



## YOUR GUIDE TO WHOLE HOME FILTRATION

- 1 Questions to Ask the Customer
- 2 Matching Systems and Filters
- 4 Central Water System Talking Points



Help the customers find the best **Whole Home Filtration System** for their home.



### PROTECTION FOR YOUR PLUMBING AND WATER-USING APPLIANCES

1

#### Which size fits your plumbing and filtration needs?

They come in two sizes: standard or large-capacity. Standard capacity is for ¾" plumbing and large capacity is for 1" plumbing. Large capacity systems allow for greater water flow throughout the home.



2

#### What do you want to reduce?

Match the icons on the packaging to your family's filtration needs.



SEDIMENT



CHLORINE  
TASTE & ODOR

3

#### Different filters have different micron ratings.

Micron ratings refer to the amount of particles your filter will reduce, like sediment. Filters with smaller micron ratings remove more particles. If your water contains a lot of particles, you'll have to change your filter more often. E.g., The average diameter of a human hair is 70 microns.



MICRON RATINGS
















Images don't represent actual size

4

#### How often do you want to change filters?

Filters last for either **3 months** or **6 months**.

Standard-Capacity Systems		Filters	 SEDIMENT	 CHLORINE TASTE & ODOR	 FILTER LIFE	 MICRON RATING
<b>5225354</b> WHKF-DWH 	<b>5225355</b> WHKF-DWHV 	 <b>634410</b> <b>WHA2FF5</b> Premium Carbon			6 Months	<1microns
		 <b>586763</b> <b>WHA2BF5</b> Standard Carbon			6 Months	5 microns
		 <b>5225356</b> <b>WHKF-GD05</b> Standard Sediment			6 Months	5 microns
		 <b>5225358</b> <b>WHKF-WHPL</b> Standard Sediment			3 Months	20 microns
		 <b>5225357</b> <b>WHKF-WHSW</b> Standard Sediment			3 Months	35 microns

Large-Capacity System	Filters				
		SEDIMENT	CHLORINE TASTE & ODOR	FILTER LIFE	MICRON RATING
<b>5225359</b> <b>WHKF-DWHBB</b> 	 <b>634409</b> <b>WHA4FF5</b> Premium Carbon			6 Months	<1microns
	 <b>631874</b> <b>WHA4BF5</b> Standard Carbon			6 Months	25 microns
	 <b>5225360</b> <b>WHKF-GD25BB</b> Standard Sediment			6 Months	25 microns
	 <b>5225361</b> <b>WHKF-WHPLBB</b> Standard Sediment			3 Months	20 microns

Help customers understand the **Central Water Filtration System**



### WHOLE HOME PROTECTION WITHOUT THE HASSLE OF FILTER REPLACEMENTS

#### Key Benefits



##### **No Filters to Replace**

Zero maintenance—no filters, no cartridges, no hassle.



##### **Exclusive FilterSense® Technology**

Automatically flushes, cleans, and drains every 14 days to keep performance high.



##### **Reduces Sediment & Chlorine Taste/Odor**

Enjoy cleaner, better-tasting water from every tap.

#### Common Customer Questions

##### **Q: Who is it best for?**

**A:** Households looking for hassle-free whole home protection from common water contaminants like sediment and chlorine taste and odor.

##### **Q: How long does the Central Water Filtration System last?**

**A:** The Whirlpool® Central Water Filtration System has a lifespan of around 10 years under typical city water conditions and household water usage.

##### **Q: Does this system require any regular maintenance?**

**A:** No. The system is maintenance-free thanks to its FilterSense® Technology, which automatically flushes, cleans, and drains the filter every 14 days.