

# Content: Use of Genuine Whirlpool Water Filters

This week, the CSBU released communications to specific audiences throughout the CAC organization... which included the Field Service Organization, the CXC, and NAR Sales to the Retail and Contract Account Managers.

These communications were released due to the launch of a new Brita filter that hit sales floors this week. The Brita displays market their filter as fitting Whirlpool & KitchenAid branded refrigerators, as well as Frigidaire and GE brands.

To help promote the use of genuine Whirlpool water filters in our branded products, we have asked those folks who "touch" our consumers daily to caution against the use of non-Whirlpool filters in our refrigerators. Only then can we ensure our customers have the best product ownership experience possible.

Supporting the use of only genuine Whirlpool filters, we have provided the following information to our partners...

1. Whirlpool designed the water filters specifically for use in our products. Because of that unique design, our filters are certified by NSF International\* and are registered with state agencies that regulate water filtration, where applicable (currently CA, WI and IA).
  - Note - these agencies recognize and certify the refrigerator and filter as a combined system. The filter is not certified as a stand-alone part for use in other branded refrigerators.
  - Note - you may hear claims through Brita around "Material Certification". This certification refers to the materials used to manufacture the filter not being harmful to water. These filters have not been certified or tested to work in our products.
2. A reminder that our warranty states it does not cover
  - Product failures or property damage caused by a non-genuine Whirlpool replacement filter
  - Service calls or repairs to address leaks or other issues relating to the installation or use of non-genuine water filters
3. We have asked that when a customer calls in to schedule service for problems with their filter, that our CXC representatives verify whether or not the filter being used is a Whirlpool brand filter. If it is not a Whirlpool filter, the rep will document the information in the customer's file and confirm with the customer that any problems resulting from use of an improper filter are not covered by their warranty. Therefore, any service costs may be the customer's responsibility.

We feel confident that with combined efforts between Sales, Service and the CXC organizations, we will continue to build loyalty with our customers by providing reliable, trustworthy assistance and advice. Together we all win!

\*NSF International is an independent, not-for-profit agency that issues product standards and certifications in the fields of water, air, food and consumer products.