



Whirlpool®

WRT148FZD

30" WIDE TOP-FREEZER REFRIGERATOR

Dimensions: h: 65.875" w: 29.75" d: 33.5"

Colors: ☒ Black ☐ Monochromatic Stainless Steel

☐ White



START THE CONVERSATION

What items do you store in your current refrigerator that might topple over if not level?

TOP FEATURES



1

FRAMELESS GLASS SHELVES

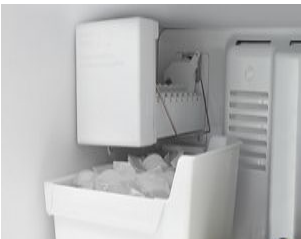
Store more on each shelf without the plastic frames that can cause items to rest unevenly and topple over. The wall-to-wall design of these glass shelves means more can fit on each shelf, while the smooth surface prevents items from falling through the cracks.



2

ELECTRONIC TEMPERATURE CONTROLS

Choose the ideal temperature with convenient, up-front controls in the refrigerator section. It's easy for customers to customize their refrigerator settings with these controls that help them adjust with variables in their kitchen environments.



3

EZ CONNECT ICEMAKER KIT COMPATIBLE

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DID YOU KNOW?

Customers want things to be "easy to clean and disinfect." In fact, this is one of the top 5 most valued aspects of their kitchen.(1) Frameless glass shelves not only hold items from wall to wall, they contain messes and are easy to clean.
(1)2016 Houzz Survey.

HOW TO DEMONSTRATE



FRAMELESS GLASS SHELVES

Rest props like a soda can or a ketchup bottle along the edge of the frameless glass shelf, and on the plastic frame of a competitive glass shelf. Show customers how the items rest securely on the Whirlpool brand shelves while they sit unevenly on the unlevel surface of the framed shelf.

ADDITIONAL PRODUCTS TO CONSIDER

Be sure to tune into your customers' shopping priorities to bundle products across categories