



**BRAND PORTFOLIO & SUPPORT SERVICES  
HOUSEBUILDERS**

Whirlpool Corporation is the number one major appliance manufacturer in the world. We exist to create purposeful innovation and deliver it across the globe thanks to great people, meaningful innovation and extensive know-how.

We believe that time is the most valuable resource available. So we design in-home solutions that help make the most of every minute. Some may ask, why put so much effort into saving a few moments?

Well, we believe it's moments that matter.

Whirlpool Corporation's brand portfolio offers 4 branded solutions to cover all types of homes including Hotpoint, the UK's favourite home appliance brand.

## Whirlpool Corporation today

**Number 1** major appliance manufacturer in the world



Approximately **\$21 billion** in sales in 2016



**97,000** employees



**70** manufacturing and R&D centres



**70 million** products sold in more than 170 countries in the world



**\$1 billion** investment in capital and R&D centres annually



**The UK's largest** home appliance service operation



**Award-winning** logistics operation



## Sustainability

We incorporate sustainability programmes into our products and processes while nurturing the communities where we operate, delivering value to our consumers and reducing our environmental impact.

**90%**  
**FULL MATERIAL TRANSPARENCY.**  
 ACHIEVE 90 PERCENT FULL MATERIAL TRANSPARENCY ON ALL NEW PRODUCTS BY 2020.

**15%**  
**REDUCTION OF ENERGY AND WATER USE IN MANUFACTURING.**  
 REDUCE ENERGY AND WATER INTENSITY FROM MANUFACTURING BY 15 PERCENT FROM 2014 LEVELS BY 2020.

**0**  
**REAFFIRM OUR GOAL OF ZERO LANDFILL WASTE.**  
 ACHIEVE ZERO LANDFILL WASTE FROM MANUFACTURING BY 2022.

For more information go to <http://www.whirlpoolcorp.com/2015SustainabilityReport/>



**KitchenAid**

**Whirlpool**

**Hotpoint**

**INDESIT**

# Brand Portfolio

Whether it's luxurious houses or urban loft spaces, medium-sized family homes or key worker apartments, Whirlpool has 4 branded solutions to fit each type of development and home.



## KitchenAid

Premium brand for passionate gourmets to deliver masterchef results

- Professional Performance
- Iconic Design
- Thoughtfully Crafted for Quality
- Perfect for Premium Luxury Developments

**Awards:**  
2011 Red Dot Design Award  
Chef Touch System



## Whirlpool

An innovative brand that provides an intuitive experience

- Superior Performance
- Cutting-Edge Design
- No 1 Global Appliance Brand
- Perfect for Large Premium Family Homes

**Awards:**  
if Design Awards x 2  
Waterwise for the Whirlpool WIO 3T123 dishwasher



## Hotpoint

A brand that has been caring for UK families for over 100 years

- Innovative Solutions Driven by Consumer Needs
- Stylish Design
- No 1 Choice for UK Family Homes

**Awards:**  
Red Dot Design Award  
2016 Superbrand  
Good Housekeeping - Washing Machines and Fridge Freezers  
if Design Award



## INDESIT

The brand that saves time, energy and money for busy working families

- Designed to Provide Real Solutions to Make Everyday Life Easier
- Practical Design
- Perfect Choice for Starter Homes

**Awards:**  
9/10 Reevoov Score  
Trusted Reviews Recommended VID641BC Induction Hob





## KitchenAid

KitchenAid applies innovation, quality and convenience to put professional techniques in the hands of the home chef.

It's more than simply cooking. It's about discovering your creativity and firing your passion to achieve culinary excellence.



Our consumers are:

## THE PASSIONATE GOURMET

On their continuous quest to become better cooks the Passionate Gourmet will always choose to create instead of buy. New ingredients, tools and techniques excite them because for them, cooking is more than just a functional activity, it's an art form.

Our consumers look for...

- **The next** creative challenge
- **New ideas** and possibilities
- **To sharpen** their culinary skills
- **Beauty and design** for their home

# INGREDIENTS OF **GOOD DESIGN**

## ARTISAN QUALITY

KitchenAid offers professional features and performance bundled into products that breathe craftsmanship and artistry.

## ICONIC DESIGN

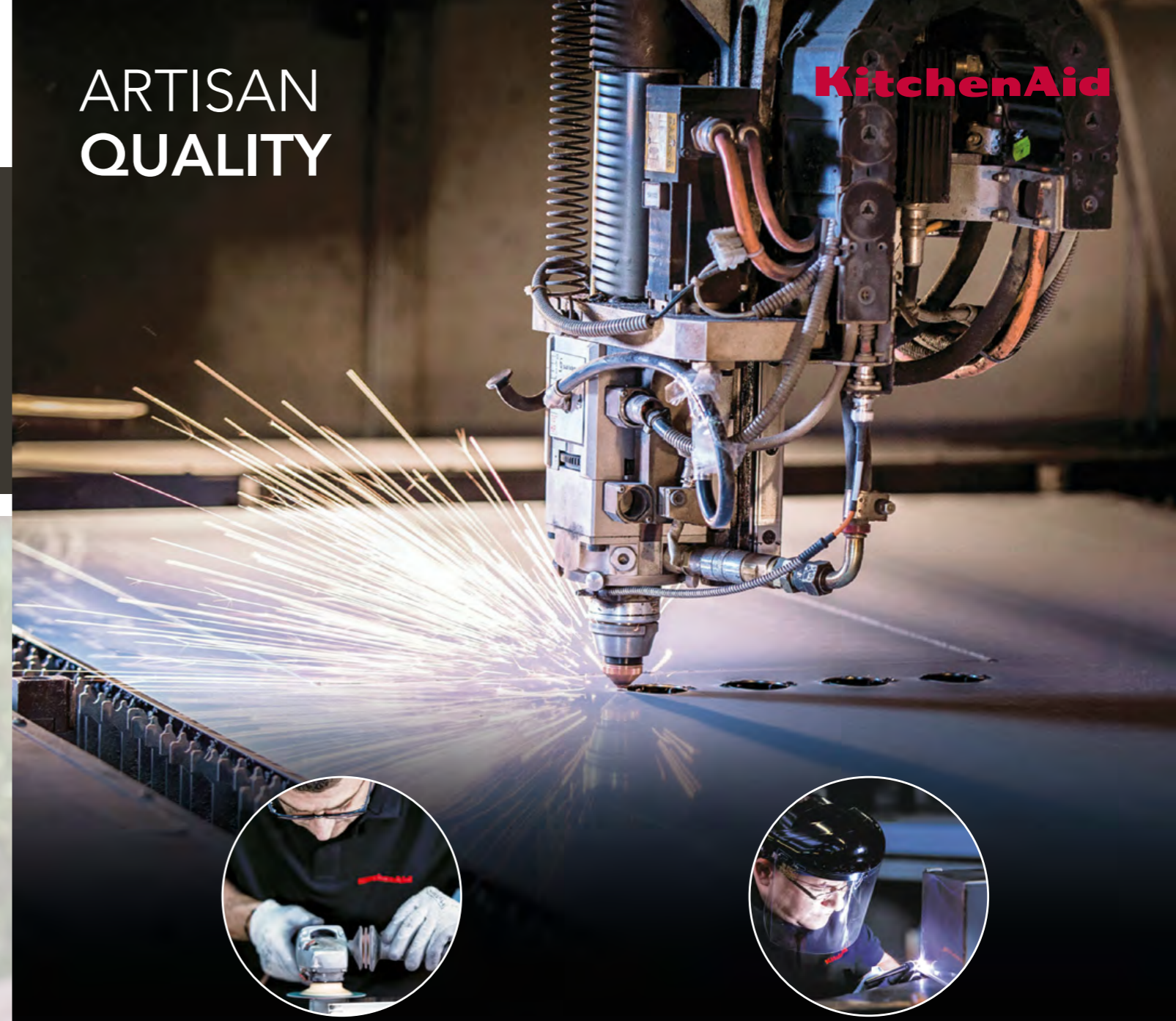
KitchenAid has always offered an authentic, timeless, iconic and bold design that is beautifully crafted for quality and exceptionally functional.

## PROFESSIONAL PERFORMANCE

KitchenAid offers a range of products inspired, designed and developed in partnership with professional chefs, where technology and materials deliver superior professional results.

# ARTISAN QUALITY

**KitchenAid**



### MEDALLION

Brand, heritage, history. A functional element and a finishing stamp of precision and craftsmanship.



### A STUDIED MIX

Of precious materials and finishing.



### KITCHENAID

A bold signature.



### WHITE DISPLAY

For easy access to sophisticated functions.



### TEXTURED SURFACES

Professionalism, precision, ergonomic.



### CHROME FRAMED

And wide windows.



### DEDICATED PROCESS

KitchenAid benefits from a dedicated process handled by skilled artisan engineers.



### HAND CRAFTED

All KitchenAid ovens are hand crafted with dedicated tests at every checkpoint.



### ZERO HOUR TEST

Products are manually functionally checked & tested. 30 min per unit test vs. standard 1 min per unit.



### FOCUS TEST

Visual checklist embracing craftsmanship and consumer touch & feel on 100% of our products

There are three responses to a piece of design:  
yes, no, and WOW! Wow is the one to aim for.

Milton Glaser

# COOKING WITH AUTHENTICITY SINCE 1919.

**KitchenAid**



## BLACK STEEL

When we started thinking about how to push your passion for cooking closer to the limit, we didn't have any doubt. We chose black. Not as a colour but as a symbol of distinctiveness in the universe of cooking. We created this new range of appliances, in pure black stainless steel with PrintShield technology that preserves their beauty from fingerprints, where you will find everything that makes a KitchenAid appliance unique, but with an extra twist: opaque black design.



## TWELIX COOKING SYSTEM

**TWELI-GRILL** Tweli-grill activates the lower ring heating element as well as the grill, allowing you to grill two trays at the same time. While food on the upper tray is grilling, the heat distributed throughout the oven starts cooking the food on the tray underneath. Just swap over the trays halfway through cooking and your food will be perfectly cooked and grilled on both trays at the same time.

**TWELI-BASE** Tweli-base heats the lower ring heating element and the lower heating element to give you beautifully baked pastries and pizzas and even delicacies cooked 'en cocotte'. Often in traditional ovens the top of dishes like these may be cooked but the underside remains pale and underdone. The Tweli-base function offers the ultimate way to finish off your cooking cycle, and ensure a perfectly baked base every time.



## PROFESSIONAL FUNCTIONS

The professional functions use intelligent algorithms to replicate the techniques of top chefs and determine which heating elements to use, when to use the fan and at which temperature to cook specific recipes. Your KitchenAid convection oven will even indicate on which level to place your dish in the oven to enjoy the best results. KitchenAid ovens offer up to sixteen professional functions: six roasting programmes for cooking the perfect roast beef, chicken, veal and pork, five bakery functions for creating sensational loaves, rolls, focaccia, pizza bases and breadsticks, and five special pastry functions to help to make delicious croissants, sponge cakes, fruit pies, fantastic tarts and impeccable biscuits.



## ARTISAN STEAM ACCESSORY

Inspired by our iconic stand mixer, at KitchenAid we have applied our concept of accessories to our ovens as well. The steam accessory can be plugged in inside the back of the oven, transforming your convection oven into three different models: pure steam, steam assisted and convection.

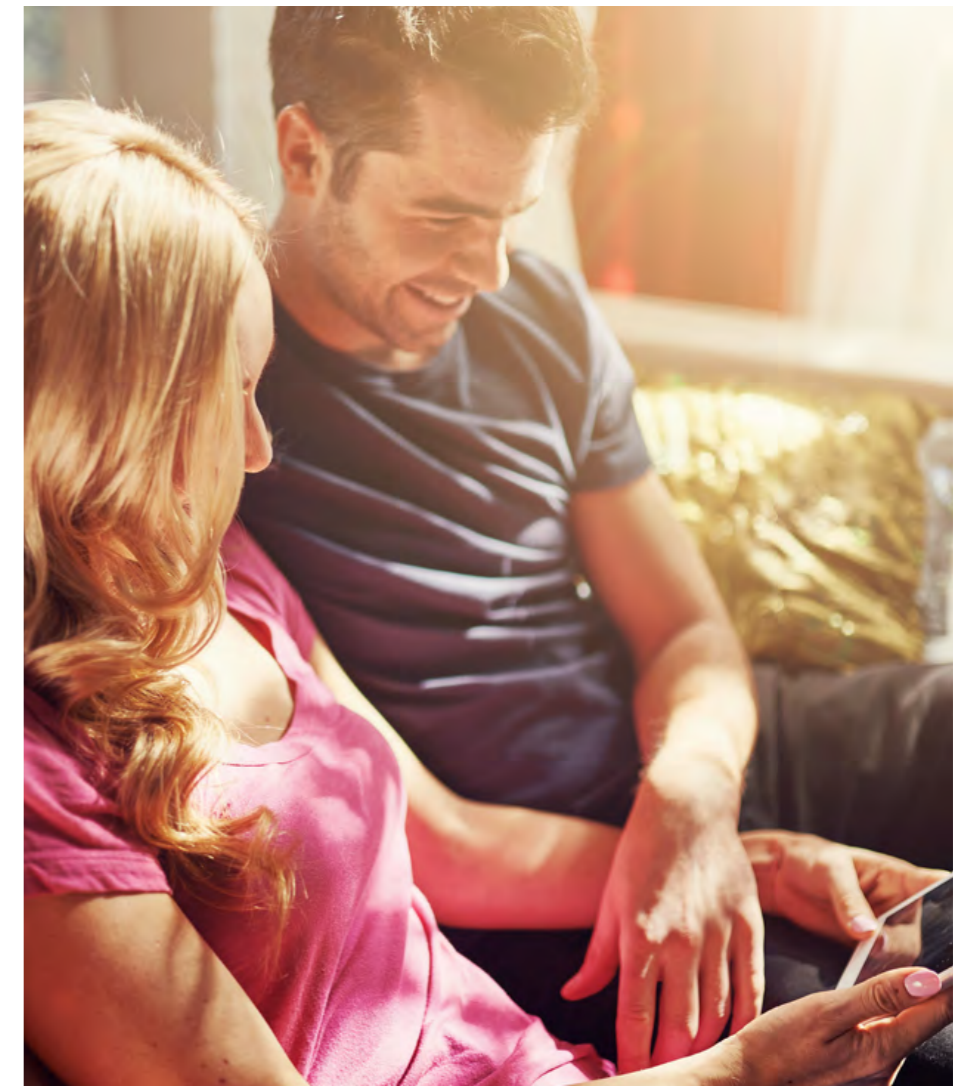




# Whirlpool

At Whirlpool, we bring our knowledge and innovation to offer the most stylish and energy-efficient appliances in the world.

Our technology is more than high-end performance. We bring you cutting-edge design and intuitive usability, to give you the most precious thing of all, time to do the things you love.



Our consumers are:

## Progressive Life Achievers

The Progressive Life Achiever values brands that allow for self-expression. They want to develop new, greater skills to match their passions. They live busy lives and, being short on time, require their products to work at the same pace they do.

Our consumers look for...

- **TECHNOLOGY** for ease of use
- **EMPOWERMENT** through delegation to the product
- **INTUITIVE SIMPLICITY** for an enhanced product experience
- **DESIGN** that appeals to their sense of style

# The perfect balance between intuition, performance and design.

Our innovative 6<sup>th</sup> SENSE technology does all the thinking for you by monitoring, adapting and controlling your appliance for effortlessly perfect results using minimum resources.

- Superior Performance – Achieve perfect cooking results, whether deliciously tender, perfectly browned or finely crisped.
- Intuitive Use – 6<sup>th</sup> SENSE technology automatically adapts the cooking time and temperature to give you the best cooking results.



## Intuitive Cooking

A personal chef in your home, **every day.**

**30 pre-set recipes** will do all the thinking for you, selecting the right cooking function and adapting the cooking time and temperature throughout to give you superior results.



## Superior Cleaning

**Quick, efficient and eco-friendly** self-cleaning oven solution.

**StarClean** – First environmentally friendly self-cleaning technology that enables oven cleaning without the use of cleaning products due to a special coating on the interior and oven door.



## iXelium

Keeps your kitchen looking as **good as new.**

The Fusion Collection is the first full range kitchen set with an iXelium coating: a unique anti-scratch, anti-discolouration and easy-to-clean surface.

- Superior scratch resistance – independent testing on scratch resistance shows iXelium as 17 times more resistant than untreated stainless steel.\*
- Beauty that lasts a lifetime – 11 times more resistant to high temperature than untreated stainless steel, which prevents yellowing over time.\*
- Incredibly easy to clean – twice as easy to clean than untreated stainless steel\*



\*These tests were carried out at the laboratories of TÜV Rheinland Italia, a member of the TÜV Rheinland Group has been a global leader in independent safety and quality certification for products, services and corporate systems for over 130 years, with over 300 offices in 60 countries.





**Hotpoint**

## CARING FOR THE THINGS THAT MATTER THE MOST

Caring for every detail in our lives is a source of satisfaction. We achieve this everyday through the things we do and hold. We also know that such details don't just matter to us, they are deeply appreciated by those we love most.



## CONFIDENT NESTERS

Their home is their world and they're proud of it. Their focus is making the most of their home with family and friends. They are willing to pay more for appliances that have the functionality they want.

Our consumers look for...

- **CONTROL** of their homes
- **THE END RESULT** as technology is a facilitator
- **APPLIANCES** that deliver outstanding performance
- **TRUSTED** reliable brands and useful information



Hotpoint

TRANSFORM YOUR  
COOKING INTO A  
NEW EXPERIENCE  
IN FLAVOUR.

Hotpoint's ovens are designed to give you free rein in your desire to try things out, letting you express your creativity in the kitchen with consistently excellent results.

Perfect cooking, on both the inside and outside of the food, enhancing the flavour and fragrance of every recipe. All thanks to an integrated system of advanced technology.

- Multiflow technology
- Electronic temperature control
- Multirecipes and Recipes Expert
- Temperature probe

A UNIQUE COLLECTION OF TECHNOLOGIES THAT ENSURE THE BEST COOKING RESULTS EVERY TIME.



#### MULTIFLOW TECHNOLOGY

A new convection system that creates optimal heat distribution.

This ensures a completely even cooking temperature throughout the oven, so no more burnt edges and raw middles, just perfect results - every time.



#### ELECTRONIC TEMPERATURE CONTROL

Precision control at your fingertips.

Intelligent temperature sensors minimise temperature swings to give **precise and consistent temperature control** to within 2 degrees for the best cooking results.



#### MULTIRECIPES

Enjoy professional cooking results at home.

Pre-programmed recipes, developed with professional chefs, that **automatically select the ideal cooking parameters** (heating elements, temperature, ventilation and timings) to ensure even the most gourmet dish will turn out beautifully.



#### TAILORED PROGRAMMES

A selection of semi-automatic programmes

Recommend cooking parameters and **guide you in choosing the ideal temperatures and shelf positioning** for the dish you are preparing - you can then tailor the temperature and time settings to suit your own preferences.



#### TEMPERATURE PROBE

The exclusive food probe ensures total control over cooking

Simply insert the probe into the joint before putting it in the oven, and watch the internal temperature on the display to monitor the cooking process without opening the oven. The cooking process ends when the temperature of the food reaches the temperature shown on the display.



A man with brown hair, wearing a light blue button-down shirt, stands in a kitchen. Behind him are three built-in Hotpoint ovens with black glass doors and silver handles, set within dark blue cabinetry. Above the ovens is a wooden shelf with several glass jars containing various spices and ingredients. In the foreground, a thick wooden countertop features a black induction cooktop. The background wall is white with vertical wood paneling and metal brackets.

**Hotpoint** | **Jamie Oliver**

## NEW COOKING PARTNERSHIP FOR 2017

Pairing the very best of Jamie Oliver's home-cooking philosophy with Hotpoint's everyday, innovative products, our partnership is designed to help us all take care of the people we love through the joy of food. We believe our shared vision of eating well and developing easy-to-use appliances can shape the health and wellbeing of everyone.

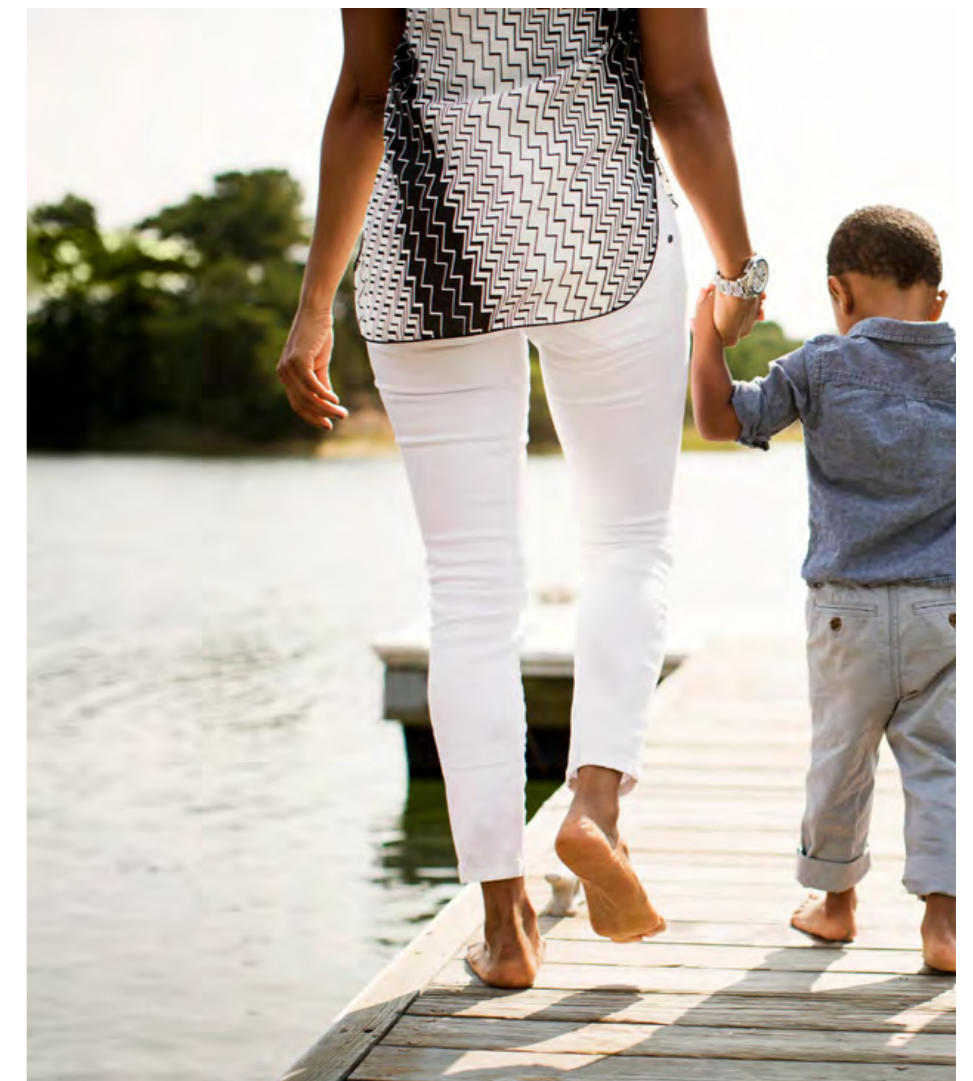


## The proven choice for busy families

Our mission is to **make everyday home life easier**, simpler and therefore, happier.

With more than 60 years of experience, we understand the demands of busy families.

That's why we produce practical and easy-to-use appliances that **save time, money and effort**, so you can spend more time on the things that really matter.



Our consumers are:

## Everyday All-rounders

Their life is a happy chaos - their family relies on them so there's always something going on.

Balancing the demands of work and family means they never have enough time. They rely on being well organised and pragmatic to help them achieve their daily tasks, so need reliable appliances they can trust.

Our consumers look for...

- **Simple**, easy-to-use appliances
- **Practical features** that make a real difference
- **Reliability** of well-known, trusted brands
- **Good value** for money, not always cheapest price

# Everyday cooking has never been so simple



**Turn&Cook – over 80 everyday recipes tasty and ready in just 1 turn.** This clever function automatically sets the perfect temperature and cooking time for more than 80 everyday recipes. Plus the oven will automatically turn itself off when the hour programme is finished for that extra peace of mind.



## Click&Clean



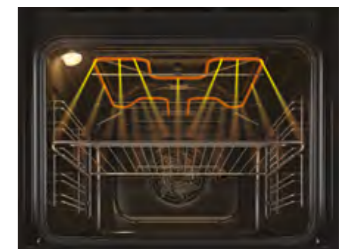
**Two steps to a brilliantly clean oven door.**

Our exclusive Click&Clean system allows you to easily remove the glass from the oven door in just two simple steps ready for quick, hassle-free cleaning.

## Full Surface Grill

**For consistently even results**

By covering 95% of the oven roof, the FullSurface Grill ensures consistent, uniformed browning with no burnt or uncooked areas.



## Eco Clean

**Use the natural cleaning power of steam to refresh your oven.**

EcoClean is an easy-to-use, eco-friendly cleaning function, which uses a tray of water, 90°C heat and just 35 minutes to break down stubborn food and grease from the oven cavity.

## 71 Litres Capacity



**Extra-large capacity for extra-large meals.**

With up to 71 litres of oven space, there's plenty of room for large family meals or cooking multiple dishes at once.

## Best-in-Class After-Sales Service



## Quality At The Heart Of All We Do

At all stages in the creation of our appliances, we are committed to continuously improving products, services and processes. Our quality standards are a result of applied intelligence, comprehensive product development and working together to ensure we meet all our customer's needs.

Our journey ensures quality from beginning to end. Starting from the sourcing of raw materials through to manufacturing, right up until the appliance is in the customer's home.

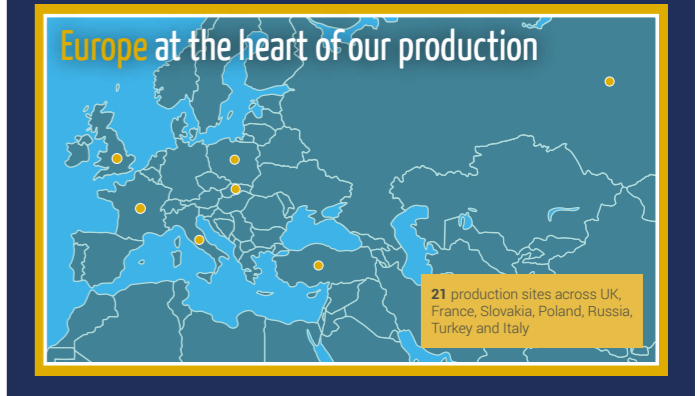
### WHIRLPOOL CORPORATION

The first home appliance manufacturer to gain ISO 9001:2008 multi-site certification.

We are committed to developing and maintaining a quality management system based on the ISO 9001: 2015 standard.

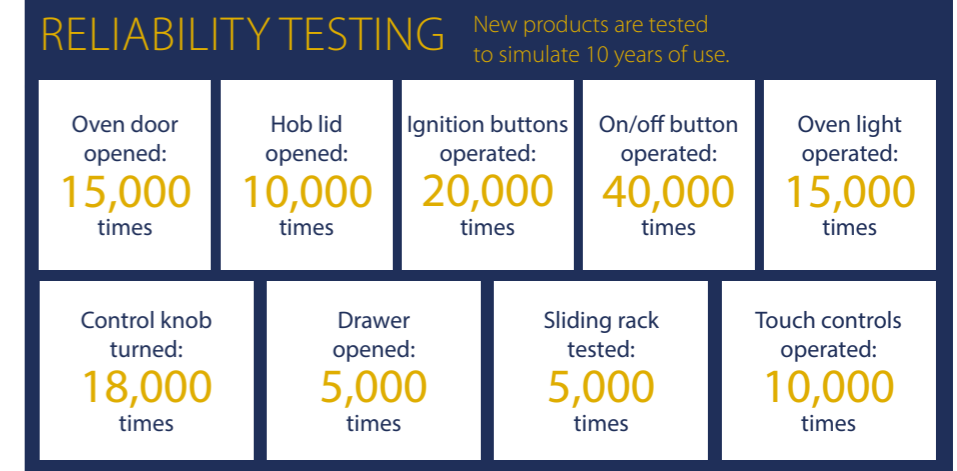
This will cover our manufacturing facilities, design and development, procurement of components, logistics network, consumer service and headquarter functions, delivering a comprehensive management system for the whole EMEA (Europe, Middle East, Africa) business.

### DEDICATION TO QUALITY



## Cooking Appliance Testing:

What does our testing involve?





## How to Contact our Service Team

**KitchenAid**

0800 151  
0908

DEDICATED KITCHENAID LINE

- Advisor & book repair/parts
- Call 0800 151 0908
- Email: [KitchenAidEscalations@Whirlpool.com](mailto:KitchenAidEscalations@Whirlpool.com)
- 3 hour reply response



**Whirlpool**

**Hotpoint**

**Indesit**

03448  
244 422

CONSUMER PRIORITY LINE

- Direct Consumer Line
- Advisor & book repair
- 7 days a week



Email  
or  
Telephone

HOUSE BUILDERS TRADE  
PARTNERSHIP TEAM

- For 1st line escalations, e.g. speed of service issues; review call history
- Call 03448 937 382
- Email: [uk\\_trade\\_repairs@whirlpool.com](mailto:uk_trade_repairs@whirlpool.com)
- Book service calls, 5 days a week



## Our Service Promise

**DAMAGED GOODS ON SITE SUPPORT** – we will open on your behalf a Service Account that enables you to directly organise an engineer visit with dedicated account management support.

**FAULTY GOODS WITHIN FIRST 3 MONTHS** – our commitment to service is backed-up by our directly employed and highly trained team of service engineers. Our number one priority is to satisfy the customer by first attempting a repair in situ. If the customer would prefer a replacement to a repair then this can be arranged.

**HOSPITAL PACK** – we will create a pack of spare knobs, bulbs, dials, etc for each project, the exact make up of which can be decided on a site-by-site basis.

**ENGINEER CONSISTENCY** – to ensure the highest level of on site service we will get the same engineers to visit each project wherever possible.

**WARRANTY REGISTRATION** – to ensure 100% redemption we will electronically register each plot with their specific products, by loading your project completion details on a monthly basis.

**USER GUIDES** – we can provide electronic versions of multi-language instruction booklets for each model.

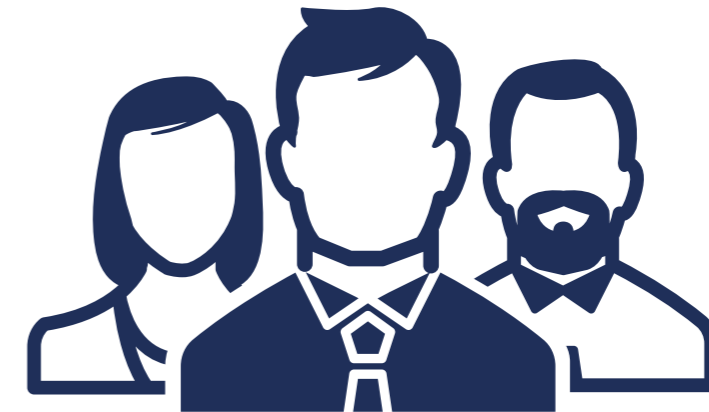
**DEMONSTRATION IN CUSTOMER HOME** – we can offer this service for KitchenAid products with immediate effect.

**TRAINING SUPPORT** – we will come to your sites to train all relevant staff using our own internal training team. From a brand introduction to product key features and how to use each model, our training team is here to support Berkeley Group.

**KITCHENAID TRAINING SUPPORT** – your customers can visit our London Experience Store in the heart of the West End for full product training and support from our expert in-house team, or even join one of our specialist cooking classes. If you would prefer us to visit your customer in their property, we are able to supply our home economist at a disclosed fee. Please enquire for more details and booking.



## Contact Us



### COMMERCIAL

**Channel Director (Kitchens) – Steve Rickersey:**  
07967 223053 | [stephen\\_d\\_rickersey@whirlpool.com](mailto:stephen_d_rickersey@whirlpool.com)

**Channel Manager (Contracts) – Phil Slater:**  
07801 726826 | [philip\\_slater@whirlpool.com](mailto:philip_slater@whirlpool.com)

### TECHNICAL SUPPORT

**General Technical – John Beaumont:**  
07801 724448 | [john\\_beaumont@whirlpool.com](mailto:john_beaumont@whirlpool.com)

**Technical Operations Manager – Matt Lersch:**  
07801 726080 | [matthew\\_lersch@whirlpool.com](mailto:matthew_lersch@whirlpool.com)

**Service Quality – Sean Kennedy:**  
07801 727150 | [sean\\_kennedy@whirlpool.com](mailto:sean_kennedy@whirlpool.com)

### CUSTOMER CARE

**House Purchasers Phone Line:** 03448 22 44 22

**Trade Support Phone Line:** 03448 93 73 82

**Trade Support Email Address:**  
[uk\\_trade\\_repairs@whirlpool.com](mailto:uk_trade_repairs@whirlpool.com)

**Management Team - Chris Beal:**  
07801 727225 | [christopher\\_beal@whirlpool.com](mailto:christopher_beal@whirlpool.com)

**KitchenAid Escalation Email Address:**  
[kitchenaidescalations@whirlpool.com](mailto:kitchenaidescalations@whirlpool.com)

**KitchenAid Customer Service Phone Line:**  
0800 151 0908



**KitchenAid**

**Whirlpool**

**Hotpoint**

**i INDESIT**

**Whirlpool UK Appliances Ltd**

Morley Way  
Peterborough  
PE2 9JB  
01733 282800

**KitchenAid London Experience Store**

98 Wigmore St  
Marylebone  
London W1U 3RE  
020 7935 2575

[kitchenaid.co.uk](http://kitchenaid.co.uk)

[whirlpool.co.uk](http://whirlpool.co.uk)

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[indesit.co.uk](http://indesit.co.uk)