

GE Profile Laundry

GE Profile™ expands into the laundry category with a new series of top and front load laundry appliances rooted in innovation and built on the belief that modern life needs modern solutions. With this expansion, GE Profile continues to show how they are revolutionizing the appliances of the future.



Top Load 600

MSRP: \$899 and up

Avail. now in
White and Diamond Gray



Top Load 700

MSRP: \$999 and up

Avail. April 2022 in
White and Diamond Gray



Top Load 900

MSRP: \$1,299

Avail. June 2022 in Diamond
Gray and Sapphire Blue



Front Load 950

MSRP: \$1,549

Avail. April 2022 in
Carbon Graphite

Loaded with Premium Features: Industry-leading features across the portfolio include:

- **Smarter Wash Technology** that automatically senses the amount of dirt and grime in the water and adjusts the cycle to clean the exact amount, avoiding over- and under-washing, wasting time, water and energy.
- **SmartDispense™ Technology** automatically adjusts the amount of detergent dispensed depending on the size of the load and detergent used.
- **Tangle Control** intelligent technology in adapts the wash action to minimize tangled loads.
- **Microban® Antimicrobial Technology** built into components including the gasket, dispenser and draining system delivering protection that lives on load after load.

The GE Profile Top Load 900 Series features the first-ever washer with a built-in voice assistant that lets users dance to their favorite song, check the weather and set their clean cycles to specific care instructions or stain removals with a simple command. In addition to base features above, it also features:

- **Fabric Refresh** in the dryer units refreshes without needing to wash or diffuse a chosen scent during tumbling to freshen your garments.
- **SmartDispense™** intelligently dispenses the right amount based on your choice of detergent and the size of the load, saving time and the mess, making laundry effortless.

The GE Profile Front Load 950 Series is loaded with innovative technology that helps owners customize each wash:

- **Stain Guide and AI-Powered wash and dry** means the unit does the work for you, knowing exactly how to treat tough stains and wash delicate fabrics.
- **Adaptive Settings** based on your preferences. The washer personalizes your cycle selections automatically.