



kitchens of tomorrow, today

Forward thinking keeps you ahead of the competition.



imagination at work

a trip through time

While appliance trends have changed dramatically during the past 50 years, GE has always been at the leading edge of new product innovations and styles. In fact, GE has been the driving force in the evolution of modern kitchen appearances. Beyond the development of new technology, GE has always been dedicated to meeting homeowners' needs for high-quality and aesthetically pleasing appliances.

1970s With color a critical factor in winning sales from fashion-conscious consumers, GE® and Hotpoint® introduced a series of popular new choices. Avocado, Harvest Gold and Coppertone were instant successes and blended perfectly with the appointments of modern kitchens.

1980s The next major appliance trend to sweep the country was the desire for solid white-on-white appliances. As the want for striking colors slowly began to wane, homeowners sought the clean, crisp appearance of all-white appliances that would blend in with their all-white kitchens. GE helped this new style gain popularity by introducing their very first line of white-on-white appliances, complete with white control panels and range windows.

1970s



1980s



History of Innovation

- | | | | |
|--------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| 1907 First full line of heating and cooking devices | 1947 First completely automatic clothes washers | 1963 First self-cleaning oven: P-7 granted over 100 patents | 1984 First microwave ovens that fit under a wall cabinet |
| 1927 First GE Monitor top refrigerator | 1947 First two-door refrigerator-freezer combination | 1969 First custom through-the-door refrigerator with ice and water dispenser | 1987 First complete line of premium built-in appliances for custom kitchens: GE Monogram® |
| 1927 First direct-drive dishwasher | 1954 First automatic portable dishwasher | 1970 First portable room air conditioner | 1987 First 42" built-in side-by-side refrigerator |
| 1928 First Calrod® electric range | 1956 First toaster oven | 1978 First OTR microwave oven: The SpaceMaker® | 1995 First "smart" dishwasher using auto sensing to detect soiled dishes |
| 1930 First room air conditioner | 1958 First automatic can opener | 1982 First 24-hour-a-day, 7 day-a-week consumer information line | |
| 1935 First food waste disposer: The Disposall® | 1962 First packaged terminal air conditioner | | |
| 1936 First front-loading single-rack dishwasher | 1962 First foamed-in-place urethane-insulated refrigerator | | |

looking ahead

The trends for future homes are already taking shape. And GE is already working to meet the needs of tomorrow's consumers today. Four areas of concern are at the forefront of the modern consumers' kitchens:

• **Style & appearance** • **Time savings** • **Energy & money savings** • **Concern for the environment**

By understanding and addressing these needs, GE has created solutions to ensure homeowners will consistently find the most advanced appliances available.

1990s While color remained important, consumers began to focus on how appliances would adapt to their kitchen appeal. For the first time, the fact that an appliance would fit flush with the cabinetry became a major concern for stylish homeowners. GE responded with an integrated style that fit the exact specifications of modern living and gave each kitchen product the appearance of smooth lines and professionally finished design.

2000s The newest look—stainless steel—reflects the utmost in polish and sophistication. GE embraced this trend by developing a complete line of stainless steel appliances. The industry growth of stainless steel appliances—425% since 2001*—proved that GE was on the right track when it came to designing fashionable kitchens.

*Source: AHAM through Q4, 2008



1998 GE Spectra™ Oven introduced

1999 GE Advantium® introduced

2000 CustomCool™ technology

2000 First built-in wall oven using Advantium speedcooking technology

2001 First built-in refrigerators to use an adjustable handle for two different custom panels

2001 First built-in refrigerator with water filtration

2001 First built-in refrigerator with climate control drawers and tray

2001 First appliance in industry to use proximity sensor technology

2001 First built-in refrigerator with top-to-bottom air and light tower

2003 GE Profile Harmony™

2003 GE Trivection® technology

2004 First dishwasher with two xenon lights

2004 First outdoor refrigerator with stainless steel foamed-in canopy

2004 First hoods using a reversible recirculating system

2005 First pro ranges and cooktops using reversible wok grates throughout

2005 First undercounter refrigerators using privacy-glass technology

2005 First 120-volt Advantium wall oven

2006 First wall ovens with self-clean full-extension racks

2008 GE Profile™ frontload with SmartDispense™ technology

2008 GE Profile single-double built-in oven

2008 GE Profile dishwasher with Steam Pre-wash

2009 GE Hybrid water heater

the evolution story



Kitchens of the past, like this one, used to only be for cooking.

Kitchens have experienced the most significant transformation of any room in the home. For years, kitchens were simply regarded as a place for cooking and eating, with all other family activities occurring in other areas. During this time, performance was the main concern when selecting appliances.

Next, the great room became a popular place for families to spend time together. Noise levels from the kitchen became a key concern, though, and GE worked diligently to resolve this issue.

Today, with more open floor plans and quiet, high-performance appliances, the kitchen has become an extension of the great room. No longer viewed as two separate places, these areas have evolved into a family center for entertainment and quality time, often including televisions, computer stations, even fireplaces. And now, more than ever, GE appliances are just as important to the style of the room as the furniture.

What do homeowners want?

A kitchen "suite" of appliances including the following:

- Matching color and accents
- Matching windows
- Matching handles
- Consistent curves and lines
- Matching controls (LCD)

All these factors fit into GE's platform of providing a **family appearance** for appliances across all five brands.



the brand story

From Hotpoint® and GE® to GE Café™, GE Profile™ and GE Monogram® appliances, you will find the consistent, uniform look that today's homeowners are demanding. Because GE understands that today's homeowners, no matter what their budget, desire beautiful kitchens, they have invested in developing the family appearance across all brands.

Hotpoint



GE



GE Café



GE Profile



GE Monogram



Just as you would never have mismatched cabinets and hardware, you shouldn't ask your homeowners to settle for mismatched appliances.

style & appearance

GE continues to lead the industry in establishing the latest trends for modern appliances. From providing a variety of looks and finishes to maintaining a consistent, uniform appearance, GE appliances can set the perfect mood in any home. For example, the laundry room can now become one of the most stylish rooms in the house with a GE frontload laundry pair in vermillion red, champagne or black. And the GE Spacemaker® grilling oven with a brick red interior adds a bold new look to the kitchen.



Color options

Enjoy a laundry pair that is easy on your eyes and your clothes. This bold clothes care system features a choice of color—including vermillion red—to transform any ordinary laundry room into a showroom. Now the washer and the dryer will look less like appliances and more like works of art.

French-door design

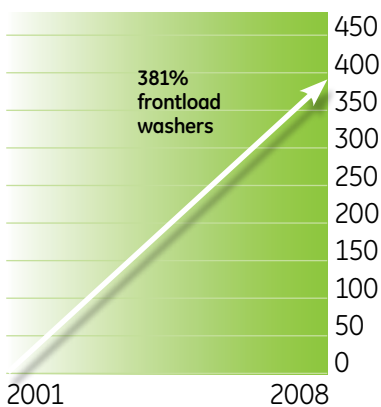
You must offer this style to your customers. The French door is the “armoire” of refrigeration—a beautiful piece of “furniture” to make your kitchens stand out among the competition.

The stainless look

With stainless sales booming, GE found a way to offer the same look to consumers no matter what their budget. The Hotpoint® brand offers Silver Metallic, while CleanSteel™ is the perfect complement to the GE® brand. Of course, top-grade stainless steel appliances are also available in the GE Café™, GE Profile™ and Monogram® brands.

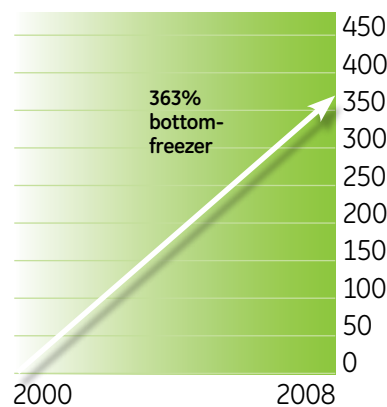
Built-in design

With a wide variety of configurations to meet any need and taste, built-in styling transitions seamlessly with surrounding cabinetry and other appliances. This look creates a smooth, consistent appearance throughout any kitchen and complements any décor.



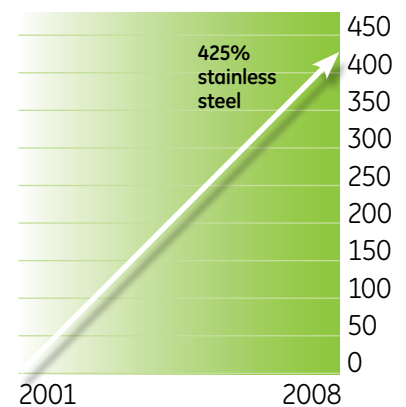
Frontload washer sales volume is up 381%

Source: AHAM, through Q4, 2008



Industry-wide, bottom-freezer sales volume is up 363%

Source: AHAM, through Q4, 2008



Stainless steel shipments have grown 425%.

Source: AHAM, through Q4, 2008—Includes refrigeration, built-in dishwashers, free-standing gas and electric ranges, built-in electric ranges, electric and gas cooktops.

trends

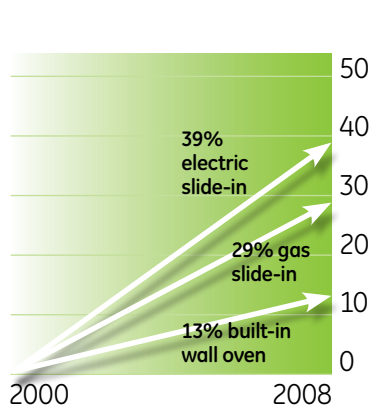
Since 2001, stainless steel shipments have grown by 425%

GE provides advanced technology to keep up with the pace of modern life, without sacrificing style.



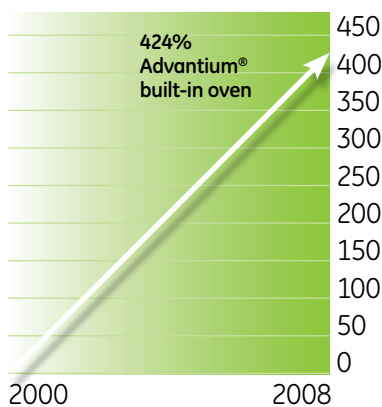
Modularity

It's all about flexibility! Modular designs in refrigeration and cooking products are in demand. They provide extra storage and flexibility without sacrificing style. Consider using refrigeration modules in family rooms, recreation rooms, walk-in closets, or as added space in the kitchen. The uses are endless! Plus, warming drawers in the kitchen have a flush appearance and keep foods warm and delicious.



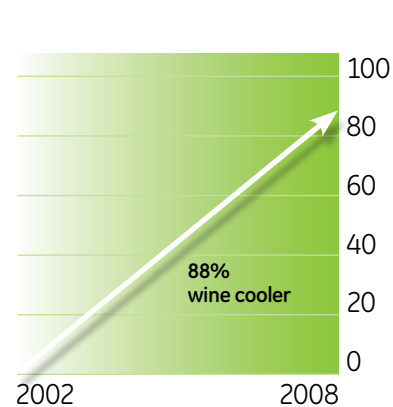
Built-in wall oven sales are up 13%, with gas slide-ins up 29% and electric slide-ins up 39%

Source: AHAM, through Q4, 2008



Advantium built-in oven sales are up 424%

Source: GE, through December, 2008



Wine cooler sales volume has grown 88%

Source: AHAM, through Q4, 2008

energy & money savings

Today's homeowners are more concerned about energy efficiency than ever before. Thanks to ENERGY STAR® rated products from GE, consumers are using less energy and water, resulting in lower monthly utility bills year-round. Plus, reducing water and energy use in households can have a positive impact on the environment in the long term.

Superior savings



HydroWave with Infusor™

GE Profile™ washers with Infusor exceed 2009 federal guidelines for energy efficiency by offering a 60% savings in energy consumption and a 51% savings in water usage.*

**Compared to a non-ENERGY STAR qualified GE® topload washer, based on 2009 ENERGY STAR ratings. New GE HydroWave with Infusor washers use 54% less energy and 46% less water compared to a non-ENERGY STAR qualified GE topload washer.*



29 cu. ft side-by-side refrigerator

The largest free-standing side-by-side refrigerator in America* is also ENERGY STAR qualified to provide advanced capacity and savings.

**Among leading brands*



SmartDispense™ technology

Take all the guesswork out of washing clothing and dishes, then save money with every load. By only dispensing the necessary amount of detergent, SmartDispense technology could save on laundry and dishwashing detergent expenses every year.



Hybrid water heater

This water heater utilizes heat pump technology to pull heat from surrounding air and transfer it to the tank, reducing water-heating expenses by 62%.*

**Based on DOE test procedure and comparison of a 50-gallon standard electric tank water heater using 4881 kWh per year vs. the GE Hybrid water heater using 1856 kWh per year.*



Whole-home water system

This system includes household pre-filtration, reverse osmosis, bath undersink filtration and a water softener that results in 25% less energy consumption.*

**Per research conducted by the Water Quality Research Council and Water Quality Association*



Tankless gas water heater

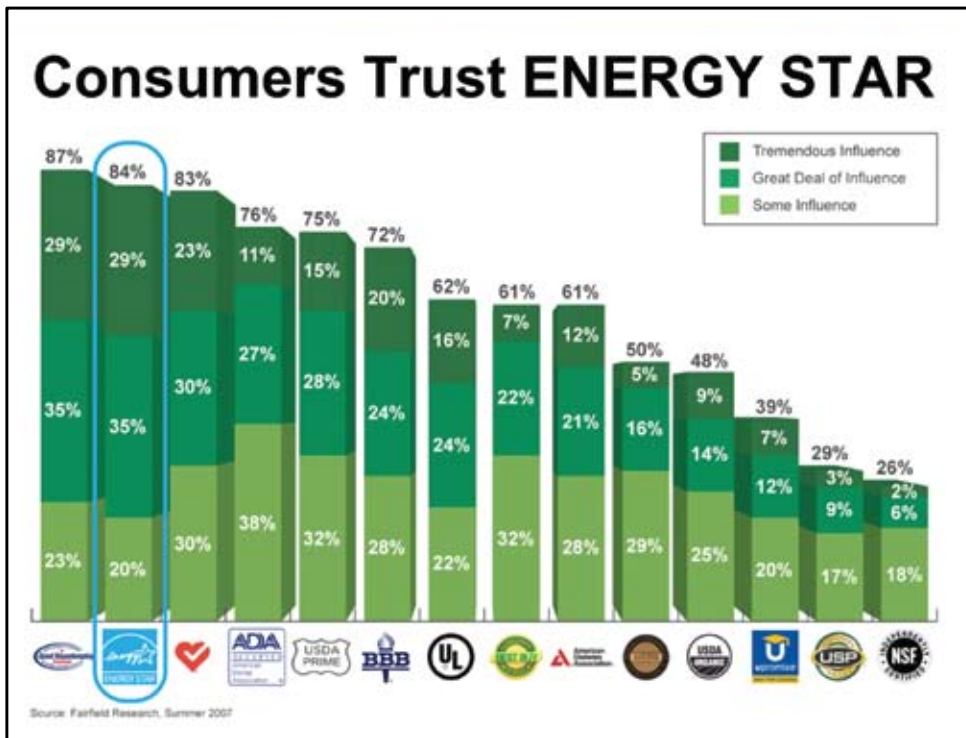
Unlike conventional water tanks that heat and store hot water around the clock—whether you use it or not—GE's tankless gas water heater only activates when customers need hot water.

Energy sells! You should seriously consider including energy-efficient products in the homes you build.

trends

According to a recent report, fewer Americans are dining out.* This has resulted in more people preparing meals or entertaining guests at home. Of those surveyed, 8.9% expect to replace their current appliances with more energy-efficient versions to help further reduce expenses.

*Results taken from a September 2008 Consumer Spending Behavior study of 1,000 American households conducted by Booz & Company



The ENERGY STAR mark ranks among the highest level of influence on product purchase among all consumer emblems.

Source: Fairfield Research, Summer 2007.



For the fourth year in a row, the U.S. Department of Energy and the U.S. Environmental Protection Agency have awarded GE Consumer & Industrial the "Sustained Excellence Award" for its outstanding commitment to creating high-performance household appliances and lighting products that help reduce energy spending and protect the environment.

ecomaginationSM

In response to concern over environmental issues, ecomagination is GE's company-wide initiative to imagine and build innovative solutions to the world's most pressing environmental challenges, such as the need for cleaner, more efficient sources of energy.

time savings

With less time to spend in the kitchen, GE has focused on creating innovative solutions to handle today's busy lifestyles. New features are designed to perform faster, smarter and with less energy than any appliance in the past.

facts
 50% of consumers spend less than 45 minutes cooking, and 15% spend less than 30 minutes¹
 71% of the U.S. adult population does not plan dinner before 4 pm during the week²



Faster cooking

Enjoy great tasting food in less time with Trivection® technology or Advantium® Speedcook technology.



Steam Pre-wash

Fills the entire dishwasher cavity with steam to help loosen tough soils so they can be blasted off dishware and into the filtration system.



SmartDispense™ technology

In dishwashers, SmartDispense holds and dispenses up to 2 months of liquid dishwasher detergent to get dishes incredibly clean. For laundry, the SmartDispense pedestal holds up to 6 months of detergent and dispenses the right amount at the right time.*

*Based on an 8-lb. AHAM load, 10 loads per week.



The fastest, most even dryer available!*

Save time with every load by using a GE Profile™ dryer: the fastest, most even dryer available!

*Among premium frontload matching dryers, fastest drying performance is based on an 8-lb. AHAM load and 100% initial moisture content. Most even drying performance is based on percentage of remaining moisture content.



CleanSpeak™ communication system

The washer communicates electronically with the dryer to preset dry cycles and help save time.



ClimateKeeper2™

Keeps foods garden fresh longer which means fewer trips to the grocery for your homeowner (and saves money, too).



CustomCool™ technology

Chills in minutes, thaws in hours and helps keep food fresh longer.



Single Rack Wash™ selection

Perfect for smaller loads up to five place settings, this selection washes just the upper rack of dishes to use less water and energy.

1 American Meat Institute, November 18, 1996
 2 Restaurant & Institution magazine, February 15, 1997

the future is now

Tomorrow's kitchens will feature uniformly styled appliances, designed to save time and money through new product innovations, energy efficiency and overall environmental consciousness. Of course, GE will once again be leading the way. Look for these state-of-the-art features when selecting appliances for your next home. For years, GE has been a pioneer in creating quality, forward-thinking appliances. And, we've been on the leading edge of stylish trends for decades. Now, let us help you create the right kitchen to save your homeowners time and money—for today, and many years to come.



trends

The hottest new product in the kitchen, the GE Profile single-double wall oven, allows you to cook 2 different dishes at 2 different temperatures at the same time.

Refrigeration

ClimateKeeper² system
CustomCool technology
ENERGY STAR[®] qualified models

Cooking

Trivention technology and
Advantium Speedcook technology
Single-double ovens

Dishwashers

SmartDispense technology
Single Rack Wash selection
Steam Pre-wash
ENERGY STAR qualified models

Laundry

HydroWash[™] system, colossal- and
king-size stainless steel baskets
SmartDispense technology
HydroWave with Infusor[™] wash system
Steam technology
Stain Inspector[™]
CleanSpeak[™] communication system
ENERGY STAR qualified models

Water

Hybrid water heater
Tankless gas water heater
ENERGY STAR qualified models



100 years of innovation and we're just getting started

For more than a century, GE has been committed to producing innovative products that change the way people live. The result of thorough research and rigorous testing, GE appliances are designed for years of dependable performance. Today, the GE tradition of quality and innovation continues.

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

Before purchasing an ENERGY STAR qualified appliance, read important information about its estimated annual energy consumption or energy efficiency rating that is available from your retailer, ge.com or www.energystar.gov.

GE has a policy of continuous improvement of its products and reserves the right to change materials and specifications without notice.

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GE Consumer & Industrial
Appliances
General Electric Company
Louisville, KY 40225
geappliances.com