



PROFESSIONAL PRODUCTS

WHIRLPOOL AT A GLANCE

WORLDWIDE LEADER

With an annual turnover of approximately 13 billion dollars and almost 50 production and technological research centres globally, Whirlpool Corporation is the world's leading manufacturer and marketer of major appliances.

20 YEARS OF PROFESSIONAL EXPERIENCE

Whirlpool's professional business is the expansion of its professional line operation in France, that has been growing and achieving excellent results for over 20 years. Leveraging on its French background, now the company expands to offer a pan-European, Africa and Middle East capability and a full range of unmatched solutions to fully satisfy the needs of catering and hospitality industry.

COMPLETE RANGE OF KITCHEN AND LAUNDRY PRODUCTS

Whirlpool new professional range is one of the widest and most complete in Europe, providing excellent and innovative solutions that fully satisfy the needs of professional catering and hospitality segments. The range includes products for cooking, refrigeration, laundry, dishwashing, ventilation, preparation, ice cube making, cold room and professional water solutions.

STRONG COMMITMENT TO INNOVATION

From the start Whirlpool has devoted continuous energy and investments to innovation, confirming its ability to drive new market developments and introduce innovative products. One example of Whirlpool's commitment to innovation is the revolutionary and unique Smartcook pizza oven, that can cook a pizza in less than one and half minutes with results equal to that produced in a traditional wood burning pizza oven.

ROBUST AND FLEXIBLE DESIGN

All the professional range products are tested for usability, safety and hygiene, to ensure the greatest functionality and the most comfortable and ergonomic kitchen to work in. The range is manufactured according to Whirlpool's rigorous specifications and unique aesthetics to ensure the highest quality standards and most innovative technology, thus providing outstanding and flexible solutions for all catering and hospitality needs.

UNPARALLELED SUPPORT TO TRADE PARTNERS

Whirlpool has already put in place a Trade marketing organization in every country to ensure that its Trade Partners will receive efficient sales and technical support. Besides one of the most complete and innovative range in the professional market, Whirlpool will provide unparalleled support for its Trade Partners in jointly exploiting the market potential.

SPECIAL OFFER TO ESTABLISH SHOW KITCHENS

Whirlpool is very interested in starting a cooperation with leading and prestigious hotels and restaurants across Europe that are interested in buying a new and innovative Whirlpool kitchen. To these customers Whirlpool will offer the products at a very special price, with the agreement to allow the company to bring 6 potential clients to visit the installation.