



GE APPLIANCES
a Haier company

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**GE APPLIANCES DOUBLES DOWN ON U.S. MANUFACTURING WITH \$490 MILLION
LAUNDRY PLANT INVESTMENT AT ITS GLOBAL HEADQUARTERS IN LOUISVILLE,
KENTUCKY**

Investment will create 800 new jobs and reshore production from China to Kentucky

LOUISVILLE, Ky. – June 26, 2025 — GE Appliances, a Haier company, today announced a \$490 million investment at its Louisville, Kentucky global headquarters and largest manufacturing site to create its most advanced manufacturing plant for production of clothes washers. The project will reshore production of the GE Profile™ UltraFast Combo Washer/Dryer and the GE® and GE Profile™ UltraFresh Front Load Washer line-up from China, creating 800 new, full-time jobs and cementing Kentucky's position as a global hub for advanced appliance manufacturing. This investment positions the company to become the biggest American washer manufacturer, builds on GE Appliances' 10-year, \$3.5 billion investment in U.S. manufacturing, and reinforces its position as America's #1 appliance company.¹

"We are bringing laundry production to our global headquarters in Louisville because manufacturing in the U.S. is fundamental to our 'zero-distance' business strategy to make appliances as close as possible to our customers and consumers," said Kevin Nolan, president & CEO, GE Appliances. "This decision is our most recent product reshoring and aligns with the current economic and policy environment."

"Today's announcement further secures Louisville as the global headquarters of GE Appliances, a Haier company, and brings more world-class, unparalleled appliance manufacturing back to the United States," said Kentucky Gov. Andy Beshear. "This new investment strengthens one of our vital Kentucky assets and underscores our state's reputation as America's destination of choice for advanced manufacturing and job creation."

A Model Factory for the Appliance Industry

This investment will move production of more than 15 models of front load washers to Building 2 at Appliance Park – bringing the total area of clothes care production to the equivalent of 33 football fields. Next door, Building 1 at Appliance Park produces top load

¹ OpenBrand Consumer Tracking Survey, Q1 – Q4 2024, Based on Volume of Total Majors/MO/RAC – Retail Units

washers and front load dryers. Building 2 will be redesigned as a model factory, showcasing the latest in automation, robotics, and material-handling technologies, including AGVs (Automated Guided Vehicles) and AMRs (Autonomous Mobile Robots). The plant is vertically integrated and will include in-house manufacturing of critical parts such as stainless-steel baskets and cabinets, high-precision metal stamping and forming, and injection-molding and production equipment, delivering products with the quality, craftsmanship and market-leading features consumers have come to expect from products carrying GE Appliances' brands. The new manufacturing lines will open in 2027.

Product Highlights That Wow

- [**GE Profile™ UltraFast Combo Washer/Dryer**](#) – This ventless 2-in-1 laundry appliance washes and dries full-sized loads in the same drum, eliminating the transfer step and delivering a large laundry load ready to wear in about two hours². In addition to time-saving capabilities, the machine also saves energy with ventless heat pump technology and offers the ultimate installation flexibility — fitting anywhere with a water hookup and 120v plug. This game-changing innovation revolutionized the laundry chore by giving time back to American consumers.
- [**GE Profile™ Front Load Washer with UltraFresh™ Vent System+**](#) – This revolutionary washer line-up was thoughtfully engineered to remove the dreaded front load odor, eliminating the need for owners to leave the door open after each load. A three-part solution includes a wider gasket to better drain the water, the UltraFresh Vent System with OdorBlock™ that circulates fresh air to keep the basket dry, and Microban® Antimicrobial Technology built in to help defend against the growth of odor-causing bacteria.

“Manufacturing in Louisville puts production closer to our designers, engineers and consumers so that together we can create our most innovative laundry platforms,” said Lee Lagomarcino, vice president, clothes care, GE Appliances. “The team has already developed new solutions for American households and can’t wait to get started making them. The new full-size capacity products have features that save time and offer unparalleled convenience. We created the full-size washer/dryer combo laundry category, and we intend to maintain our leadership position with consumers.”

Support from the City and Commonwealth

The Kentucky Economic Development Finance Authority (KEDFA) preliminarily approved performance-based incentives in support of the project under the Kentucky Business Investment program, workforce training grants through the Kentucky Skills Network and funds to support the modernizing the building. Final amounts will be determined upon GE Appliances meeting job retention and investment targets.

¹ OpenBrand Consumer Tracking Survey, Q1 – Q4 2024, Based on Volume of Total Majors/MO/RAC – Retail Units

² Tested using a 10lb DOE (Department of Energy) or typical mixed load on the Normal Wash + Dry Cycle Eco Dry setting.

“I am thrilled GE Appliances will continue to build the world’s best appliances at its global headquarters in Louisville,” said Louisville Mayor Craig Greenberg. “This half-billion-dollar investment is a huge deal that will create 800 good, local jobs and secure GE Appliances’ growth in Louisville for the next generation.”

GE Appliances’ Economic Impact

GE Appliances’ work to design, manufacture and service products for consumers across America contributes \$30.2 billion to the U.S. economy. GE Appliances’ investment of \$3 billion in plant and equipment, R&D, new product development and logistics over the previous eight years is greater than any other appliance company in America. These investments have helped double our company, create more than 4,000 new jobs and rippled throughout the U.S. economy to create an additional 98,000 jobs with suppliers, customers and other companies.

GE Appliances’ 2024 Economic Impact Report for Kentucky shows:

- **\$12.8 billion** contributed to Kentucky’s Gross Domestic Product
- **8,000** direct Kentucky employees
- **30,500** additional Kentucky jobs supported through GE Appliances’ economic activity
- **\$655 million** generated in state and local taxes
- **\$318 million** spent annually with **481** Kentucky suppliers

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, 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 98,000 additional American jobs and represent an investment of more than \$3.5 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](#).

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