelves are adjustable in 1" increments and pull out 6" for easy access to back items.

Selling tip: Point out the lip on the shelf and explain how it can contain spills for easy cleanup.

top-freezers



Top-freezer refrigerators quick pitch

Freshness at every level



Stunning appearance

Elegant stainless doors with dramatically sculptured stainless handles complement any décor with their stylish, modern lines.



Exception food preservation

ClimateKeeper™ technology is the best temperature management system you can buy, with precise controls, electronic sensors and a multi-flow air tower to keep temperatures consistent and food fresh.



Unparalleled convenience

Gallon storage in the door, a tilt-out freezer bin and adjustable, slide-out, spillproof shelves are easy to use and add extra versatility to every kitchen.



GE Profile™ top-freezer features at a glance

Key selling messages: • Appearance • Food preservation • Convenience



Model PTS22LHSWW



As an ENERGY STAR® Partner, GE has determined that these products meet the ENERGY STAR® guidelines for energy efficiency.



Among 13-17 cu. ft. models, based on a 2002 survey of property management maintenance personnel.

Sell appearance

1 Radius doors and Low-profile hinge

Doors are slightly curved at the corners to provide a softer look. Hinges are lower and allow for easy door opening within the case—no need to allow for extra space.

2 Adjustable ClearLook™ gallon door bins

Clear bin fronts allow for easy view of all contents and the subtly sculpted shape integrates with the curves of the refrigerator. Handy storage space for gallon containers.

3 Upfront electronic touch temperature controls

Sleek design gives a high tech look while making it easier to select accurate temperatures.

4 Stainless steel handles

Sleek, appealing lines compliment the door's gentle contours.

Sell food preservation

ClimateKeeper™ system

Advanced temperature management system which contains:

5 Electronic touch controls with digital temperature readout

Allow for better temperature management and more accurate temperature settings.

6 Electronic temperature sensors

Three sensors closely monitor fresh food and freezer compartment temperatures to ensure consistency.

7 Multiflow air system

Disperses cool air throughout for more even temperature control.

8 FrostGuard™ technology

Monitors door openings and usage to calculate when it's necessary to defrost. (Traditional systems only account for time.)

9 Premium quiet design

Quiet components and insulation allow for ultra-quiet operation.

10 NeverClean™ condenser coils

Coils are encased in a sealed compartment, keeping them clean and functioning efficiently.

Sell convenience

11 Internal water dispenser with GE SmartWater™ filtration system

Cold, fresh water through an internal dispenser.

12 Spillproof freezer floor

Seamless freezer floor makes cleaning simple. Spills are contained and it's easy to wipe clean.

13 Dual-level lighting system

Upfront dual fresh food lighting and rear freezer light provide greater visibility throughout the refrigerator.

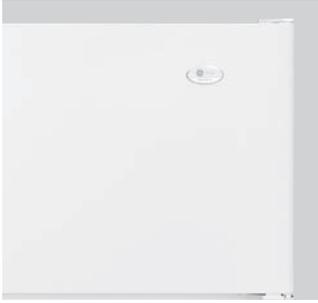
14 ShelfSaver™ beverage rack

Keeps beverages close at hand.



sell appearance features

GE Profile™ top-freezer appearance features



Rounded doors and low-profile hinge

Benefit Updated appearance option that will visually differentiate the new refrigerator from a consumer's last.

How it works Doors are slightly curved at the corners and side edges providing a softer silhouette. Low profile hinges allow doors to open easily within the case and require less room under cabinets. The tubular handles give GE top freezers a look all their own.

Selling tip: Point out the low hinge and demonstrate how the door opens within the case. Explain the benefit of this feature in tight spaces.



Dual upfront lighting

Benefit GE top freezers have upfront dual-level lighting that provides greater visibility making it easy to see contents inside.

How it works Dual level lights are positioned where they maximize light best. One 60-watt bulb is positioned in the upper front for shelf lighting, and another 60-watt mid-level light shines on drawers below.

Selling tip: Open fresh food and freezer doors to point out the improved lighting. The brighter interior will speak for itself.



Freezer dome light (GE Profile)

Benefit Provides better light distribution in the freezer.

How it works Centered in the top of the freezer, one 40-watt bulb is more than sufficient to light the upper freezer compartment. The dome cover helps disperse light evenly through the freezer.



ClearLook™ storage

Benefit

Allows easy viewing of refrigerator contents, while giving the refrigerator interior a brighter and more open appearance.

How it works

Most ClearLook storage bins and baskets are made of a clear Lexan® material, a GE polymer that's among the most durable and versatile available. It can withstand extremely severe impacts in cold conditions, without cracking or breaking.

Selling tip: Have the customer remove and replace a deep door bin to demonstrate how easily adjustments can be made. Note how tall the bins are...there is no need for special tall bottle supports. Use gallon jug POP to demonstrate the space savings of putting gallon containers on the door rather than on an interior shelf.



sell food preservation features

GE Profile™ top-freezer food preservation features



Electronic digital controls with temperature display

Benefit Eliminates guesswork in setting refrigerator temperatures. Actual temperatures are shown in the control panel display.

How it works Data from electronic sensors constantly measure the fresh food and freezer temperatures displaying them in degrees.

To change settings, press the Warmer or Colder touch pads. After setting, temperature display reverts to the actual temperature.

To turn off, press the pads until the display shows "OFF".

Selling Tip: Plug in to show the temperature display and allow the customer to change the settings.

A memory feature returns temperature to its set temperature if power is turned off.



Electronic sensors

Benefit Monitors temperatures constantly for accuracy and consistency.

How it works Strategically positioned sensors transmit readings to the refrigerator's micro-computer which then calculates when to run the compressor, evaporators, dampers, and defrost cycles. Sensors detect temperature fluctuations from door openings or warm foods and adjust immediately.

Selling Tip: Explain how electronic sensors have revolutionized refrigeration. Mention how automobiles rely on electronic sensors for reliability. This same technology is available in GE refrigerators.



Multiflow air tower

Benefit Delivers cold air throughout the interior for even cooling. Eliminates extra cold or warm spots.

How it works Located on the back wall, the tower runs from the evaporator through the fresh food compartment. Fans move air through vents in the air tower.

Selling Tip: Point out how other refrigerators bring in air in one place, usually the top left corner.



Deli drawer

Benefit Provides adjustable cold storage to keep packaged meats, cheeses and other deli items fresher, longer.

How it works All GE deli drawers are equipped with a temperature control, positioned on the refrigerator back wall just above the drawer. Cold air flows directly into the drawer through a rear vent.

On its coldest setting, the deli drawer temperature averages 32°F, which is approximately 4° colder than the refrigerator's fresh food areas.

Selling tip: Demonstrate temperature control. Explain that 32° is the ideal temperature for prolonging the freshness of deli-type meats.



FrostGuard™ technology

Benefit Reduces freezer burn and retains the quality and flavor of frozen foods. Saves energy.

How it works FrostGuard uses electronics to calculate exactly when defrost cycles are needed resulting in fewer defrost cycles. Sensor readings, number of door openings, and compressor run times are all factored in. A pre-chill cycle lowers temperature 15° to 20° before defrost to prevent partial thawing of foods as temperatures raise.

Selling tip: Ask if frozen foods have appeared dry or off taste. Has ice cream been inedible? This is due to the constant thawing and re-freezing during defrost cycles. FrostGuard significantly reduces this cycle.



sell convenience features

GE Profile™ top-freezer convenience features



GE SmartWater™ and Smartwater Plus filtration systems

Benefit Reduces contaminants and odors for cleaner, better tasting water. Removes cloudiness and turbidity.

How it works SmartWater filters remove these impurities from household water: chlorine, lead, microbiological cysts, mercury, asbestos, benzene (from auto exhaust), p-dichlorobenzene, herbicides (Atrazine, 2,4-D), and pesticides (Lindane, Toxaphene, Carbofuran, Alachlor) and 0.5-1 micron particles.

SmartWater Plus filters always have a filter change indicator light and are rated for 1 year (300-500 gallons). SmartWater™ filters do not have an indicator light and are rated for 6 months but also filter 300-500 gallons of water.

Selling tip: Talk with your customer about the health benefits of filtered water and the cost savings over buying bottled water.

Demonstrate how easy filters are to change. Simply turn counter clockwise. A check valve stops water flow.

Remind your customer that replacement filters are available through their dealer, home supply centers and on line at ge.com.



Electronic icemaker (IM5SS)

Benefit Provides cubed and/or crushed ice.

How it works GE® icemakers function just like GE Profile™ Integrated icemakers (see how icemakers work pg. 17). The rectangular shape of the GE icemaker is very different from GE Profile's Integrated Ice. Positioned near the top of the freezer, the rectangular shape creates a convenient storage space above the icemaker.

Selling tip: Ask if the customer had an icemaker in their previous refrigerator. If they didn't, they may be unaware of the convenience and satisfaction of having ice for drinks without the mess and bother of manually filling ice cube trays.



Fruit and vegetable crispers with adjustable humidity

Benefit Provides the ideal storage environment, keeping fruits and vegetables fresher, longer.

How it works Front and back gasket seals reduce air movement in the crisper drawer, allowing fruits and vegetables to retain moisture.

Setting the humidity control on HIGH closes air vents to block circulation, creating higher humidity levels that are ideal for vegetables.

Setting the humidity control on LOW opens air vents to allow circulation, creating lower humidity levels that are ideal for fruits and thick-skinned vegetables.

Selling tip: Demonstrate the adjustable humidity control and explain the benefits for fruits and vegetables.

GE Profile™ top-freezer convenience features



ShelfSaver™ beverage rack

Benefit Provides convenient storage for canned drinks, egg cartons, wine bottles, even casserole dishes in an easy-to-access location.

How it works Designed to hang from a shelf above, the metal beverage rack slides out for easy access and accommodates 12 beverage cans, four 16-ounce bottles or containers as large as 9 x 13 inches.

Selling tip: Pull out shelf and talk customer through all the uses of this shelf and how it can free up additional space.



Locking tilt-out freezer door bin

Benefit Allows maximum storage capability without the difficulty of removing crowded foods.

How it works These full-width door bins tilt forward to give full access to food items. Simply depress the button and tilt. The button ensures that items won't fall out when the door is opened or closed.

Selling tip: Depress button and tilt forward to show the easy access to items inside.



Adjustable slide-out, spillproof shelves

Benefit Storage flexibility, ease of use and quick cleanup is a benefit every customer appreciates.

How it works The cantilevered tempered glass shelves are sealed to the trim on all four sides. Each shelf holds 12 ounces of liquid. The cantilever shelves are adjustable in 1" increments and pull out 6" for easy access to back items.

Selling tip: Explain the benefits of easy cleanup by pointing to the lip on the shelf and explaining how it catches spills. Remove shelf from support to demonstrate ease of removal for cleaning.

GE Profile top-freezer convenience features



Adjustable gallon door bins

Benefit Convenient and flexible storage for large items.

How it works Deeper and wider than normal bins with GE Lexan® fronts, large gallon-sized containers fit easily. Supported by the integrated door liner, heavy containers are securely supported and bins are adjustable to multiple positions.

Selling tip: Remove one of the gallon door bins and reposition it in another location to show the storage flexibility. Point out the Lexan ClearLook™ fronts. Nothing shows off gallon door storage better than milk jug P.O.P. Be sure your customers are using them.



Spillproof freezer floor

Benefit Easy cleanup.

How it works This seamless freezer floor contains spills for easy cleanup.

Selling tip: Point out the seamless design of the freezer floor and explain the easy cleanup.

GE® top-freezer features at a glance



Key selling messages: • Appearance • Food preservation • Convenience



Model GTH22KBR

Model GTH22KBR

Sell appearance

1 Radius doors and low profile hinge

Doors are slightly curved at the corners to provide a softer look. Hinges are lower and allow for easy door opening within the case—no need to allow for extra space.

2 Dual-level lighting

Upfront dual fresh food lighting and rear freezer light provide greater visibility throughout the refrigerator.

3 Rear freezer light

The bright rear freezer illumination is neatly out of the way, allowing the light to flood the forward interior.

4 Textured steel

This popular finish doesn't show fingerprints and is a favorite of many consumers.

Sell food preservation

5 Slimline temperature control system

Electronic temperature sensors allow for better temperature management in the fresh food and freezer sections, keeping foods fresh.

6 Adjustable humidity crispers

Allow the user to control the humidity levels based on the foods they store inside.

7 Deluxe quiet design

Quiet components and insulation allow for quiet operation.

Sell convenience

8 Spillproof freezer floor

Seamless freezer floor makes cleaning simple. Spills are contained and it's easy to wipe clean.

9 Adjustable gallon door storage

These adjustable gallon door bins are on GE "W" and "R" series top-freezers.

10 Factory-installed icemaker

All GE top-freezer refrigerators have the IM4A icemaker already installed or have the option of installation.

GE® top-freezer appearance features



Interior Lighting

Benefit Provides enhanced visibility.

How it works Upfront dual fresh food lighting and freezer dome lights use two 60-watt bulbs in the fresh food and one 490-watt bulb in the freezer. Most GE top-freezer lights are rear wall-mounted.

Selling tip: Open fresh food and freezer doors to point out the lighting. The brighter interior will then speak for itself.



Rounded doors and Low-profile hinge

Benefit Gives the refrigerator an updated appearance that's easier to move through doorways and position under cabinets.

How it works Rounded doors are slightly curved at the corners, while the front is flat, not contoured. Low profile hinges allow for easy door opening within the case and take up less exterior space.

Selling tip: Point out low hinge and demonstrate how door opens within the case. Explain the benefit of this feature in tight spaces.

GE top-freezer food preservation features



Fruit and vegetable crispers with adjustable humidity

Benefit Provides the ideal storage environment, keeping fruits and vegetables fresher, longer.

How it works Front and back gasket seals reduce air movement in the crisper drawer, allowing fruits and vegetables to retain moisture.

Setting the humidity control on HIGH closes air vents to block circulation, creating higher humidity levels that are ideal for vegetables.

Setting the humidity control on LOW opens air vents to allow circulation, creating lower humidity levels that are ideal for fruits and thick-skinned vegetables.

Selling tip: Demonstrate the adjustable humidity control and explain the benefits of controlling humidity for fruits and vegetables.

GE top-freezer convenience features



Spillproof cantilevered shelves

Benefit Storage flexibility, ease of use and quick cleanup are benefits every customer appreciates.

How it works The cantilevered tempered glass shelves are sealed to the trim on all four sides. Each shelf holds 12 ounces of liquid. The cantilever shelves are adjustable in 1" increments and pull out 6" for easy access to back items.

Selling tip: Show how easily drips and spills can run down side walls and into crevices without this feature.



Adjustable gallon door bins

Benefit Convenient and flexible storage for large items.

How it works Deeper and wider than normal bins with GE Lexan' fronts, large gallon sized containers fit easily. Supported by the integrated door liner, heavy containers are securely supported and bins are adjustable to multiple positions.

Selling tip: Remove one of the gallon door bins and reposition it in another location to show the storage flexibility. Point out the Lexan ClearLook fronts.

Nothing shows off gallon door storage better than milk jug POP. Be sure your customers are using them.



Thumbwheel dials

Turn knobs to desired number. They come preset from the factory at 5 for fresh food and 5 for freezer. To turn the unit off, adjust the knobs to "0".

Selling tip: Encourage your customers to adjust the controls themselves.



GE SmartWater™ and SmartWater Plus filtration systems

Benefit Reduces contaminants and odors for cleaner, better tasting water. Removes cloudiness and turbidity.

How it works SmartWater filters remove these impurities from household water: chlorine, lead, microbiological cysts, mercury, asbestos, benzene (from auto exhaust), p-dichlorobenzene, herbicides (Atrazine, 2,4-D), and pesticides (Lindane, Toxaphene, Carbofuran, Alachlor) and 0.5-1 micron particles.

SmartWater Plus filters always have a filter change indicator light and are rated for 1 year (300-500 gallons). SmartWater™ filters do not have an indicator light and are rated for 6 months but also filter 300-500 gallons of water.

Selling tip: Talk with your customer about the health benefits of filtered water and the cost savings over buying bottled water.

Demonstrate how easy filters are to change. Simply turn counter clockwise. A check valve stops water flow.

Remind your customer that replacement filters are available through their dealer, home supply centers and on line at ge.com.

GE® top-freezer convenience features



Soda can storage shelf

Benefit Maximizes storage space on smaller top freezers.

How it works This integrated shelf, positioned in the lower fresh food door that is typically left blank, is ideal for storing soda, salad dressings, and other small bottles and cans.



Snack drawer

Benefit Provides convenient, easy-access storage for small snack food items.

How it works The snack drawer is designed to maintain lower humidity levels, and therefore does not require gasket seals or temperature and humidity controls.



Spillproof freezer floor

Benefit Easy clean up

How it works This seamless freezer floor contains spills for easy clean up.

Selling tip: Point out the seamless design of the freezer floor and explain the easy cleanup.



Electronic icemaker (IM5SS)

Benefit Provides cubed and/or crushed ice.

How it works GE® icemakers function just like GE Profile™ integrated icemakers (see How Icemakers Work pg. 17). The rectangular shape of the GE icemaker is very different from GE Profile's Integrated Ice. Positioned near the top of the freezer, the rectangular shape creates a convenient storage space above the icemaker.

Selling tip: Ask if the customer had an icemaker in their previous refrigerator. If they didn't, they may be unaware of the convenience and satisfaction of having ice for drinks without the mess and bother of manually filling ice cube trays.

small top-freezer features



Among 13-17 cu. ft. models, based on a 2002 survey of property management maintenance personnel.

GE small top freezers are sold in both the retail and contract markets, but they are especially a focus of contract for multi-family building projects as well as new home construction for first time buyers.

Recognized by contract customers as the refrigerator that will make their jobs easier and have rated our small top freezers (13-17 cubic feet) as the best in quality and dependability.

Like all GE refrigerators, small top-freezers are built to last. Customers relying on these models consider them to be America's highest quality, most dependable refrigerators.



While smaller GE top freezers may not have all the high end features found in our other top freezers, they excel where it really counts – quality design and performance. You will still find exceptional GE features on these models such as:

- Upfront controls
- Adjustable shelves
- Deluxe quiet design
- Optional icemakers
- Adjustable front rollers
- Reversible doors
- Interior lighting
- Coil-free backs
- Never Clean condensers
- Easy on gaskets

quality features



Along with appearance, food preservation and convenience, quality is a primary consumer cue that drives refrigerator purchases.

Quality is a feature our customers and consumers have come to expect with GE appliances. They don't have to search for it. Quality is obvious in the fit, feel and finish of our refrigerators.

GE is the most recognized and trusted brand name in the world. We support our distinctive brand with unmatched quality in every product, and enforce our high standards by incorporating the Six Sigma process in each phase of design and manufacturing.

The following features listed here provide a representation of the quality built into every GE refrigeration product.



GE® and GE Profile™ quality features



Quiet packages

Benefit Provides nearly silent operation, keeping refrigerator noise from interfering with the activities of daily life. Especially beneficial in homes with open floor plans.

How it works Because refrigerators operate continuously, controlling sound is critical. GE and GE Profile refrigerators are designed to control noise with quieter fans and motors, with strategic location of sound-producing parts, and with foamed-in-place insulation. There are three Quiet Design sound insulation packages:

Super Premium – 32 dBA (dual speed compressors)

Premium – 37-38 dBA (single speed compressors)

Standard Deluxe – 46 dBA

Lower decibel levels (dBA) produce less noise. For example, a soft whisper registers about 30 dBA. Most refrigerators in the marketplace operate above 50 dBA.



Removable door gaskets

Benefit Makes removal and replacement of door gaskets quick and easy. No tools required.

How it works These energy efficient gaskets snap into place around the perimeter of the door. A rib on the gasket slips securely into a groove around the perimeter of the door (much like a self-sealing plastic storage bag), creating a sure seal to keep refrigerators at their set temperatures and energy costs down.

All door gaskets contain a fungicide that helps retard the growth of mildew and molds.

Selling tip: Pull the gasket from one of the doors on the Top-Freezer or Arctica Side-by-Side models and show the customer how easily the gasket slips back into place.

GE® and GE Profile™ quality features

Fresh food door support systems



Fresh food door cross-bracing

Benefit Keeps fresh food doors from sagging under heavy food loads.

How it works The system includes a heavy-duty metal center door hinge that never needs adjusting, and foamed-in-place doors. The durability of this system allows for multiple gallon door storage bins.

Selling tip: Explain the cross-bracing and foam insulation to reinforce your customer's perception of the quality and value built in.

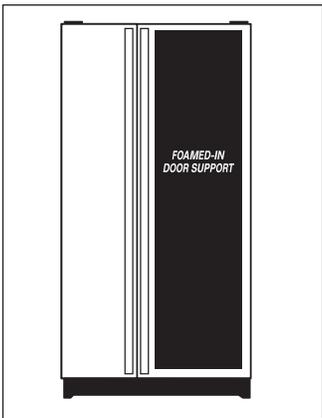


Heavy-duty center hinge system

Benefit Ensures that the fresh food door opens and closes smoothly and seals securely after years of use.

How it works These heavy-duty metal hinges are the strongest of their type. They are factory-set for proper door alignment. They help support heavier door food loads.

Selling tip: Some manufacturers use plastic center hinges. A gallon of milk weighs 8.3 lbs. Ask your customer to calculate the weight the door could hold based on the number of gallons you can load on a door.



Foamed-in-place insulation

Benefit Provides superior insulation in every “nook and cranny” of a refrigerator. Saves energy by eliminating air leakage. Increases the door structure and strength.

How it works Foamed-in-place insulation is used on all GE and GE Profile refrigerators. Rather than wrapping the inner cabinet in sheet insulation, the foam insulation is injected directly between the inner door liner and exterior door cabinet. Like foam insulation used in home construction, the foam insulation expands and fills every opening and seam.



Interior and door liners

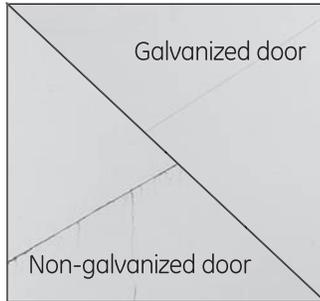
GE cabinet and door liners are durable and feature easy-to-clean surfaces that resist grease, stains, odors and abrasive cleansers. Liners are easy to clean with warm soap and water and they will maintain their “like new” sheen for the life of the appliance.

All Top and Bottom-Freezers have durable ABS cabinets and door liners.

Side-by-Sides (20, 22, and 25 cu. ft.—K series and below) have baked-enamel-on-steel cabinets and ABS door liners.

Side-by-Sides (25—L series and higher, 27 and 29 cu. ft.) have ABS cabinets and door liners.

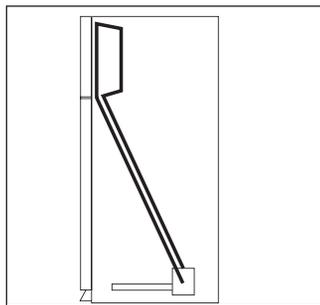
GE and GE Profile quality features



Exterior and interior cabinets

Benefit The quality of materials used in our refrigerators give them more years of dependable use and lower service concerns long term.

How it works Exterior cabinets that have painted finishes are made from galvanized steel. Stainless models are made of 304 grade stainless steel. Both galvanized and stainless will not rust which is especially important in humid or coastal regions. Any refrigerator not made of galvanized steel will certainly rust with time.



Automatic moisture control

Benefit Prevents moisture from forming between the freezer and fresh foods.

How it works A condenser loop in the freezer wall automatically cycles hot gas, between the freezer and fresh food sections and around the freezer door. No energy is used to run the heater, the heat from the gas is utilized to eliminate condensation.



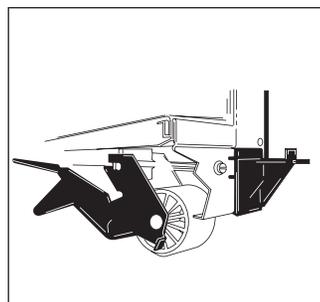
NeverClean™ condenser coils

Benefit Free the consumer from ever having to clean the coils. Encased coils allow the refrigerator to function at peak efficiency.

How it works NeverClean condenser coils, a feature on every GE refrigerator, are encased in a sealed compartment, keeping them clean and functioning optimally in normal operating environments.

During the cooling process, warm air exits the refrigerator through the condenser coils. Traditional coils are exposed underneath or on the back of the refrigerator where they collect dust and household debris. Dirty coils reduce the refrigerator's ability to maintain optimal temperatures or operate at maximum energy efficiency.

Selling tip: Ask if they have moved a refrigerator and have seen what has collected underneath. This dust and debris clings to coils unless they are encased.



Adjustable rollers

Benefit Allows refrigerators to be easily moved during installation or cleaning.

How it works All GE refrigerators have 4 durable nylon rollers. Nylon reduces floor marring and prohibits the wheels from flattening over time.

Front rollers are adjustable up and down for easy leveling. CustomStyle and Built-in refrigerators also have rear adjustable rollers to insure precise leveling between cabinets.

Selling tip: Move the refrigerator for your customer to show the ease at which they move. GE rollers allow both sideways and up and back rolling making them very easy to maneuver.

Refrigeration product displays and accessories



23 cu. ft. or 25 cu. ft. display
Pub. No. 2-D285



42" built-in display
Pub. No. 2-D404



48" built-in display
Pub. No. 2-D295



Custom order display

Accessories

Stainless steel side panel PS26SPLSS



Before—black case exposed



After—finished stainless look

- Accessory panel provides a finished stainless look and installs with ease
- Fits all 23-, 25-, 27- and 26-cu. ft. side-by-side free-standing refrigerators* with integrated shelves

* Side panel has 1" overhang on back for model GSH25JSR.

Glossary of terms

ADA-Compliant

The American Disabilities Association sets standards for appliances so that they are usable by disabled individuals. ADA compliant refrigerators must meet specific specifications which include:

- Controls below 48" from the floor and under 15" deep
- Controls operable using one hand
- Controls operation does not require wrist twist or tight grasping
- No twisting or pinching of controls greater than 5 lb. force
- 50% of freezer space
- 100% fresh food space below 54"
- Models ADA Compliant are 18 and 19 cu. ft. top freezers.

Air clearances

The amount of space needed between a refrigerator and the back wall is ½".

Amperage

See Rating Plate.

Auger

The spiral device inside an icemaker that turns when the ice maker is engaged. The turning movement pushes ice cubes towards dispenser channel.

Basiloid friendly

Box refrigerator is shipped in has a sturdy lid with an overhang. Allows refrigerators to be stacked in a warehouse and forklift moved by hooking under the lid overhang.

Bubble design

Liner type made for top freezers that are in two separate top and bottom sections.

Glossary of terms

Camco

Manufacturing facility located in Canada. GE owns 51% share. Camco made our bottom-freezers before 2004.

CFC

See Freon.

CleanSteel

Stainless Steel appearing finish that is metal with a laminated surface. Consumers like because unlike true stainless steel, it holds magnets, doesn't fingerprint and is very easy to keep clean. It is made with electro galvanized steel bonded with zinc that produces a rust inhibitive, rough surface that completely bonds with laminate layers.

Contaminants

GE SmartWater™ filters remove these impurities: chlorine, lead, microbiological cysts, mercury, asbestos, benzene (from auto exhaust), p-dichlorobenzene, herbicides (Atrazine, 2,4-D), and pesticides (Lindane, Toxaphene, Carbofuran, Alachlor) and 0.5-1 micron particles.

SmartWater Plus™ filters always have a filter change indicator light and are rated for 1 year (300-500 gallons). SmartWater™ filters do not have an indicator light and are rated for 6 months but also filter 300-500 gallons of water.

ENERGY STAR®

Government standards set in 2001. Each year, ENERGY STAR rated models must be a percentage better than the 2001 standard.

- 2003 - 10% better than 2001 standard
- 2003 - 15% better than 2001 standard
- Factors impacting a refrigerator meeting ENERGY STAR standards:
- Thickness and type of foam insulation
- High efficient variable speed compressors
- Efficient multiple speed fans
- Defrost algorithms
- Precise temperature sensors
- Today's refrigerators use 50% less energy than 10 year old models, average yearly savings of \$35.00.

EPS

Type of Styrofoam used in refrigerators.

Glossary of terms

Fact tags

Also called tellsells, these are factory installed labels located on the refrigerator wall listing dimensions, key features and other model numbers in the series.

Filter adaptor

Necessary to adapt today's GWF plastic water filters to fit older refrigerators (before 2001) that used metal Culligan water filters.

Freezer burn

Freezer burn occurs when foods are not securely wrapped or when ice crystals evaporate from the food's surface (freezer defrost cycles). It appears as grayish-brown leathery spots on frozen food. Freezer burn is a quality not safety issue, but it causes off-flavors and dries out and toughens food.

Freon

Refrigerant (coolant) used in refrigerator cooling. GE uses HFC-134a which has zero ozone harming potential. It is compliant with the Montreal Protocol and all EPA standards. All 1996 and newer products use HFC-134a. Also referred to as CFC.

High gloss handles

Made of injection molded Themosest material. Stain resistance is very high and should not be cleaned with abrasive pads. Is not damaged by normal household spray cleaners.

Lexan®

Very durable, scratch resistant plastic invented by GE used in many clear bins and drawers. Secondary type used is SAN, a newer version with the same properties of Lexan.

Manual defrost

There are two ways to defrost a manual defrost refrigerator: Turn the freezer control switch to the defrost setting, or turn the unit off and expose the freezer to warm room air. To speed up the process a pan of hot water can be placed inside. Manual defrost models should be defrosted when frost becomes ¼ to ½ inch thick. It can take several hours to over night for all the frost to melt.

Manufacturing sites

Side-by-side = Celaya, Mexico and Bloomington, Indiana.

Bottom freezers = Monteray, Mexico (LG)

Top freezers = Celaya, Mexico, Louisville, Kentucky, and Decatur, Alabama

Power outage food life

When power is off, a full freezer of frozen foods will stay safe to eat up to 24 hours. In a partially filled freezer, foods will last up to 12 hours. Always keep the freezer door closed.

Rating plate

Also called Technical Data Sheet is located on the back of the refrigerator. They list the amperage and wattage ratings. Builders use these figures when calculating the size of breaker boxes needed in construction.

Glossary of terms

Sabbath mode

Certain religions require lighting be turned off during particular holidays. There is no Sabbath kit for GE Profile™ and GE® refrigerators. The Monogram kit does not fit. The light switch can be taped down to prevent the lights from working, but dual evaporator models may generate active cooling anytime the door is opened.

UV damage to wine

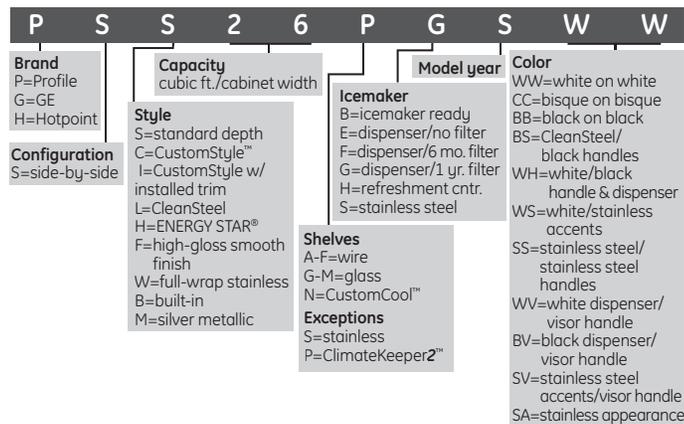
GE Profile wine chillers do not protect the contents from UV damage if placed in a location where the sun shines directly on the glass door.

Universal design

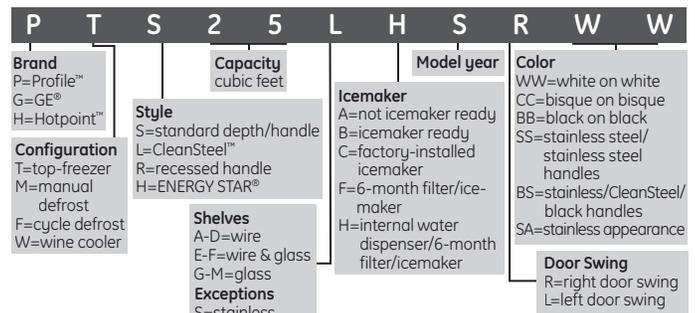
The design of products and environments so that they are usable by all people, to the greatest extent possible. Achieved by being more flexible, adaptable, and accessible regardless of age, size, or physical ability of the users. Also see ADA compliant.

Nomenclature

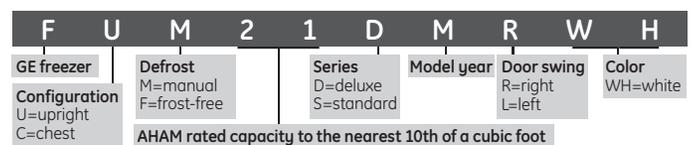
Side-by-side refrigerator nomenclature



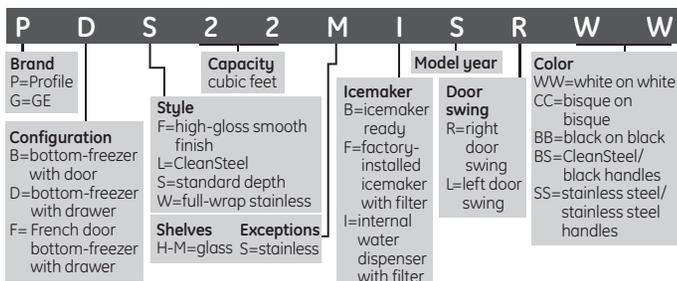
Top-freezer refrigerator nomenclature



Freezer nomenclature



Bottom-freezer refrigerator nomenclature



Warranty information

Refrigerators (Built-in models PSB42LSR and PSB42LGR)

For The Period Of	GE Will Replace
Two Years From the date of the original purchase	Any part of the refrigerator which fails due to a defect in materials or workmanship. During this full two-year warranty , GE will also provide, free of charge , all labor and in-home service to replace the defective part.
Five Years From the date of the original purchase	Any part of the sealed refrigerating system (the compressor, condenser, evaporator and all connecting tubing) which fails due to a defect in materials or workmanship. During this full five-year sealed refrigerating system warranty , GE will also provide, free of charge , all labor and in-home service to replace the defective part in the sealed refrigerating system.
Sixth through Twelfth Year From the date of the original purchase	Any part of the sealed refrigerating system (the compressor, condenser, evaporator and all connecting tubing) which fails due to a defect in materials or workmanship. During this limited additional seven-year sealed refrigerating system warranty , GE will provide, free of charge , replacement parts.
Thirty Days From the date of the original purchase	Any part of the water filter cartridge which fails due to a defect in materials or workmanship. During this limited thirty-day warranty , GE will also provide, free of charge , a replacement water filter cartridge.

Refrigerators (All models except PSB42LSR, PSB42LGR, GMR02BAN, GMR04AAM, GMR04HAS and GMR06AAP)

For The Period Of	GE Will Replace
One Year From the date of the original purchase	Any part in the refrigerator which fails due to a defect in materials or workmanship. During this full one-year warranty , GE will provide, free of charge , all labor and related service costs to replace the defective part.
Five Years From the date of the original purchase	Any part of the sealed refrigerating system (the compressor, condenser, evaporator and all connecting tubing) which fails due to a defect in materials or workmanship. During this full five-year sealed refrigerating system warranty , GE will also provide, free of charge , all labor and related service costs to replace the defective part.
Lifetime of Product From the date of the original purchase	The full extension slides , if they should fail due to a defect in materials or workmanship. During this product lifetime limited warranty , you will be responsible for any labor or related service costs. Available on Profile side-by-side models only.

Compact Refrigerators (Models GMR02BAN, GMR04AAM, GMR04HAS and GMR06AAP)

For The Period Of	GE Will Replace
One Year From the date of the original purchase	Any part in the refrigerator which fails due to a defect in materials or workmanship. During this limited one-year warranty , you will be responsible for any labor and related service costs.

Wine Chiller (Model PWR04FAN)

For The Period Of	GE Will Replace
One Year From the date of the original purchase	Any part in the refrigerator which fails due to a defect in materials or workmanship. During this limited one-year warranty , GE will provide free of charge , all labor, you will be responsible for any service trips and/or related service costs.
Second through Fifth Year From the date of the original purchase	Compressor , if the compressor should fail due to a defect in materials or workmanship. During this additional four-year limited warranty , GE will provide free of charge , all labor, you will be responsible for any service trips and/or related service costs.

Freezers

For The Period Of	GE Will Replace
One Year From the date of the original purchase	Any part in the freezer which fails due to a defect in materials or workmanship. During this full one-year warranty , GE will also provide, free of charge , all labor and related service costs to replace the defective part.
Five Years From the date of the original purchase	Any part of the sealed refrigerating system (the compressor, condenser, evaporator and all connecting tubing) which fails due to a defect in materials or workmanship. During this full five-year warranty , GE will also provide, free of charge , all labor and related service costs to replace the defective part.
One Year/Five Years From the date of the original purchase	Food , for one year on spoilage due to a defect in any materials or workmanship and for five years on spoilage due to a defect in materials or workmanship in the sealed refrigerating system. Under this limited warranty , a cumulative limit of \$100 for 14.9 cu. ft. and smaller, and \$150 for 15.0 cu. ft. and larger.

Icemakers

For The Period Of	GE Will Replace
One Year From the date of the original purchase	Any part in the icemaker which fails due to a defect in materials or workmanship. During this full one-year warranty , GE will provide, free of charge , all labor and related service costs to replace the defective part.

Water Filter

For The Period Of	GE Will Replace
30 Days From the date of the original purchase	Any part of the water filter cartridge which fails due to a defect in materials or workmanship. During this limited 30-day warranty , you will be responsible for any labor and related service costs.

What GE® will not cover

- Service trips to your home to teach you how to use the product.
- Improper installation.
- Replacement of house fuses or resetting of circuit breakers.
- Failure of the product if it is abused, misused or used for other than the intended purpose or used commercially.
- Damage to product caused by accident, fire, floods or acts of God.
- Incidental or consequential damage caused by possible defects with this appliance.

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