



GE APPLIANCES
a Haier company

GE APPLIANCES EXPANDS ULTRAFRESH FRONT LOAD LINE-UP

New Models Brings UltraFresh Technology to More Consumers and Builds on Five Years of Innovation

LOUISVILLE, Ky – February 25, 2025 – [GE Appliances](#), a Haier company, is expanding its innovative UltraFresh Front Load line-up to deliver fresher front load washers to even more laundry rooms. With new products ranging from the [GE Profile™ 5.5 cu. ft. Capacity Smart Front Load ENERGY STAR® Steam Washer with UltraFresh Vent System+](#) and [Smart Wash & Smart Rinse](#) to the [GE® ENERGY STAR® 4.6 cu. ft. Capacity Smart Front Load Washer with UltraFresh Vent System with OdorBlock™](#), this line-up now features five total models—all designed to actively combat the growth of odor-causing bacteria.

In 2019, GE Appliances [solved](#) the number one pain in front-load washers—odor — with the introduction of the revolutionary GE UltraFresh Front Load with OdorBlock™. This revolutionary washer was thoughtfully engineered to remove the dreaded front load odor, eliminating the need for owners to wipe down their machine or leave the door open after each load.

Demand for front load machines has maintained an upward trend since then, increasing in the past five years from 26% of the industry to more than 30%.¹ In response, GE Appliances continues to introduce new front load washers that deliver superior cleaning performance to alleviate the hassle of lingering odor or associated upkeep.

As part of GE Appliances' continued investment in the UltraFresh system, the company launched the GE Profile™ 5.5 cu. ft. Capacity Smart Front Load ENERGY STAR® Steam Washer last fall in a new trending color, Jade Green, to bring a much-needed pop to the laundry room. Engineered to deliver exceptional performance and convenience, it also includes sensors that detect the humidity levels and allow the machine to know once the drum is dry. The GE Profile 955 Series Front Load is available now for a MSRP of \$1,549 at retailers nationwide in Jade Green and Carbon Graphite.

Additionally, the company will introduce the GE® ENERGY STAR® 4.6 cu. ft. Capacity Smart Front Load Washer. The new model will be available online in April 2025, starting at an MSRP of \$949 in White, delivering the same advanced technology for a greater value to more laundry rooms.

"When it comes to product design, GE Appliances continues to be inspired by the unique needs of the customer and solving the common pain points associated with household chores," said Chris Naber, senior director of product management for clothes care. "Five years after introducing the first and only UltraFresh Vent System with OdorBlock™, we're thrilled to see how it continues to evolve, expand, and redefine the future of front load laundry."

The line-up includes a built-in, unique solution that GE Appliances tested and perfected for over two-and-a-half years to Drain, Dry and Defend. The three-part solution starts by addressing residual water with a wider gasket and larger drain holes to allow water to fully *drain* after the wash cycle. While some owners of front load washers are encouraged to leave the door open to avoid moisture and odor, the UltraFresh Vent System with OdorBlock™ simplifies the chore by pulling in and circulating fresh air, eliminating excess moisture and keeping the door, gasket and basket *dry*. Finally, Microban® Antimicrobial Technology is strategically built into components including the gasket, dispenser and draining system delivering protection that lives on load after load to help *defend* against the growth of odor-causing bacteria.

¹ According to data from the Association of Home Appliances Manufacturers (AHAM)

GE Appliances continues to introduce a range of new features across the line-up to help make laundry easier and more enjoyable, including:

- **Flexible Design:** For some models in the line-up, the washer and dryers have reversible doors, giving owners more options for installation, ease of use when transferring clothes between the washer and dryer and space optimization.
- **Smart Features:** By connecting the machines to home WiFi, connected laundry appliances will always be up to date with the latest features via software updates. Owners can also use our SmartHQ app to receive cycle status, select detergent, and download specialty cycles.
- **Quick Wash:** Available on select models, this feature allows owners to wash in 20 minutes.
- **Splash of Color:** Beyond Jade Green, some models are offered in vibrant colors from Sapphire Blue and Diamond Gray to reflect modern laundry room aesthetics.

Three additional models already available nationwide include:

- [GE Profile™ 5.3 cu. ft. Capacity Smart Front Load ENERGY STAR® Washer with UltraFresh™ Vent System+ with OdorBlock™](#)
- [GE® ENERGY STAR® 5.0 cu. ft. Capacity Smart Front Load Steam Washer with SmartDispense™ UltraFresh Vent System with OdorBlock™ and Sanitize + Allergen](#)
- [GE® ENERGY STAR 4.8 cu. ft. Capacity Smart Front Load ® Washer with UltraFresh Vent System with OdorBlock™ and Sanitize w/Oxi](#)

To see select GE and GE Profile models on display at KBIS 2025, 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 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.geprofile.com 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