



GE APPLIANCES BRIDGES INTUITIVE AND THOUGHTFUL DESIGN WITH ACCESSORY DWELLING UNIT AT INDUSTRY DESIGN SHOW KBIS/IBS

Real-World Solutions That Embrace Every Need, Building Good Things, For All

LOUISVILLE, Ky., Feb. 25, 2025 - GE Appliances, a Haier company, is providing an immersive look at its portfolio of consumer-centric designs and inclusive solutions at the Kitchen and Bath Industry Show (KBIS) 2025, showcasing solutions that foster independence, enable flexibility, and meet unique needs of the modern family.

"GE Appliances continues to rethink the way we evolve our designs to not only drive ease and efficiency in cooking and cleaning but also empower consumers with unique needs to experience the endless possibilities for what life at home can be," said Todd Getz, executive brand director for GE® and GE Profile™. "We are building on our brand promise and redefining appliances by producing "Good Things, For All" with simple, intuitive designs and leading features to make the home a place that works for everyone."

Attendees that visit the GE Appliances booth experience will have the opportunity to see the brand's leading appliances in a series of vignettes that mirror everyday life.

Flexible Design for Universal Needs

The GE Appliances booth features an Accessory Dwelling Unit (ADU), an independent living unit on the same lot as a main residence that is gaining popularity across the country, as a solution to care for aging parents, accommodate multi-generational households, provide rental income and offer an affordable housing solution amidst rising housing prices. The demand for these secondary housing units is steadily rising, especially in states like California, Oregon and Washington with ADU-friendly regulations. According to the [Cato Institute](#), for example, ADU construction outpaced single-family home construction in Seattle in 2022.

GE Appliances' ADU explores the endless possibilities of these flexible living solutions. This immersive environment was created using universal design principles to grant greater accessibility to people of all ages and abilities--now and in the future. The opportunities provided by ADU living supports aging in place by ensuring that homes and spaces can adapt to the changing needs of older adults over time, allowing them to live independently and comfortably.

"In the future, Universal Design should be the standard, not the exception," said Josh Mauney, president and founder of Paragon Custom Homes. "Homes that are safer, more practical, and universally accessible for individuals of all ages and abilities represent the true essence of hospitality. We're fortunate to craft spaces where people spend the majority of their lives, build families, and create lasting memories. By prioritizing care, empathy, and a deep understanding of how people live, we create homes that not only serve their needs today but allow them to stay longer to make even more memories."

Inspired by the growing demand for adaptable living solutions and products that serve a range of physical needs this ADU was outfitted with products that flex to the needs of the owners. The [GE® Countertop Convection Microwave Oven with Air Fry](#) creates counter height accessibility without reaching or bending down. The [GE® 30" Slide-In Electric Convection Range with No Preheat Air Fry](#)

[offers the EasyWash™ Oven Tray](#) that makes clean up effortless and provides an alternative to the traditional cleaning method requiring someone to reach deep within the cavity to scrub the surface. This ADU home blends thoughtful design and intuitive functionality that effectively caters to various capabilities, highlighting features like pull out cabinetry with task lighting for easy storage access, taller toe kicks at the bottom of base cabinets for those in wheelchairs, dual-purpose furniture to optimize the spaces functionality and more. This environment represents the brand's longstanding mission to offer optimal convenience, flexible designs that integrate seamlessly into single or multi-family households and attainable solutions to the growing need for affordable housing.

Built for All

Discover GE Appliances' latest products designed to meet the diverse needs of U.S. consumers, ensuring every household can get the most out of its appliances.

This colorful display features five arched vignettes that incorporate must-see products like the [GE® Washer with Spanish-Language Panel](#), a first-of-its-kind appliance that was designed for U.S. Hispanic households, and the universal [Tactile Sticker Kit](#) that helps make appliances more accessible to blind and visually impaired consumers. Also on display are products that solved specific consumer pain points with ingenuity, including the new **GE® ENERGY STAR 4.6 cu. Ft. Capacity Smart Front Load Washer with UltraFresh Vent System with OdorBlock™** that helps removes the dreaded front-load odor once and for all. These forward-thinking solutions underscore the brand's commitment to creating inclusive solutions for all.

Attendees are also invited to create their own mix of "Good Things" at GE Appliances' interactive candy display. In honor of the brand's long legacy as a fixture in American homes for more than 100 years, this space offers a place for attendees to gather and reflect on solutions that make life even sweeter.

Visit the GE Appliances KBIS booth #W2613 or schedule a booth tour at <https://www.signupgenius.com/go/geappliances#> or by emailing geappliances@allisonworldwide.com. For more information about GE Appliances and available products, visit www.geappliances.com or follow @geappliances on Instagram, TikTok, Pinterest, or YouTube.

About GE Appliances, a Haier company

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