



GE Profile™ Gives Pet Cuddles an Upgrade with Unique, Sustainable Solution for Pet Hair Removal

GE Profile™ UltraFast Combo Now Removes Pet Hair with Its Latest Over-the-Air Software Upgrade

LOUISVILLE, Ky, April 11, 2024 - GE Profile™ changes the way we do laundry again with its new over-the-air software (OTA) update that encourages consumers to embrace their furry friends and say goodbye to pesky pet hair. Today for National Pet Day, existing owners of the [GE Profile UltraFast Combo with Ventless Heat Pump Technology](#) will receive an over-the-air software update as a remedy for removing unwanted pet hair from laundry. With the innovative air flow system of the UltraFast Combo, the new Pet Hair Remover delivers a better clean by removing pesky pet hair from fabrics *before* the wash.

The high speed of the air flow system and tumble of the UltraFast Combo is uniquely designed to separate the hair from the clothes while the closed loop system allows air to collect the dry pet hair before pushing it into the filter for easy collection in the EZ Access lint filter.

True to the product, Pet Hair Remover is the ideal solution for handling pet hair without any compromise. While other washing machines have cycles dedicated to pet hair, they can only do it by increasing the amount of time and water it takes to wash the load of laundry. In fact, the GE Profile UltraFast Combo requires 65% less water and 50% less energy than the leading competitor for wash and dry.¹

“Removing pet hair can feel impossible with laundry, and it’s known to clump up when exposed to water, which can clog the drum, pipes and filters in washing machines. Pet owners have been seeking more efficiency and better results from their laundry solutions and we thought, ‘there must be a better way’,” said Ken Rudolph, senior director of product management for clothes care at GE Appliances. “With this update, GE Profile solidifies its ongoing commitment to enhance the performance and functionality of our appliances to make laundry easier.”

Owners can choose between 15-, 30-, 45- or 60-minute cycles for Pet Hair mode depending on the amount of pet hair in the load. Once the Pet Hair mode is complete, owners of the all-in-one laundry solution can wash AND dry a large load in about 2 hours.² They can walk away from the UltraFast Combo without transferring the load from the washer to the dryer, meaning more play time with their furry friend.

After millions of cycles of proven performance, the UltraFast Combo touts more than 2,000 five-star user reviews. This year alone, the GE Profile UltraFast Combo was named a Best of Kitchen and Bath Industry Show finalist in the Best in Show category, a [Good Housekeeping 2024 Sustainable Innovation Awards winner](#) and [an Innovation Award honoree](#) at CES 2024.

Pet Hair Remover mode is available now, and the [GE Profile UltraFast Combo](#) is sold at retailers nationwide for a suggested retail price of \$2,899. For more on how to use the UltraFast Combo Pet Hair Removal feature, [visit the GE Profile YouTube channel](#).

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

¹ Comparing the default Normal cycles with Pet Hair Removal active on the GE Profile PFQ97H against the Pet Pro system on the Maytag MVW6500MBK + MED6500MBK.

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



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About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make "good things, for life." We're creators, thinkers and makers who believe that anything is possible and that there's always a better way. We're a company powered by our people, made stronger through our diversity — allowing us to grow closer than ever before to our owners, anticipate their needs and enhance their lives. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier™ and Hotpoint™ brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, wine & beverage centers, air conditioners, small appliances, water filtration systems and water heaters. For more information on our company, brands, and corporate citizenship, visit www.geappliancesco.com.