

GE Appliances Air & Water Solutions Debut New Groundbreaking Whole-Home Water Line-Up

Industry-Leading Connected Products from GE Profile™ Revolutionize Water Heating and Treating

ORLANDO, Fla. — Feb. 10, 2025 — [GE Appliances, a Haier company, Air & Water Solutions](#) will showcase its whole-home advancements in residential water heating, water filtration and water treatment at the 2025 Air Conditioning, Heating and Refrigeration (AHR) Expo and the Kitchen and Bath Industry Show (KBIS)/ International Builders' Show (IBS).

GE Appliances Air & Water Solutions has continued looking for new ways to offer seamless integration and unmatched efficiencies for optimizing water quality at home. With new whole-home, smart solution, these GE Profile™ products work in harmony to manage your water system from entry to point of use in the home. Homeowners can tap into smarter water by leveraging a full ecosystem of connected products, including:

First, the water is heated through the GE Profile™ GEOSPRING Smart Hybrid Heat Pump Water Heater. Available later this year in June, this will be the most advanced water heater in the industry¹, boasting three key technologies in one:

- **Advanced Heat Pump Technology:** This water heater is up to 4.7 times more energy efficient than standard electric water heaters and offers up to 20% more energy efficiency compared to other heat pump water heaters.²
- **Built-In FlexCapacity:** The GE Profile™ GEOSPRING provides up to 60% more hot water³ compared to similar models, allowing a 50-gallon tank to perform as an 80-gallon tank.
- **Powered by SmartHQ™:** Smart features through the SmartHQ™ app gives owners total control, enabling users to monitor energy and cost usage, join utility time-of-use plans, adjust temperature and capacity, set custom schedules and receive leak notifications.

Once the water is heated, a series of water treatment solutions address a range of impurities to promote cleaner, clearer and softer water for use at home. Homeowners can now own their water experience with GE Profile's complete line of smart water treatment solutions:

- **GE Profile™ Professional Smart Valve Water Softeners:** An all-in-one solution for pros and homeowners, these softeners address scale buildup and soap scum while improving the feeling of hair and skin and extending the life of your home's other appliances. SmartHQ™ also allows homeowners to monitor flow rates at any time of day, set reminders for salt status and refill timing as well as the ability to remotely shut off water to the entire house.
- **GE Profile™ Smart Valve with Integrated Filtration:** Powered by SmartHQ™, this point-of-entry system features advanced filtration technology that reduces sand, sediment, chlorine taste and odor before it enters your home. The Smart Valve also allows users to remotely monitor water usage and safeguard from water leaks with remote water shutoff.

¹ Based on the combination of all GEOSPRING™ features available vs. industry leading competitors

² Source: AHRI Directory 10/23/24

³ Versus comparable water heaters without a mixing valve at 120°F and 58°F water temperature

- **GE Profile™ Reverse Osmosis Under-Sink Tankless Water Filtration System:** For additional protection for your family, this compact system installs under the sink to triple filter water at the sink, reducing up to 95 impurities⁴, including microplastics and PFAs. The reverse osmosis system also includes a magnetic cover for easy filter change and a designer faucet.

“Together, these innovations demonstrate GE Appliances’ commitment to delivering a comprehensive suite of products that allows distributors to meet their customers’ wide ranges of needs,” said Stephen Fetterman, executive director of sales for GE Appliances Air & Water Solutions. “From point of entry systems to water softeners and point of use systems, GE Appliances provides a one-stop shop for distributors seeking to offer convenience and efficiency.”

GE Appliances Air & Water Solutions will be exhibiting its full portfolio of whole-home water heating and treatment products as well as residential and light commercial HVAC at AHR Expo at booth #1501.

To see the solutions at KBIS, 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 Appliances Air & Water Solutions and its range of available products, visit www.geappliancesairandwater.com.

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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, commercial 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](https://www.instagram.com/geprofile) on Instagram, TikTok, Pinterest or YouTube.

⁴ Impurities not necessarily in all users’ water