



GE PROFILE HELPS ENABLE CLEANER WATER FOR THE HOME
New GE Profile™ Smart Water Valve with Integrated Filtration provides homeowners with peace of mind about household water

Louisville, KY – February 25, 2025 – GE Appliances, a Haier company, Air & Water Solutions announced the launch of a new water filtration solution joining the GE Profile™ line-up. The GE Profile™ Smart Water Valve with Integrated Filtration provides cleaner and clearer water throughout the entire home, while creating added reassurance for owners with leak detection and remote water shutoff managed easily from a phone.

According to a [2023 survey](#) by the Water Quality Association, 34% of consumers reported being very concerned with the quality of their household water supply, an increase of 11% since 2021¹. The Smart Water Valve is part of GE Profile's new [complete line](#) of smart water treatment and heating solutions, including the [GE Profile™ GEOSPRING™ Smart Hybrid Heat Pump Water Heater](#) and the [GE Profile Professional Smart Valve Water Softener](#), that put homeowners in control of their home's water quality as an integrated solution.

"This expansion of smart water treatment solutions addresses critical needs and delivers comfort to homeowners when it comes to home water quality," said Kelly Mills, commercial director of water filtration for GE Appliances. "Water filtration as part of an ecosystem along with our water heaters and water softeners offer real solutions that help homeowners tap into cleaner water for their own health and that of their appliances at every point in their home."

Thanks to an integrated advanced filtration system that reduces sand, sediment, chlorine taste and odor in water before it enters your home, the GE Profile Smart Water Valve helps alleviate water quality concerns. Powered by the SmarthQ™ app, homeowners can monitor water usage and safeguard from water leaks with remote water shutoff.

The Smart Water Valve features a robust design for easy installation, featuring quick connect metal fittings and a pivoting head that accommodates both vertical and horizontal plumbing. Its sleek, modern design also includes an LED digital control panel with a visual filter countdown, ensuring homeowners know exactly when it's time for a replacement. Plus, the Smart Water Valve's pressure release button makes changing the filter quick and hassle-free. The GE Profile Smart Water Valve with Integrated Filtration will launch in Q2 2025.

For homeowners seeking additional water filtration, the GE Profile Reverse Osmosis System Under-Sink Tankless Water Filtration System offers protection for your family with triple filtration that can reduce up to 95 impurities². It features a compact, space-saving design that fits discreetly under the sink with continuous flow on demand. The unit also includes filters and a magnetic filter cover for easy filter changes as well as a designer faucet. The GE Profile Reverse Osmosis Under-Sink Tankless Water Filtration System is available now.

All products will be showcased in the GE Profile booth #W2600 at the Kitchen Bath and Industry Show (KBIS) Show, where attendees can experience the benefits of its smart water products.

Visit www.geappliancesairandwater.com to learn more or schedule a KBIS booth tour through <https://www.signupgenius.com/go/geappliances#> or by emailing geappliances@allisonworldwide.com. For

¹ Source: <https://wqa.org/grow/industry-reports/wqa-consumer-opinion-study/>

² Impurities not necessarily in all users' water



more information about GE Profile and its range of available products, visit www.geprofile.com or follow @geprofile on Instagram, TikTok, Pinterest or YouTube.

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About GE Appliances Air & Water Solutions

GE Appliances, a Haier company, Air & Water Solutions is dedicated to serving the unique needs of the plumbing, heating, ventilation and air conditioning industry. The division offers total property solutions from trusted brands, GE®, Haier and Hotpoint. Its robust product portfolio includes water heaters, water filtration, HVAC, and ductless heating and cooling for light commercial and residential use. GE Appliances has never been in a stronger position to serve distributors, wholesalers and contractors with real-life solutions and the support they need. For more information, visit geappliancesairandwater.com.

About GE Profile™

As a leader in connected appliances, GE Profile™ offers kitchen and laundry solutions with sleek aesthetics and leading-edge features that simplify daily life. At the intersection of meaningful technology and sophisticated design, GE Profile brings smarter innovation to life through its line of major and small appliances. For the latest products, visit www.geappliances.com/ge/profile.htm or @geprofile on Instagram, TikTok, Pinterest or YouTube.

About GE Appliances

At GE Appliances, a Haier company, we come together to make good things, for life. Headquartered in Louisville, Kentucky, we are a leading U.S. manufacturer of home-appliances with 15,500 team members nationwide. GE Appliances, found in half of all U.S. homes, is proud to be rated America's #1 Appliance Company¹ and trusted by millions of families nationwide. We manufacture and sell products under the Monogram™, Café™, GE Profile™, GE®, Haier™, and Hotpoint™ brands. Our operations support nearly 90,000 additional American jobs and represent an investment of more than \$2 billion since 2016. We are deeply committed to the communities where we live and work, passionate about getting closer to our product users to understand their needs and driven by the belief that there's always a better way.

To learn more about our company, brands, career opportunities, and impact, visit geappliancesco.com or connect with us on [LinkedIn](#)

1 OpenBrand Consumer Tracking Survey, Q1 – Q4 2024, Based on Volume of Total Majors/MO/RAC – Retail Units