



GE APPLIANCES
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GE PROFILE™ SHOWCASES “LIFE, UNCOMPLICATED” AT KBIS 2026 WITH SMART APPLIANCES THAT SIMPLIFY LIVING

Reimagining the Connected Home with Intelligent Design and Everyday Solutions

Louisville, KY - February 17, 2026 – At this year's Kitchen and Bath Industry Show (KBIS), GE Profile™ is centering its immersive booth experience around "Life, Uncomplicated," demonstrating how smart, connected appliances can calm busy households and alleviate the mental load of modern living.

From Chaos to Clarity: An Immersive Journey

Attendees will embark on their tour through GE Profile's "Chaos Tunnel," an immersive digital experience that brings to life real stories and everyday questions, such as, "What's in the fridge?" or "What's for dinner?". Emerging from the tunnel, visitors will transition into three thoughtfully designed vignettes that illustrate how GE Profile simplifies routines and enables smarter living through intuitive technology and purposeful design.

"This year, we're taking our commitment to smart living solutions a step further by bringing the 'Life, Uncomplicated' vision to life," said Bridget McCauley, brand director for GE Profile. "We will showcase how intuitive design and cutting-edge technology converge to transform everyday routines, streamlining tasks and giving homeowners more time for what matters most: family, friends, and truly enjoying their home, not just managing it."

- **Kitchen Ecosystem:** This vignette reimagines the heart of the home as a space where intelligence and intuitive design converge to lighten the mental load of meal planning and decision-making. Must-see products include the **new GE Profile™ Smart 4-Door French-Door Refrigerator with Kitchen Assistant™**, a groundbreaking appliance that debuted at the Consumer Electronics Show (CES) and secured 15 award recognitions as a best appliance earlier this year. This refrigerator reimagines the grocery list and shopping experience with an industry-first built-in Scan-to-List barcode scanner. The vignette also introduces the **new GE Profile™ Smart Built-In Convection Wall Oven with Cooking Assistant™**, which is designed to elevate cooking through smart, connected capabilities. For ultimate flexibility, the **GE Profile™ Double Dishwasher Drawers** are on display, offering two independent drawers in the space of one.
- **Future of Laundry:** Step into a space that reimagines laundry as a seamless blend of bold design and intuitive innovation. Attendees will explore GE Profile's industry-leading solutions, including the award-winning **GE Profile™ UltraFast Combo with Ventless Heat Pump Technology**, now available in striking new colors, Sapphire Blue and Jade Green. This area highlights the versatility of the Combo through multiple configurations and finishes, alongside the **GE Profile™ Steam Closet with Fabric Refresh**, which elevates clothing care beyond traditional routines.
- **Kitchen Solutions:** Designed for **seamless living**, this kitchen highlights some of GE Profile's newest intuitive appliances that **simplify** everyday life. The **new GE Profile™ 29 Cu. Ft. Side-By-Side Refrigerator with Dual-Dispense AutoFill Pitcher and CustomSize Ice**, features six, wide, glass adjustable shelves and separate integrated tracks that create extra storage for a half baking sheet. Simply slide into place to create an additional shelf, unlocking up to three new storage levels for everything from party

trays to weekly prep. This side-by-side design offers clear, at-a-glance visibility of every ingredient no matter where you chill it. Uniquely designed CustomSize Ice owners can choose from eight ice shapes to elevate any drink moment, from tall beverages to old fashioned—worthy cubes. The kitchen will also feature the **new [GE Profile™ ENERGY STAR® Panel-Ready Top Control Stainless Interior Dishwasher with Microban™ Antimicrobial Technology](#)** with a versatile third rack that can deep clean unique items. Also featured in this space, new finishes of the latest addition to the viral Opal Nugget Machine – the **new [GE Profile™ Opal Mini](#)**.

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