



GE PROFILE™ MERGES WHOLE HOME CONNECTIVITY WITH FUNCTION-FIRST INNOVATION AT KBIS 2025

Creating real-life solutions with smarter living for everyday experiences

Louisville, KY - February 25, 2025 – [GE Profile™](#) is providing an immersive look at its expansive portfolio of cutting-edge, connected technology and consumer-centric designs at the Kitchen and Bath Industry Show (KBIS) 2025.

“This year, GE Profile will showcase the connection between intelligence and intuitive design,” said Todd Getz, executive brand director for GE Profile and GE brands. “We believe our innovations will continue to simplify and streamline tasks and empower homeowners to control their home environment.”

Through a series of five forward-looking living scenarios, the booth experience underscores the synergy between human intuition and advanced technology with experiences and design elements inspired by the brain. This interconnected architecture explores the balance and order of the brain’s left side and the creativity and intuition of the right side. Central to this theme, the brain symbolizes both the intelligence of GE Profile’s products and the smart, tech-savvy individuals who use them:

- **Cognitive Kitchen:** Function is balanced with form to create an intuitive space centered on GE Profile’s smart appliances that fit seamlessly within the connected home. Must-see products include the **NEW [GE Profile™ 23.2 Cu. Ft. Smart 4-Door French-Door Refrigerator with Dual-Dispense AutoFill Pitcher](#)**, now available in counter-depth, and the **NEW GE Profile™ 30" Smart Slide-In Induction and Convection Range with No Preheat Air Fry and EasyWash™ Oven Tray** that enable consumers to cook smarter and clean faster. The display also highlights sleek solutions like the **NEW [GE Profile™ Single Wall Oven with Advantium® Technology](#)**, which delivers powerful versatility with five cook modes and 175 pre-programmed tailored menu selections in one appliance.
- **Grind & Brew Bar:** Coffee rituals are a sacred part of any coffee connoisseur's daily routine. The ideal cup is unique to each person, and the **NEW [GE Profile™ Grind & Brew Coffee Maker with Podless Single Serve](#)** makes having the ultimate control of your perfect cup more accessible than ever. To highlight its speed, convenience, and customization offerings, attendees have the opportunity to be guided through a unique coffee experience with [Elika Liftee](#), a two-time US Brewer's Cup winner and barista trainer at Onyx Coffee Lab. Liftee will detail the flavor profiles in coffee and how the GE Profile Grind & Brew elevates the at-home coffee experience to ensure the daily grind is fueled without interruption. The **NEW [GE Profile™ Opal™ 2.0 Ultra Nugget Ice Maker](#)** will also be on display for those looking to upgrade their home’s coffee bar adding a chilled experience with the ultimate chewable, crunchable pellet ice. To demonstrate greater flexibility in secondary kitchen spaces, the coffee bar highlights the **NEW GE Profile™ Smart Compact Dishwasher** that can be installed in three different ways depending on your setup – on the countertop, under-the-sink or built-in to the cabinetry
- **Laundry Re-imagined:** Harnessing the powers of AI, this hands-on experience invites attendees to get creative with both space and design by exploring GE Profile’s industry-leading laundry solutions that can grant more flexibility than ever before. Featuring the award-winning **[GE Profile™ UltraFast Combo with Ventless Heat Pump Technology](#)** and **NEW [GE Profile™ Steam Closet with Fabric Refresh](#)**, the Combo Closet highlights the seamless installation of this compact duo and how its combined powers revolutionize thorough, at-home clothing care. By only requiring a water hookup and a drain, attendees

can discover how the Combo frees up more space and empowers endless design possibilities beyond the limitations of a traditional laundry room.

- **Elemental Intelligence:** As GE Profile continues to transform perception of conventional laundry rooms, the booth will display top products that bring modern sophistication and a pop of color to the space. Must-see color choices include the [GE Profile™ 7.8 cu. ft. Capacity Smart Front Load Gas Dryer with Steam and Sanitize Cycle](#) in Sapphire Blue, [GE Profile UltraFast Combo](#) in Carbon Graphite, and the **NEW GE Profile™ 955 Series Front Load** that's available in Jade Green and Carbon Graphite. Exploring creativity in design and careful craftsmanship, this space leans into the natural stones and minerals that inspired the finishes of these laundry innovations. Attendees will have the opportunity to see these stones in their natural form and learn about their raw traits and composition that evoke strength, beauty and uniqueness.
- **Whole Home Solution:** Imagine a home where every appliance works as a system in harmony to create a cohesive, intelligent environment that simplifies daily life. The Whole Home Solution installation showcases the benefits of having all appliances connected on one system, the SmartHQ™ app, plus, GE Profile's [whole-home advancements](#) in residential water heating, water filtration and water treatment. Across a series of micro-vignettes, attendees can experience how homeowners can tap into smarter water by leveraging a full ecosystem of connected products, including the **NEW GE Profile™ GEOSPRING Smart Hybrid Heat Pump Water Heater**, **NEW GE Profile™ Professional Smart Valve Water Softeners**, [GE Profile™ Smart Valve with Integrated Filtration](#), and [GE Profile™ Reverse Osmosis Under-Sink Tankless Water Filtration System](#).

Visit the GE Profile booth #W2600, book a tour through <https://www.signupgenius.com/go/geappliances#> or email geappliances@allisonworldwide.com. For more information about GE Profile and available products, visit www.geappliances.com/ge/profile.htm or follow @geprofile on Instagram, TikTok, Pinterest, or YouTube.

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, 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



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