



GE PROFILE™ EXPANDS ITS AWARD-WINNING LINEUP OF VIRAL OPAL NUGGET ICE MAKERS WITH THE OPAL 2.0 ULTRA

The Machine that Brought Consumers Legit Nugget Ice™ Just Got Better with a Refreshed, Sleek Design and New Features for Reduced Maintenance

LOUISVILLE, Ky.- June 20, 2024 - [GE Profile™](#) today announced the launch of its [GE Profile Opal 2.0 Ultra Nugget Ice Maker](#) as the ultimate solution to the nugget ice crave just in time for summer. Building on the wild popularity of Opal Nugget Ice Makers, the GE Profile Opal 2.0 Ultra features new industry-leading enhancements to reduce maintenance and a refreshed design for the ultimate chewable, crunchable pellet ice.

Almost ten years ago, GE Appliances [revolutionized](#) life for nugget ice enthusiasts everywhere by introducing the first countertop nugget ice maker for home use and creating a new category of countertop home appliances. Since that point, the company led the industry in countertop ice innovation, delivering unparalleled quality and cementing its spot as the most award-winning countertop ice maker.¹

Now the best nugget ice maker is getting better. In response to consumer feedback, GE Profile is introducing several new features to ensure that the ice stays fresher than ever before. First, this product will feature an innovative scale-inhibiting water filter that reduces the solidification of scale within the ice maker, elongating the time between maintenance and removing bad flavors, chlorine, and VOCs from the water. Additionally, a new reusable air filter also prevents debris from accumulating inside of the machine and keeps ice production moving quickly.

These new filters are also supported by an updated user-interface that alerts Opal owners when it is time to sanitize the inside of the ice maker or descale the machine to keep hard water deposits at bay. Running these cycles with the touch of a button keeps the machine performing its best.

In addition to these new innovations that keep the freshest ice flowing, the GE Profile Opal 2.0 Ultra is debuting an updated, sleek design, including:

- **A New Premium Magnetic Scoop Storage & Stainless-Steel Scoop** that is compatible with all Opal models to make getting a hold of the good ice even more convenient. It can hang on the front or sides of the ice maker.
- **New Finishes of Stone White and Carbon Black** inspired by home interiors to look sleek in any kitchen or bar area.
- **Sleek Touch Display** allows users to easily power your machine on and off, see machine statuses, or connect to Wi-Fi with an intuitive touch display that darkens when it is not in use for a sleek look that fits every kitchen.
- **Enhanced UI Notifications** distinguishes between the need to sanitize and descale your unit to ensure optimal ice production. Never guess when it's time to Descale or Sanitize again thanks to on-product alerts that notify you when it's time to maintenance the product.

"At GE Profile, we're passionate about using innovative solutions in response to consumer feedback. Our goal is to enhance the everyday, and the GE Profile Opal 2.0 Ultra is the latest example of this brought to life with new technology and design," said [André Zdanow, executive director of small appliances at GE Appliances](#). "We invented the first countertop solution for nugget ice, and our most award-winning product keeps getting better by listening to our consumers and introducing new features to delight them."

¹ Compared to competitive countertop nugget ice makers. Awards include media endorsements and "Best of" lists. Award quantity based on awards received between 2021-2023

The GE Profile Opal 2.0 Ultra includes some of the existing features that owners expect from the fan-favorite line-up, including the ability to churn out a fresh batch of ice in 10 minutes or less, the capability to make up to 38 pounds per day and a batch-based ice system that filters and recirculates water to continually create new, chewable ice. Additionally, it offers built-in Wi-Fi and Voice Control technology like the GE Profile Opal 2.0 model so users can schedule ice production, receive maintenance alerts, update software or order Opal accessories through the SmartHQ app or Amazon and Google Voice devices.

The GE Profile Opal 2.0 Ultra Nugget Ice Maker is available now in Stainless Steel, Carbon Black and Stone White on geappliances.com, Best Buy, Williams Sonoma, Crate & Barrel and Sur La Table. It is available with a Side Tank for a MSRP of \$629 or without a Side Tank for a MSRP of \$579.

All existing Opal owners will be able to purchase and easily replace the new water filters in packs of one (MSRP of \$29.99) or four (MSRP of \$99.99) separately and continue to enjoy the freshest nugget ice. One filter lasts for three months, and users can also subscribe through the [GE Appliances Parts Store](#) to have new filters delivered when they need them for a simplified upkeep experience.

The new filter, premium stainless-steel scoop and its magnetic holder will be available for purchase separately starting in August 2024.

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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