



## GE Profile Arctica® and GE® Refrigerators

imagination at work





**The Ultimate in Refrigeration.™**

Rethought, Reinvented, Revolutionized.

Just look inside—it speaks for itself!

## About this Training Guide

This guide is your personal reference manual for all GE refrigeration products.

It's designed to:

- Help new sales employees learn about their product.
- Help answer questions on all categories of GE refrigerators.
- Help experienced sales people develop product presentations that communicate the exceptional value and quality of GE refrigerators.



Built-In Side-by-Sides



CustomStyle™ Side-by-Sides



Traditional Side-by-Sides



Bottom-Freezers



CustomStyle Top-Freezers



Top-Freezers

Features in this **training guide** focus on these three consumer cues:

### Appearance

- Refrigerator style and design must reflect changes in kitchen architecture and décor.
- Refrigerators are the most visible appliance in the kitchen so their appearance is critical.
- Appearance begins with size, shape, design of the handle and dispenser, color and finish but extends to the brand's perceived quality.

### Food preservation

- Consumers want different ways of preserving different foods.
- They want their refrigerator to make foods stay fresher, longer.
- They want food preservation to save them time and money.

### Convenience

- Consumers want features that not only save time, but actually make life easier.
- Refrigerators must have built-in flexibility.
- Consumers expect multiple convenience options in every refrigerator.

As lifestyles change, the focus on the kitchen continues to grow, making it the #1 center of activity in the home. Kitchen appliances are taking center stage, featuring the newest technologies, timesaving devices and lifestyle-enhancing products, especially in refrigeration. This is an exciting time to be selling refrigeration products.

## Consumer hot buttons

Consumers tell us they want refrigeration products with kitchen-enhancing appearance, exceptional performance and added convenience. These three areas—**appearance**, **food preservation** and **convenience**—are where we focus when we create our product design and selling strategies.

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## Appearance features

Appearance enhances the kitchen and expresses the consumer's personal style. It is especially important to the buyer of a built-in refrigerator. The Profile Arctica 42" built-in comes with many appearance options that give homeowners a high-end customized look. Built-in refrigerators require more attention to installation. Complete installation information is in the back section of this manual.

These seven options are created from three base models: PSB42LSRBV, stainless; PSB42LGRBV, black dispenser and PSB42LGRWW, white dispenser.



**PSB42LSRBV**  
Stainless steel with full-length visor handles, panels not needed



**PSB42LGRBV**  
Black dispenser model shown with optional black acrylic panels



**PSB42LGRWW**  
White dispenser model shown with optional white acrylic panels



**PSB42LGRWW**  
White dispenser model shown with optional 1/4" custom wood panels



**PSB42LGRBV**  
Black dispenser model shown with optional 1/4" custom wood panels



**PSB42LGRWW**  
White dispenser model shown with optional 3/4" custom wood panels



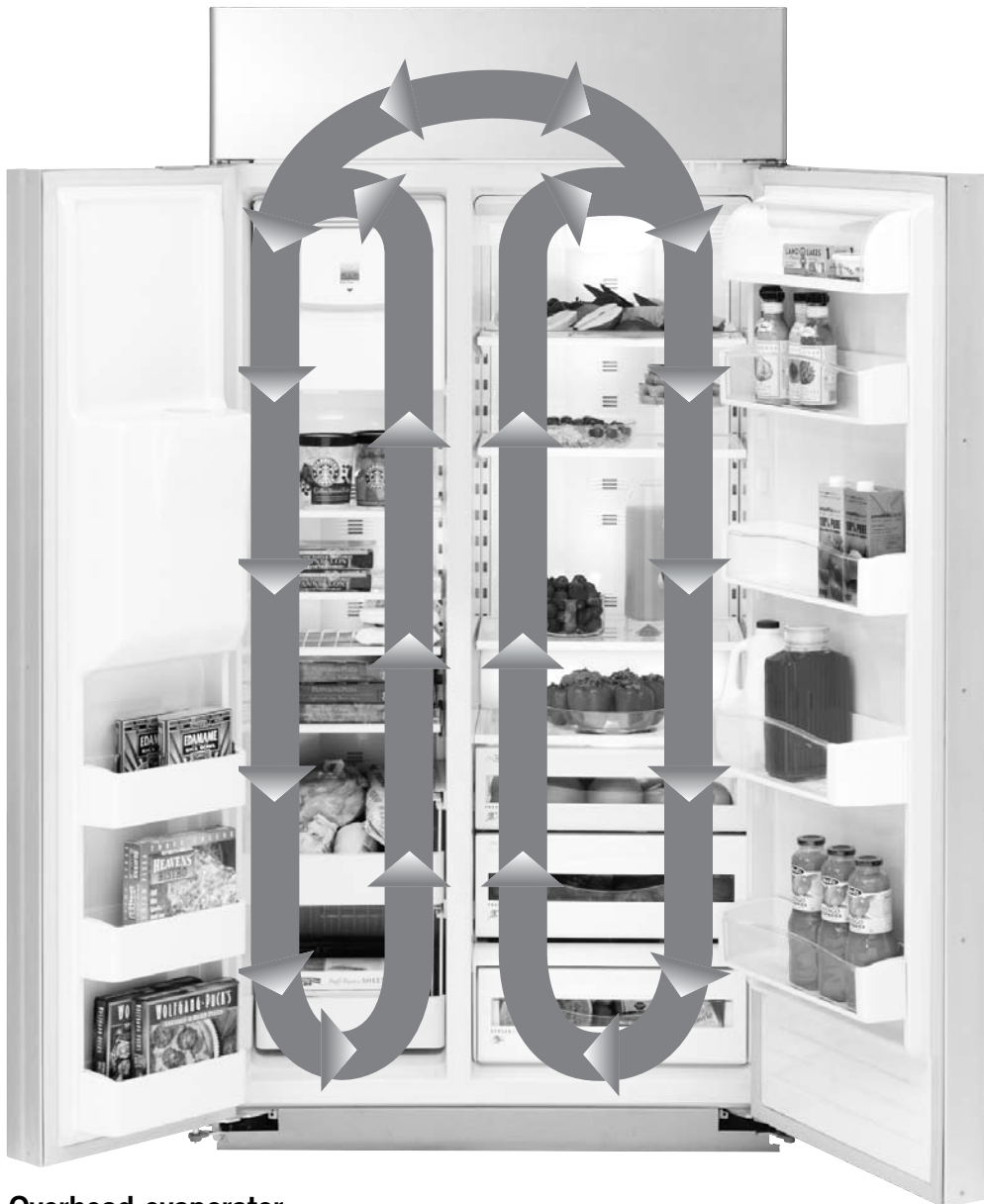
**PSB42LGRBV**  
Black dispenser model shown with optional 3/4" custom wood panels

## Food preservation features

Consumers want features that protect food quality and allow foods to last longer.

The most unique feature of built-in refrigerators is the evaporator positioned in an overhead compartment rather than the lower area like conventional refrigerators. Refrigerators with overhead evaporator systems function differently than conventional refrigerators. The evaporator in a conventional refrigerator cools the freezer, then vents the freezer air into the fresh food compartment. Cold fresh food air comes directly from the freezer.

With an overhead evaporator system, the cold air is generated by the evaporator located above the freezer and fresh food compartments. This allows air to be vented into the freezer and fresh food compartments separately. This eliminates 0°F freezer air from entering the fresh food compartment. The result is better food preservation.



### Overhead evaporator

- By eliminating air shared between the fresh food compartment and freezer, foods are protected from odor/flavor transference and the air in the fresh food compartment retains more necessary moisture.
- By eliminating warmer refrigerator air from exiting the freezer, the freezer operates more efficiently. Fewer defrost cycles are needed and frozen foods retain their quality longer.
- The overhead evaporator frees up additional freezer space.

## Food preservation features (continued)

### ClimateKeeper™ system

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Combines electronic digital temperature display, electronic sensors and the multiflow air system.



#### Electronic digital temperature display

Positioned on the exterior of built-in models, the temperature controls are easy to set. The temperature readout that shows the actual internal temperatures remains unlit until the pad is pressed.



#### Electronic sensors

Five electronic sensors constantly measure air temperature. Two are on the fresh food wall, two are on the freezer wall and a fifth is on the display area to measure ambient room temperature.



#### Multiflow air system

The air tower runs down the back wall delivering air evenly throughout the fresh food and freezer compartments.





### Adjustable humidity crispers

These drawers are sealed to hold in moisture, allowing fruits and vegetables to be stored in an ideal environment.



### Snack drawer

The snack drawer is designed to hold less moisture than the crispers and is ideal for cheeses and other snacks.

Unlike most Profile models, the snack drawer is placed in the lowest position, making it easier for younger children to access and allowing the crispers to be positioned higher for adult access.



### FrostGuard™ technology

This adaptive defrost system defrosts only when needed, using sensors to calculate when defrosting is necessary based on door openings and internal temperatures.

Prior to a defrost cycle, the freezer temperature is lowered in a pre-chill cycle which prevents foods from warming up during defrost.

## Convenience features



### Extra-deep freezer baskets

Because the evaporator is not located behind the freezer baskets, the traditional “hump” in the back of the freezer wall has been eliminated. This allows the freezer baskets to be extra deep, providing even more storage. The two bottom baskets slide out for convenient access.

## Convenience features (continued)



### Soft-touch dispenser

Water and ice (crushed and cubed) is dispensed when the SoftTouch pad is gently pressed. The pad is designed for gentle treatment of the finest, most delicate crystal stemware. Controls on the dispenser include:

- Water
- Cubed ice
- Crushed ice
- Water filter indicator
- Quick Ice™

### Soft-touch dispenser controls

The SoftTouch dispenser has external temperature controls that can be adjusted without opening the door. Other convenience features include:

- Display temp (turns off after 10 seconds)
- Child lock (hold down 3 seconds to lock/unlock)
- Light (dispenser light On/Off)
- Door alarm (signals if the door is blocked)



### SmartWater™ Plus filtration

The SmartWater Plus filtration filter is rated for one year of filtration of ice and water under normal use. Providing bottled water quality without the bottled water price, this feature gains in popularity each season. The filter is conveniently located in the overhead compartment and is removed with a simple twist.



### Icemaker with Quick Ice™ system

Quick Ice is designed to produce ice 50% faster than the normal ice setting. It is ideal when entertaining or during hot seasons for outdoor activities.

The Icemaker has a European design and a stainless steel auger to provide years of performance.



### Self-rising hinge

Two air-assisted, self-rising hinges make raising the overhead compartment easy. After it is raised a couple of inches, the hinges take over and automatically lift it the rest of the way. It provides convenient access to the water filter and master power switch. Most competitive models require the panel be removed and set aside, which is both inconvenient and increases damage risks.



### Secure-close door system

Door hinges are engineered to automatically pull the door closed by itself once it is at a 90° angle. This eliminates the possibility of a door accidentally being left open.

The advanced hinge design also prevents the door from being slammed shut, eliminating the possibility of jarring door items or hurting small fingers.



### Spillproof glass shelves

These tempered glass, cantilevered shelves are sealed on all edges to prevent leakage of any spilled fluids onto shelves below.



### ClearLook™ door bins

Bins hold beverages and condiments conveniently and securely. Like all Profile Arctica models, the curved wave of the top edge provides additional security for tall items, as well as exceptional design appeal.

# GE Profile Arctica® Built-In Side-by-Side

## Built-In features at a glance

Key selling messages: • Appearance • Food preservation • Convenience



Model PSB42LSRBV



As an ENERGY STAR® Partner, GE has determined that these products meet the ENERGY STAR® guidelines for energy efficiency.



## Sell appearance

### 1 True built-in design

Enjoy a refrigerator with the flexibility of a fresh design that blends into the décor.

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### 2 Custom design options

Creating a customized look is virtually effortless, requiring only the addition of custom panels.

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## Sell food preservation

### 3 Overhead evaporator system

Eliminates shared air, reduces defrosting and provides additional freezer space.

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### 4 Electronic digital temperature display

Located on the dispenser to provide easy access and electronic accuracy in controlling temperatures in the fresh food and freezer compartments.

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### 5 Electronic sensors

Five electronic sensors consistently measure air temperature.

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### 6 Multiflow air system **GE Exclusive!**

Evenly delivers air throughout the fresh food and freezer compartments..

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### 7 Adjustable humidity crispers

Customizes the storage environment to keep fruits and vegetables fresh.

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### 8 Snack drawer

Ideal for cheeses and other snacks.

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## Sell convenience

### 9 Extra-deep freezer baskets

A deeper design offers more storage flexibility and easy access to frozen foods.

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### 10 Soft-touch dispenser

Dispenses water and ice with gentle pressure, complete with safety features such as a child lock and door alarm, filter replacement indicator light and Quick Ice™ system.

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### 11 SmartWater™ Plus filtration

Ensures access to clean, better-tasting water and ice with filter change indicator light and simple-to-install Twist and Lock design.

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### 12 Icemaker with Quick Ice™ system

Assures that there is plenty of ice for entertaining, with the Quick Ice system that creates ice 50% faster.

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### 13 Secure-close door system

Engineered with an advanced hinge system that automatically pulls the door shut when angled at 90° or less.

---

### 14 Spillproof glass shelves

Contains spills to keep cleanup to a minimum.

---

### 15 ClearLook™ door bins

Holds beverages and condiments securely and stylishly.

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## CustomStyle appearance

### An impressive design statement, without standing out.

For a built-in look, without the built-in expense, here's a fitting solution. A GE Profile CustomStyle refrigerator makes the most of your kitchen space by blending in almost seamlessly with surrounding cabinetry. It gives you the style you want and features you need, without the cost and inconvenience of remodeling. For a sleek, modern appearance, choose stainless or acrylic panels. Or, achieve a custom look with cabinet-matching wood panels. Whatever style you prefer, you'll find a CustomStyle refrigerator that works beautifully with your decor and budget.



### Installed-trim side-by-side models

#### Designed for today's discriminating consumers.

CustomStyle refrigerators with installed trim accept stainless steel or acrylic panels in white, black or bisque, all of which can be ordered from GE. To achieve a custom look, you can order wood panels from your cabinetmaker. You'll discover all kinds of ways to enhance your kitchen.



#### Optional Panels

Choose stainless steel panels or acrylic panels in white, bisque or black.



#### Custom Wood Panels

Make and install your own custom wood panels to accent cabinetry.

#### Optional collar trim: adding the final touch.

Available in stainless steel, white, bisque and black, this trim frames the refrigerator facade, adding to the finished look of a built-in, custom kitchen.

### Trimless side-by-side models

#### Installation made easy: simply slide in.

Trimless CustomStyle units install by simply sliding into—way into—the space between cabinets. They align with counters, instantly look built-in, with nothing to attach or build. (Available in stainless steel, white, bisque and black.)



### Qualifying CustomStyle buyers:

When qualifying your customers, ask them about their kitchens!

- Are you interested in a refrigerator that will extend just slightly past your cabinets?
- Are you interested in customizing the look of your refrigerator?
- Do you like the built-in look and integration with our kitchen cabinets?

If the answer is **YES** to any of these questions, you have the opportunity to sell them a CustomStyle refrigerator.

**Installed-trim side-by-side models**  
**Dispenser models**



**PSH23PGR**  
Shown with optional black acrylic panels. Available in white, bisque or black.

Model PSH23PGR is **ENERGY STAR®-qualified**.



**PSI23NGP**  
Shown with custom wood panels. Available in white, bisque or black.



**PSI23MGP**  
Shown with optional white acrylic panels. Available in white, bisque or black.



**PSI23MGP**  
Shown with custom wood panels. Available in white, bisque or black.

**Non-dispenser models**



**PSI23NCP**  
Shown with optional white acrylic panels. Available in white, bisque or black.



**PSI23NCP**  
Shown with custom wood panels. Available in white, bisque or black.

**Trimless side-by-side models**  
**Dispenser models**



**PSW23PSR**  
Stainless-wrapped with sculptured stainless steel handles.

Model PSW23PSR is **ENERGY STAR®-qualified**.



**PSC23SHR**  
Stainless steel with sculptured stainless steel handles.



**PSC23NHP**  
Available in white, bisque or black.



**PSC23SGR**  
Stainless steel with sculptured stainless steel handles.



**PSC23NGP/PSC23MGP**  
Available in white, bisque or black.



**PSH23PSR/PSI23SGR**  
Stainless steel with full-length visor handles.

Model PSH23PSR is **ENERGY STAR®-qualified**.

**Non-dispenser model**



**GSC23LSR**  
Stainless steel with tubular handles. Available in stainless or white and black as GSC23LGQ.



**GSC21KGR**  
Available in white or black.



**PSI23SCR**  
Stainless steel with full-length visor handles.

## ClimateKeeper2™ system—What's new in CustomStyle

ClimateKeeper2 helps foods stay fresher longer by using one evaporator in the freezer and another in the fresh food compartment. Conventional refrigeration uses only one evaporator that cools the freezer, venting cold, dry air into the fresh food compartment. Two evaporators allow the freezer and fresh food compartments to be cooled independently. The 0°F freezer air never enters the 37°F fresh food area. The 37°F fresh food air holds 2-3 times the humidity, dramatically increasing the time refrigerated foods maintain their freshness and appearance.

The two examples shown are typical of the results consistently seen when comparing foods stored in a conventional refrigerator to those in a ClimateKeeper2 model.

- ClimateKeeper2 allows foods such as fruits, vegetables, meats and cheeses to retain the higher moisture levels that keep them at their peak longer.
- Foods quickly deteriorate as they lose moisture, becoming dry and unappealing.
- Foods last longer at higher relative humidity levels produced by dual-evaporator systems.



ClimateKeeper2 system after five days.

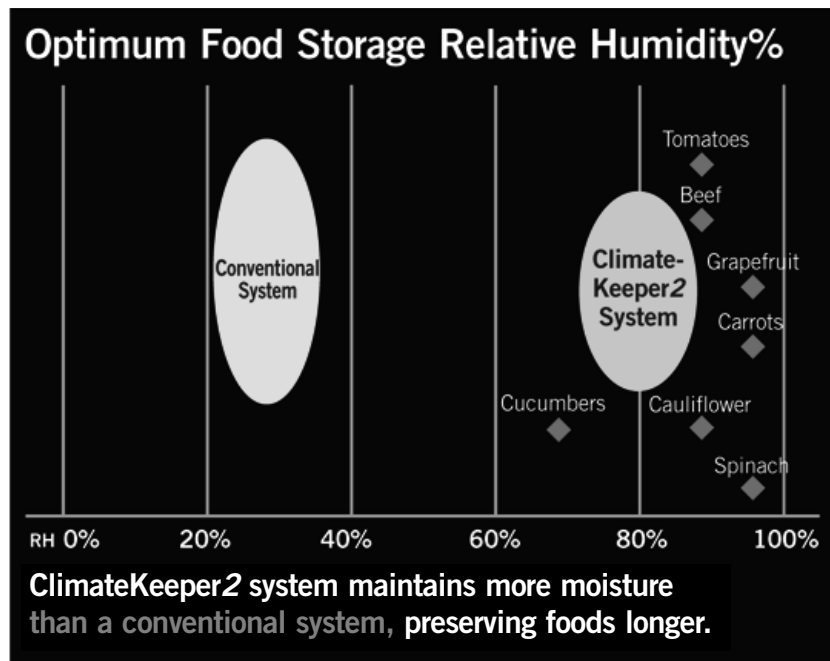


Conventional system after five days.

### Temperature and relative humidity for optimum food storage.

The diamond shapes represent the humidity preferences of common foods such as produce, meats, cheeses, casseroles, etc. Cheeses are the lowest, at around 65% humidity. Most foods prefer humidity levels higher than 80%.

The ovals show the range of humidity levels in a conventional system and in the ClimateKeeper2 system. ClimateKeeper2 holds foods much closer to their optimal levels than any other system available.



Source: 2002 Ashrae Handbook



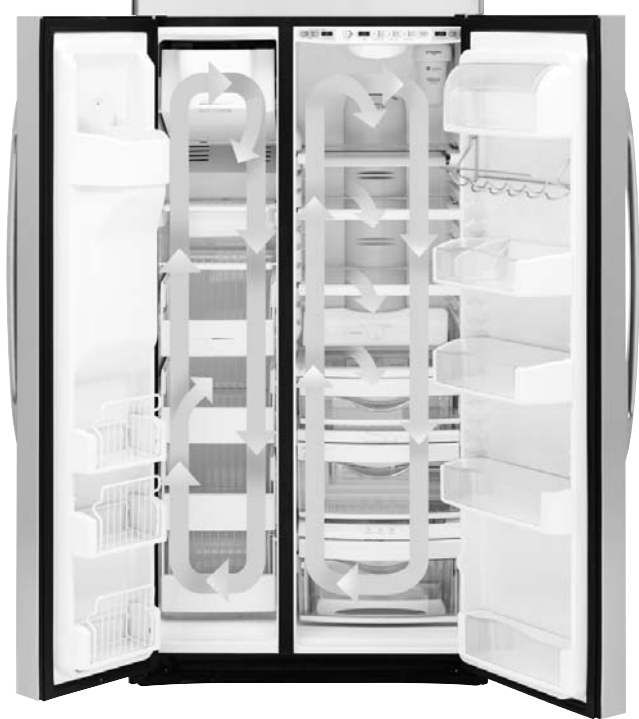
The air inside a refrigerator makes a noticeable difference in foods freshness and flavor. When air is allowed to flow between the fresh food and freezer compartments, it can affect humidity levels and food quality. By keeping the air flow separate, the ClimateKeeper<sup>2</sup> system helps protect food and ice to keep anything from being wasted.

To further illustrate how ClimateKeeper<sup>2</sup> works, it is helpful to compare the air movement inside the refrigerator to that of conventional refrigeration.



### Conventional refrigeration

- Air that cools the fresh food area comes directly from the freezer, as the arrows illustrate.
- Cold air circulates through the fresh food compartment and vents back into the freezer, where it is condensed before exiting the refrigerator.
- As warmer fresh food air enters the freezer, the warmer air rests on the evaporator requiring additional defrost cycles to reduce moisture.
- This continual warming and freezing causes freezer burn to frozen foods.



### ClimateKeeper<sup>2</sup>

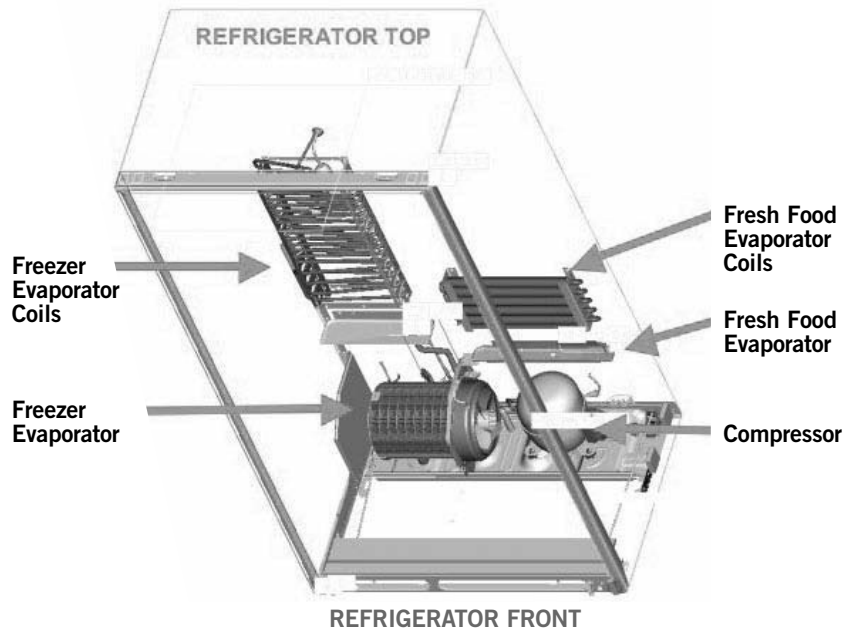
- Air that cools the fresh food compartment comes from the second evaporator dedicated specifically for the fresh food area.
- Air from the fresh food compartment never enters the freezer or vice versa.
- 37°F air in the fresh food area holds at least twice the humidity of 0°F air.
- Controlling humidity preserves foods.
- Less humidity in the freezer reduces defrost by 20%, keeping frozen foods at their best.

## Dual evaporator technology

Two evaporators chill the freezer and fresh food compartments independently. The fresh food evaporator generates 37°F air for fresh foods, while the freezer evaporator generates colder, dryer 0°F air for frozen foods. Air is never mixed between the two compartments.

### Benefits

- Conventional refrigeration uses one evaporator located in the freezer area to provide air for both the freezer and fresh food. Very cold, dry air from the freezer is vented into the fresh food area. This cold, dry air dehydrates foods quickly.
- Because dry freezer air never enters the fresh food compartment in ClimateKeeper<sup>2</sup>™, the humidity levels can be maintained 2-3 times higher than in conventional refrigeration.
- The freshness and desirability of food is extended due to the higher humidity levels.
- Because warm moist air from the fresh food compartment never enters the freezer, defrost time is decreased, extending the quality of frozen foods.



## ClimateKeeper systems

The exclusive ClimateKeeper system helps preserve foods better by providing consistent cooling throughout the refrigerator. The Profile Arctica® ClimateKeeper, ClimateKeeper in built-in models and ClimateKeeper<sup>2</sup> in dual evaporator models all have three major components in common: digital electronic controls, electronic temperature sensors and multiflow air tower.

	Electronic Digital Controls	Multiple Sensors	Multiflow Air System	Overhead Evaporator	Dual Evaporator Systems
ClimateKeeper	•	•	•		
ClimateKeeper Built-In models	•	•	•	•	
ClimateKeeper <sup>2</sup>	•	•	•		•

## Fewer defrost cycles



**Traditional 8-hour defrost cycle**



**ClimateKeeper2 10-hour defrost cycle**

Profile Arctica uses an Adaptive Defrost System which operates on an 8-hour minimal defrost cycle. This means the defrost won't run until there has been at least eight hours of compressor run time. The maximum time between defrosts is 60 hours.

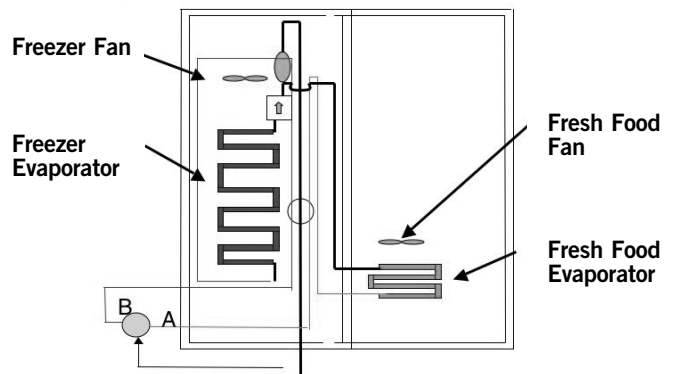
ClimateKeeper<sup>2</sup> operates on a 10-hour minimal defrost cycle resulting in even less defrosting than our award-winning ClimateKeeper system. Because there are two evaporators, cycle run time is calculated only by the freezer evaporator allowing even more time between defrost cycles. Less defrosting preserves the quality of frozen foods longer.

## Parallel vs. Serial systems

There are two different types of dual evaporator systems in the U.S. today, the serial system and the ClimateKeeper<sup>2</sup>'s parallel system.

A parallel system can operate each evaporator independently, or both at the same time if needed. This flexibility allows very precise cooling.

A serial system must operate both evaporators simultaneously or only the freezer evaporator. It can not operate the fresh food evaporator alone.



## Appearance features



### Contoured door and handles

The subtly contoured exterior provides an elegant look. Extending only 1" further into the kitchen than a standard door model, the sleek radius contoured door doesn't take up too much extra floor space and eliminating the end caps keeps the look clean. PSF26NGP adds a smooth, contoured high-gloss finish to the Arctica line.



### BrightSpace™ lighting

Seven lights make this refrigerator shine. Four fresh food lights and two freezer lights make for an easy visual inventory of food items. With over 320 watts (200 in fresh food, 120 in the freezer), consumers will love the look and easy visibility.



### ClearLook™ interior storage

Durable door bins with clear front windows accommodate gallon containers for quick access to items used most. The flowing curved lines of both the door bins and the vegetable/snack pans all reflect the contoured appearance of the exterior.

**Selling Tip:** Have customer remove and replace a deep door bin to demonstrate how easily adjustments can be made. Use gallon jug POP to demonstrate the space savings of putting gallon containers on the door rather than on an interior shelf.

Compare the look and feel with other brands. The quality difference is "clearly" visible.

## Food preservation features

CustomStyle food preservation reaches new heights in 2004 with the introduction of ClimateKeeper<sup>2</sup>™ on select models. Other models feature ClimateKeeper—The Best Temperature Management System You Can Buy.

### ClimateKeeper system

The ClimateKeeper system always has three critical features—digital electronic controls, electronic temperature sensors and a multiflow air tower. The ClimateKeeper system is only available on Profile built-in, CustomStyle, traditional style side-by-side, bottom-freezer and top-freezer models.



#### Digital electronic upfront controls

Upfront controls allow for easy access. Controls are preset at the factory at 37°F for fresh food and 0°F for the freezer. However, temperatures can be adjusted between 34°F and 44°F for fresh food and between -6°F and +6°F for the freezer. Electronic controls allow for **independent** temperature control of the fresh food and freezer compartments which results in less severe temperature fluctuations. The Arctica display shows the actual temperature for more precise food preservation.

**Selling Tip:** Invite customer to adjust the controls. Many foods and medications require specific temperature storage and ClimateKeeper delivers.



#### Electronic sensors

Five sensors electronically monitor fresh food and freezer temperatures. Two are located in the fresh food compartment, two in the freezer (one visible) and one in the CustomCool™ pan. Temperature readings are transmitted to the main control board and compressor operation, fan speeds, and defrost cycles are determined based on these readings of consistent, precise temperatures.

**Selling Tip:** Point out electronic sensors in the fresh food compartment. They are easily visible on the mullion side (covered by a small grate).



#### Multiflow air system

Located in the back of the fresh food compartment, the air tower is part of the airflow system and delivers cool air to different levels of the compartment.

**Selling Tip:** Point to air tower in the back of the fresh food compartment. Highlight air vents and explain the benefits of even air distribution. Be sure to point out that the ClimateKeeper system is the best temperature management system you can buy!

## Food preservation features (continued)



### TurboCool™ setting

TurboCool setting “revs up” the refrigerator, cooling it quickly after frequent or extended door openings and when hot items are placed inside. The compressor is activated and the fans turn on at high speed—even when the door is open. The fresh food temperature will revert to the coldest setting for an 8-hour period or until TurboCool is turned off (whichever comes first). That maximizes the cooling ability of the fresh food compartment.

**Selling Tip:** Point to the TurboCool button on the control panel. Invite the customer to press the button, noting how the green indicator light illuminates upon activation.



### FrostGuard™ technology

This adaptive defrost system defrosts only when needed, using sensors to calculate when defrosting is necessary based on door openings and internal temperatures. Prior to a defrost cycle, the freezer temperature is lowered in a pre-chill cycle which prevents foods from warming up during defrost.

**Selling Tip:** Ask how often they have had to throw away foods due to dryness or flavor loss both the result of freezer burn.



### NeverClean™ condenser coils

Traditional coils hang exposed, under or behind the refrigerator and dust easily collects on them, slowing refrigerator efficiency. NeverClean Coils are encased in a sealed compartment, keeping them clean and functioning optimally. When dust and household residue collect around the condenser coils, the refrigerator can't maintain the optimal temperature required for maximum food preservation.

**Selling Tip:** Ask if they have moved a refrigerator and have seen what has collected underneath. This dust and debris clings to coils unless they are encased.

## CustomCool™ technology

This full-extension versatile pan offers three great features. The **ExpressChill™** setting chills items in minutes rather than hours, the **ExpressThaw™** setting thaws in hours rather than days (in a refrigerated environment) and the **SelectTemp™** setting holds the pan temperature at just the right setting for various foods.



### To Use:

#### ExpressChill setting

1. Place items to be chilled on the chill/thaw tray. Although the pan will cool the items regardless of their positioning, you will achieve faster results if you allow some space between items.
2. Select ExpressChill function on control panel. The display will light up and the "Set" light will be illuminated.
3. Continue to press ExpressChill button until desired chill time is illuminated (either 15, 30 or 45 minutes).
4. Once the desired time is selected, release the button and the pan will begin cooling immediately.
5. During the cooling cycle, the display will countdown the remaining time in the cycle (in minutes).
6. Once the cycle is complete, the pan will return to the refrigerator temperature.

**How it works:** Air is drawn from the freezer and circulated throughout the drawer.

#### Changing CustomCool settings while the pan is running:

You must press the desired CustomCool setting key at least twice, once to see the current pan setting and a second time to change to the new CustomCool mode. Continue to press until the desired setting is illuminated.

#### To turn the CustomCool feature off:

Push the active CustomCool setting key until the display and light turn off.

**Note:** Anytime the drawer is not closed properly, the CustomCool lights on the control panel will blink until the drawer is closed securely.

#### Enhanced ExpressThaw setting

1. Remove items in pan and store in refrigerator. Insert the chill/thaw tray.
2. Place food to be thawed onto tray with handles facing down. It is not recommended to unwrap items before thawing.
3. Select ExpressThaw function on control panel. The display will light up and the "Set" light will be illuminated.
4. Continue to press ExpressThaw button until the appropriate food weight is illuminated (either .5, 1, 2, 3 lbs.). The corresponding thaw time will be displayed in the digital window. Select the weight closest to the actual weight of the food (round up if the weights do not match exactly).
5. Once the desired time is selected, release the button and the pan will begin thawing immediately.
6. During the thaw cycle, the display will count down the remaining time in the cycle (in hours until the last hour, then it will count down minutes). Once the cycle is complete, it automatically converts to the Select Temp "Meat" setting (30°F) and will display the air temperature. Meat will store safely until the consumer removes it.
7. The pan should be cleaned before using it to store fruits and vegetables.

**How it works:** Air is circulated over a small controlled heater and through the drawer to maintain a stable defrosting air temperature.

#### Select Temp setting

1. Place items in pan.
2. Close pan securely.
3. Press the Select Temp feature on the control panel. The "Set" light will illuminate.
4. Continue to press the Select Temp button until the desired food type (Citrus, Produce or Meat) is illuminated. The corresponding optimal temperature will be displayed in the digital window (43°F, 34°F or 30°F).
5. Once the desired food is selected, release the button and the pan will begin to maintain that temperature.
6. The display will show the actual drawer temperature. To confirm the set temperature, press the SelectTemp pad. The set temperature will be displayed. It will revert to displaying the actual pan temperature in five seconds.

**How it works:** Depending on the function selected and the temperature required, heating or cooling holds the drawer at the specific temperature.

## Food preservation features (continued)

### Storage Drawers and Bins

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The deli and fresh produce pans have pocket handles for easy gripping and rollers on the rear to slide forward and back smoothly.



#### Deli drawer

Adjust the temperature control on the air tower (right above the pan) to cold (which will keep the pan at the set refrigerator temperature), colder (cheese) or coldest (meats) for optimal food freshness. When set at the “coldest” setting, the pan temperature will be between 4 and 6 degrees cooler than the rest of the refrigerator. The seal on the pan helps preserve foods that prefer a dryer setting, such as cheese.

Note: Drawers with temperature controls can be referred to as Deli.

**Selling Tip:** Demonstrate the temperature control on the air tower above the pan.



#### Adjustable humidity vegetable/fruit crisper

The gasket-sealed (front and back) pan has adjustable humidity controls for freshness. Set at low humidity for fruits and thick-skinned vegetables and at high humidity for leafy vegetables. Drawers with humidity controls can be referred to as Crispers or Produce bins.

**Selling Tip:** Demonstrate the adjustable humidity control and explain the benefits of controlling humidity for fruits and vegetables. An analogy to illustrate the value of sealed bins is to point out that as humidity benefits growing plants, it likewise helps maintain freshness in the refrigerator.



#### Sealed pan

This pan will maintain humidity levels since it is gasket-sealed. The seal reduces air movement to keep foods from drying out.



#### Freshness Center™ (Three-stack drawer system)

Keep your foods fresh in this three-pan stack! The two separate humidity-controlled environments keep fruits and vegetables fresh. The adjustable temperature meat pan keeps your foods up to 5°F cooler. Each shelf is lined with a gasket at the front and back to ensure a tight seal and the top pan is covered by a spillproof shelf.



## Convenience features

### Ice and Water System



#### Integrated Ice™ system

The ice bucket is integrated into the freezer ceiling for better eye-level storage. IM5SS icemaker uses an electronic sensor to detect the level of the water and allow for second and third fill of the mold if necessary (due to low water pressure, etc.) to provide consistent cube size. The sensor also calculates water temperature during the freezing process and empties ice as soon as it is frozen so the next cycle can begin.

The ice bucket design allows it to easily tilt down for quick removal of bulk ice, and pulls up and out for quick removal.

The auger is stainless steel for durability and consistent high performance. The feeler arm detects when the ice drawer is full and turns on and off as needed.

**Selling Tip:** Point out how integrated ice, tucked up inside the freezer cabinet and not the door, frees up valuable storage space. For any size item including large turkeys over 22 pounds.



#### Quick Ice™ setting

This feature is selected on the dispenser. Once selected, it will turn on a fan to blow cool air over the icemaker. This expedites ice freezing (production) up to 50%. The fan will run for 48 hours or until the Quick Ice button is turned off (whichever comes first). Great for parties, picnics, etc.

**Selling Tip:** Explain this feature like windchill. The moving cold air lowers the temperature for faster freezing.



#### GE SmartWater™ and Smartwater Plus filtration system

The system filters both ice and water, reducing chlorine, odor, lead, cysts and provides clean, better-tasting water (tested and certified by the NSF). And it's easy to replace with no special tools required. There's no need to turn off the water. Simply turn the filter to the left to remove. A check valve stops water flow and prevents leakage. Insert the new filter and turn to the right. The filter should be replaced when the indicator light turns red.

**Selling Tip:** Point to the filter. Explain how easy it is to replace and the convenience of having the filter right where you can see it—without getting on your hands and knees to find it! Show the water filter indicator light on the dispenser and explain that it will turn yellow, then red when it's time to change the filter.

## Convenience features (continued)



### Tall LightTouch! dispenser

Unique, single-cradle design requires only the slightest touch to activate. Easy activation along with the tall design allows for easy fill-ups of pitchers, blenders, sports bottles, and coffee pots.

- **Select water, crushed or cubed ice** for dispensing.
- **Light** will come on when the cradle is pressed and will fade off once dispensing is complete. The light can also be turned on by pressing the light button. It will remain on until user presses the button again.
- **Child lock** Press for three seconds to lock dispenser controls and prevent dispenser from operating. Press and hold for another three seconds to reactivate. Alarm will beep if button or cradle is pressed when unit is locked.
- **Door alarm** will sound after door is left open for three minutes once it is activated.
- **Water filter change indicator** will turn yellow after 90% of filter is used. Will turn red when 100% of filter is used. Press and hold for three seconds to reset.
- **Quick Ice™** activates fan in freezer to speed up ice production. Will remain activated for 48 hours or until turned off (whichever comes first).

**Selling Tip:** Demonstrate items that will fit into the dispenser. Invite the customer to touch the single cradle and let them feel the LightTouch! A styrofoam cup can also be used to demonstrate the easy activation.



### Integrated shelf support system

Molded liner design allows for easier shelf removal and replacement. Simply slide the shelf forward, press shelf stop (right side) and continue to slide forward to remove. If door opening is limited, tilt shelf up or down and then slide out to remove. Shelves fit snugly with liner for durable shelf support.

**Selling Tip:** Demonstrate how easy it is to remove a shelf. Have customer remove a shelf and replace in a different position.



### QuickSpace™ shelf

This tempered glass shelf quickly slides back, at the touch of a finger, to make storing tall or large items easy. It offers vertical storage flexibility without removing and adjusting the shelf. No cranks to turn or shelves to remove. Simply slide back.

**Selling Tip:** Invite the customer to slide back the QuickSpace shelf and then pull it forward to demonstrate how easily it works and how much space it provides.



### Slide-out, spillproof shelves

These tempered glass shelves allow easy access to food items. Cleanup is simple, too. These shelves will hold spilled liquids—up to 12 oz. The shelves fit snugly with the liner to stop spills from traveling further down the fresh food compartment.

**Selling Tip:** Explain the benefits of easy cleanup by pointing to the lip on the shelf and explaining how it catches spills. Also point out that the shelf goes all the way to the side of the refrigerator—again, helping contain the spill on the shelf.



### Refreshment center (“H” models)

Provides easy access to favorite foods and beverages without having to open the refrigerator door! The fold-down ABS door provides a sturdy serving counter. Improved temperature management ensures items in the door stay cool.

**Selling Tip:** To demonstrate the convenience of the refreshment center, have gallon jugs or two-liter bottles already in place in the compartment. Invite the customer to drop the door down, and point out the accessibility of the items.



### ClearLook™ door and storage bins

Sealed Snack Pan, Deli Pan, Vegetable/Fruit Crisper and CustomCool Bin also have crystal-clear fronts and sides for easy viewing and improved appearance.

**Selling Tip:** Point out to your customers how the curved front edge not only adds to the attractiveness of the product, but it also acts as a support for the tallest items, preventing them from falling out. Compare this shape to competitive models that have a straight edge no higher than the lowest point on our curved design.

## Convenience features (continued)



### **In-the-door beverage rack**

This handy rack conveniently stores nine soft drink cans and 2-liter size bottles in a separate, easy-to-access door area. It provides proper storage for a wine bottle and keeps the bottle out of young children's reach and from rolling around on a shelf. In-the-door placement frees up valuable shelf space.

**Selling Tip:** Ask the customer to reach in to the rack, demonstrating how easily it is to quickly grab a sports drink on the go.



### **Slide 'n Store™ full-extension freezer basket**

Three full-extension baskets glide a full 16", making foods easily accessible. Nothing gets lost in the back of the freezer.

**Selling Tip:** Slide basket out to demonstrate how far it extends outside the refrigerator.



### **Tilt-out freezer door bins**

Easily adjustable up and down for added flexibility, these door bins tilt forward to give easy access to items stored inside.

**Selling Tip:** Demonstrate the removal and relocation of the bins. Tilt forward to show the easy access to items inside.



### Digital touch controls (Number 0-9)

Press and release the “warmer” or “colder” touch pad until the display shows the desired number. A “0” setting on either the fresh food or freezer display will turn the refrigerator off. A “0” will flash in the window when the unit is off. “9” is the coldest setting.



### Electronic temperature display touch controls:

Press and release the “warmer” or “colder” touch pad. The “set” light will illuminate and display the set temperature. To change the temperature, continue to push either the “warmer” or “colder” button until the desired temperature is displayed. Refrigerator temperatures can be adjusted between 34°F and 44°F and the freezer temperatures can be adjusted between -6°F and +6°F.

Once the desired temperature has been set, release the button. The temperature display will return to actual refrigerator and freezer temperatures after a few seconds.

To turn the unit off, continue to push the “warmer” button for either the refrigerator or the freezer until the display shows “OFF”. To turn the unit back on, push the “colder” button for either the refrigerator or freezer. The set light will illuminate on the side you selected. Hit “colder” again (on the side where the set light is illuminated) and it will go to the preset points of 0°F for the freezer and 37°F for the refrigerator.

**Note:** Fluctuations in temperature are common in refrigerators. The actual temperature may fluctuate from the set temperature depending on the number of door openings, usage and defrosting. The electronics will sense these temperature changes and will operate the cooling system in “high” to return the temperature to the set points as quickly as possible.

**Showroom mode** (allows demonstration of control panel without activating the compressor)

- 1) Press and Hold FZ-Colder & FF-Warmer buttons (simultaneously) until beeps are sounded.
- 2) The temperature displays will show ambient temperatures until warmer or colder buttons are pressed.
- 3) Once temperature controls are pressed—the set point will appear in the display.
- 4) To demonstrate CustomCool™ feature, press one of the temperature controls to activate the display. You can then select a CustomCool function.
- 5) Pan will not cool in showroom mode because the compressor is not activated.
- 6) You may hear a fan after the door is open for three minutes. This fan will prevent the liner from overheating.
- 7) To get out of showroom mode, simply unplug the refrigerator and plug it back in.

**Note:** Once setpoints are changed, they will remain at the new setpoint until another change is made.

## CustomStyle and free-standing features at a glance

Key selling messages: • Appearance • Food preservation • Convenience



Model PSW23PSRSS



As an ENERGY STAR® Partner, GE has determined that these products meet the ENERGY STAR® guidelines for energy efficiency.



## Sell appearance

### 1 Sculptured handles/Contoured doors

Sleek subtle styling, Profile Arcica's sculptured handles and contoured doors blend beautifully with any kitchen décor. Slightly curved radius doors with low profile hinges take up less space and are unobtrusive.

### 2 BrightSpace™ interior lighting

320 watts of interior lighting (200 in fresh food, 120 in freezer) illuminate the interior like never before. Lights are strategically placed to optimize brightness while reducing glare.

### 3 ClearLook™ interior storage

The see-through fronts on ClearLook gallon door bins allow easy viewing of everything inside. The sculptured edges of bins and drawers reflect the curved lines of the interior.

## Sell food preservation

### 4 ClimateKeeper2™ system

Keeps foods fresher longer, while protecting ice from odor transfer with its unique dual evaporator system.

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### 5 Electronic touch temperature controls

Upfront digital controls are precise and show the actual internal temperature in both the fresh food and freezer compartments.

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### 6 Electronic temperature sensors

More electronic sensors than competitors' systems, with each positioned for maximum effectiveness.

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### 7 Multiflow air system **GE Exclusive!**

Includes more vents than competitors' systems, and uses exclusive fresh food and variable-speed freezer fans to keep temperatures consistent throughout the refrigerator.

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### 8 CustomCool™ technology

Allows you to control the environment of the bottom bin. With its own electronic sensor, it chills quickly, thaws in a protected environment and keeps food fresh longer. Full extension, with a lifetime warranty on bin glides.

**ExpressChill™ setting** Select this feature to chill beverages in minutes, rather than hours.

**ExpressThaw™ setting** Select this feature to thaw items in hours, rather than days.

**SelectTemp™ setting** Select this feature to store items at just the right temperature.

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### 9 TurboCool™ setting

This setting helps the refrigerator quickly return to set temperature when the door has been opened for an extended time or hot foods placed inside.

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### 10 NeverClean™ condenser coils

Condenser coils are encased, so they don't require cleaning in normal operating environments.

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## Sell convenience

### 11 SmartWater™ filtration

Delivers clean, great-tasting water and ice through the LightTouch! dispenser.

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### 12 QuickSpace™ shelf

Quickly slides out of the way to make room for tall items.

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### 13 Slide-out, spillproof glass shelves

Simplify loading, unloading and cleaning.

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### 14 In-the-door beverage rack

Frees up valuable interior shelf space while putting drinks in a "grab and go" location. Holds nine cans, 2-liter bottle, wine bottle and juice drinks.

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### 15 Tall LightTouch! dispenser

Unique, single-cradle design requires only the slightest touch to activate. The tall design allows for easy fill-ups of pitchers, blenders, sports bottles, and coffee pots.

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### 16 Quick Ice™ feature

Ice production is increased up to 50%. The function will be activated for 48 hours or until the user turns the function off (whichever comes first).

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### 17 BrightSpace™ freezer with Integrated Ice™ system

Maximizes space usage. Store large bulky items underneath with no blocking of freezer light.

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### 18 Slide 'n Store™ freezer baskets

Three full-extension baskets glide a full 16" outside the refrigerator, making foods easily accessible.

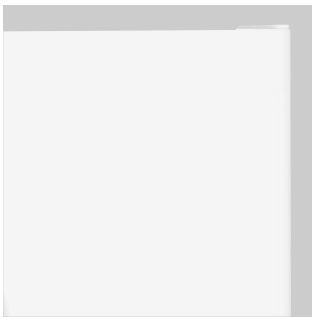
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## Appearance features



### Interior lighting

Upfront lighting makes it easy to see items stored inside. Light shines in the front, right where you need it! Mid-level lights highlight items below. Dual level lighting has one 60-watt upper light and two 40-watt mid-lights. Single level lighting consists of a 60-watt bulb at the top of the fresh food cabinet. All models have a 60-watt bulb in the freezer.



### Radius doors and Low-profile hinges (some models)

Doors are slightly curved at the corners for a softer look. Hinges are low and allow for easy door opening within the case. There is no need to allow for extra space.

**Selling Tip:** Point out low hinges and demonstrate how door opens within the case. Explain the benefit of this feature in tight spaces.

## Food preservation features

### Electronic Temperature Control System

Uses electronic sensors and electronic controls to maintain optimal temperatures.



### Electronic sensors

Two sensors electronically monitor fresh food and freezer temperatures. Temperature readings are transmitted to the main control board and compressor operation, fan speeds and defrost cycles are determined based on these readings of consistent, precise temperatures.

**Selling Tip:** Point out the electronic sensor in the fresh food compartment (top left-hand corner).



### Digital electronic touch temperature controls

Upfront controls allow for easy access. Controls are preset at the factory at 5 and 5, but can be adjusted between 1 and 9 (9 is the coldest setting). A "0" setting for the freezer will turn the unit off.



### Electronic dial temperature controls

Upfront controls are easy to see and set. Controls are preset at the factory at 5 and 5, but can be adjusted between 1 and 9 (9 is the coldest setting). A "0" setting for the freezer will turn the unit off.





### Drawer/Pan system

- **Snack pan** Unsealed, clear pan is great for storing loose items. Holds lunch meats, cheeses and snacks for quick, easy access.
- **Fruits and vegetables** Gasket-sealed pan with adjustable humidity control is great for storing fruits and vegetables. Set humidity level at HIGH for leafy vegetables or LOW for fruits and thick-skinned vegetables.
- **Sealed pan** (some models): Great for storing leafy vegetables (high humidity).
- **Deli fresh** (some models): Gasket-sealed pan with adjustable temperature control is great for storing meats and cheeses. Set at coldest setting for meats and warmer setting for cheeses.

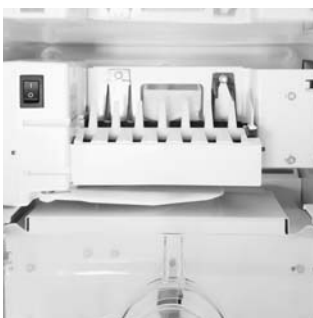
**Selling Tip:** Demonstrate humidity control on fresh produce pan and explain the benefits of humidity control when storing fruits and vegetables.



### FrostGuard™ technology

This adaptive defrost system defrosts only when needed, using sensors to calculate when defrosting is necessary based on door openings and internal temperatures.

Prior to a defrost cycle, the freezer temperature is lowered in a pre-chill cycle which prevents foods from warming up during defrost.



### Electronic icemaker (IM5SS)

The electronic sensor detects water temperature and allows for a second and third fill of the mold if necessary for more consistent cube size. The sensor also senses water temperature during the freezing process and will harvest ice once it's frozen. This can improve the rate of ice production compared to previous models which harvested based on time alone. The icemaker turns on-off by a switch and the feeler arm detects when the ice drawer is full.

Note: The IM5SS is compatible with older GE refrigerators.



### GE SmartWater™ and Smartwater Plus filtration system

The system filters both ice and water, reducing chlorine, odor, lead, cysts and provides clean, better-tasting water (tested and certified by the NSF). And it's easy to replace with no special tools required. There's no need to turn off the water. Simply turn the filter to the left to remove. A check valve stops water flow and prevents leakage. Insert the new filter and turn to the right.

## Convenience features



### Tall LightTouch! dispenser

Unique, single-cradle design requires only the slightest touch to activate. The tall design allows for easy fill-ups! Pitchers, blenders, sports bottles and coffeepots are just a few of the items this dispenser can fill.

- **Select water, crushed or cubed ice** for dispensing.
- **Light** will come on when the cradle is depressed. Depressing the light button will also turn on the light. It will remain on until user depresses the button again.
- **Water filter change indicator** (some models) will turn yellow after 90% of filter is used. Will turn red when 100% of filter is used. Depress and hold for 3 seconds to reset.
- **Child lock** (some models) Depress for 3 seconds to lock dispenser controls and prevent dispenser from operating. Depress and hold for another 3 seconds to reactivate.

**Selling Tip:** Demonstrate items that will fit into the dispenser for easy filling. Invite the customer to touch the single cradle and let them feel the LightTouch! A styrofoam cup can also be used to demonstrate the easy activation.



### QuickSpace™ shelf

This tempered glass shelf quickly slides back at the touch of a finger to make storing tall or large items a snap. It offers vertical storage flexibility without removing and adjusting the shelf. No cranks to turn or shelves to remove...simply slide it back!

**Selling Tip:** Invite the customer to slide back the QuickSpace shelf and then pull it forward to demonstrate how easily it works and how much space it provides.



### Slide-out, spillproof cantilevered shelves (most models)

These tempered glass shelves are easily adjusted in 1" increments. The slide-out feature makes it easy to access those hard-to-reach items in back. Spills stay in their place! Each shelf can hold up to 12 oz. of spilled liquid, preventing leakage throughout the refrigerator cavity.

**Selling Tip:** Demonstrate slide-out shelf and explain the benefits of easy access to items. Talk about Spillproof shelves and how they can hold up to 12 oz. of liquid.



### Slide-out, spillproof integrated shelves (high-end GE)

These tempered glass shelves allow easy access to food items. Cleanup is simple, too. These shelves hold up to 12 oz. of spilled liquids. The shelves fit snugly with the liner to stop spills from traveling further down the fresh food compartment.

**Selling Tip:** Explain the benefits of easy cleanup by pointing to the lip on the shelf and explaining how it catches spills. Also point out that the shelf goes all the way to the side of the refrigerator—again, holding the spill on the shelf. Spillproof also promotes safe food storage by preventing meat juices from spilling off the shelf and getting onto other foods.



### Refreshment center (“H” models)

Provides easy access to favorite foods and beverages...all without having to open the refrigerator door! The fold-down, ABS door provides a sturdy serving counter. Improved temperature management ensures items in the door stay cool.

**Selling Tip:** To demonstrate the convenience of the refreshment center, have gallon jugs or two-liter bottles already in place in the compartment. Invite the customer to drop the door down, and point out the accessibility of the items.



### Sweet spot freezer shelf

This convenient shelf sits right above the ice bucket. Convenient storage space for pints of ice cream, juice cans, spices and more. Keeps small items within easy sight and easy reach.

**Selling Tip:** Point to shelf and talk about all the small items that can be stored there within easy reach.



### Adjustable gallon door bins

Convenient door storage. Bins can be adjusted up or down to accommodate smaller/taller items.

**Selling Tip:** Invite customer to remove and replace a door bin to demonstrate flexibility and stability.



### Slide-out freezer storage bin (some models)

Easily holds those hard-to-store, odd-sized items such as large roasts or turkeys! This handy bin slides out for convenient access and allows efficient use of freezer shelf space.

**Selling Tip:** Have customer slide out the bin to view the large capacity.

## Side-by-side features at a glance

Key selling messages: • Appearance • Food preservation • Convenience



Model GSS25KGPWW



Model GSL25JFPBS



As an ENERGY STAR® Partner, GE has determined that these products meet the ENERGY STAR® guidelines for energy efficiency.

## Sell appearance

### 1 Radius doors and low profile hinges (some models)

Doors are slightly curved at the corners to provide a softer look. Hinges are low and allow for easy door opening within the case—no need to allow for extra space.

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### 2 Upfront and mid-level lighting (some models)

Lighting in the front and the middle of the fresh food section makes it easier to see items inside.

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### 3 CleanSteel™ exterior

New in 2003, CleanSteel is a laminate vinyl with the look of stainless but not the fingerprints. Magnets stick to CleanSteel and it blends beautifully with other stainless appliances in the kitchen.

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## Sell food preservation

### 4 Electronic touch temperature controls **GE Exclusive!**

Electronic temperature sensors allow for better temperature management in the fresh food and freezer compartments, keeping foods fresh.

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### 5 FrostGuard™ adaptive defrost system

It monitors door openings and usage in order to calculate when it's necessary to defrost. (Traditional systems only account for time.) Also, freezer goes into "pre-chill" mode in order to cool down the compartment prior to the defrost heater turning on.

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## Sell convenience

### 6 SmartWater™ filtration

Delivers clean, great-tasting water and ice through the LightTouch! dispenser.

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### 7 Tall LightTouch! dispenser

Unique, single-cradle design requires only the slightest touch to activate. The tall design allows for easy fill-ups of pitchers, blenders, sports bottles, and coffee pots.

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### 8 Adjustable gallon door bins

Hold gallon-size containers with style and ease.

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## Appearance features



### Contoured doors with sculptured Profile handle

The difference between 2002 and 2003 exteriors is dramatic! The larger sculptured Profile handles dramatically change the appearance. The gently contoured rounded edges give it a dramatic, kitchen-enhancing look.

**Selling Tip:** Compare the exterior design with other models on the floor. The visual difference is obvious.



### BrightSpace™ interior lighting

Consumer response to great interior lighting is extremely positive. 2003 Profile Arctica Bottom Freezers have 120 watts of light in the fresh food area and 40 watts in the freezer.

**Selling Tip:** Try to have our products plugged in so consumers see the exceptional lighting as soon as the door is opened. Having 120 watts at eye level is very important to consumers.



### Adjustable ClearLook™ crispers

Foods will stay fresh in this adjustable humidity environment. Choose between HIGH humidity for vegetables and LOW humidity for fruits.

**Selling Tip:** Demonstrate humidity controls. Have customer remove one pan, then slide the other over and out to demonstrate the ease of removal for cleaning.



### ClearLook™ gallon door bins

These deep door bins adjust up and down providing maximum storage flexibility for gallon jugs, two- and three-liter bottles, six packs and more for quick, easy access! The ClearLook fronts are attractive and give clear viewing of everything inside. The bins put gallon storage within easy reach and the eyebrow arched top edge adds stability to tall items.

**Selling Tip:** Have customer remove and replace a deep door bin to demonstrate how easily adjustments can be made.



### Adjustable Temp Deli Drawer

The drawer is designed so cold air surrounds the pan to keep items stored there fresh. It provides convenient space to store loose items. Higher settings keep meats fresh longer while the lower setting helps cheese stay drier and last longer.

**Selling Tip:** Ask customer if most cheeses are dry or slippery. The answer should be dry. Dry cheeses last longer. Too much moisture can cause cheese to mold easily.

## Food preservation features



### Upfront electronic digital temperature controls

Upfront controls allow for easy access. Controls are preset at the factory at 37°F for fresh food and 0°F for freezer. However, temperatures can be adjusted between 34°F and 44°F for fresh food and between -6°F and +6°F for the freezer.

**Selling Tip:** Demonstrate temperature controls. Invite customers to set the controls themselves.



### Electronic sensors

Three sensors electronically monitor fresh food and freezer temperatures. One is located in the fresh food compartment, one in the freezer and one on the evaporator. Temperature readings are transmitted to the main control board and compressor operation, fan speeds and defrost cycles are determined based on these readings of consistent, precise temperatures.

**Selling Tip:** Point out the electronic sensor in the fresh food compartment. It is easily visible on the mullion side (covered by a small grate).



### Multiflow air system

Located in the back of the fresh food compartment, the air tower is part of the airflow system and delivers cool air to different levels of the compartment.

Bottom Freezers have 12 air vents to circulate cold air throughout the interior.

Variable-speed air fans also keep temperatures consistent.

**Selling Tip:** Point to air tower in the back of the fresh food compartment. Highlight air vents and explain the benefits of even air distribution.



### GE SmartWater™ filtration system

The system filters both ice and water, reducing chlorine, odor, lead, cysts and provides clean, better-tasting water (tested and certified by the NSF). And it's easy to replace with no special tools required. There's no need to turn off the water. Simply turn the filter to the left to remove. A check valve stops water flow and prevents leakage. Insert the new filter and turn to the right.

■ GE SmartWater filter: up to 6 months or 750 gallons of use (GSWF).

**Selling Tip:** Point to the filter. Explain how easy it is to replace and the benefits of filtered water.



### FrostGuard™ technology

This adaptive defrost system defrosts only when needed depending, using sensors to calculate when defrosting is necessary based on door openings and internal temperatures. Prior to a defrost cycle, the freezer temperature is lowered in a pre-chill cycle which prevents foods from warming up during defrost.

**Selling Tip:** Ask if they've ever thrown away dried-out food due to freezer burn or noticed the unpleasant taste freezer burn gives food. FrostGuard™ virtually eliminates both these common problems.

## Convenience features



### ShelfSaver™ beverage rack

It slides out to provide extra storage for a variety of food and beverage items. The rack holds a 9" x 13" casserole dish, two cartons of eggs, leftover containers, 12 beverage cans or four 16-ounce water bottles!

**Selling Tip:** Talk customer through all the uses of this shelf and how it can free up additional shelf space.



### Multi-level Slide 'n Store™ system

Three full-extension baskets maximize freezer storage space. Each basket slides out independently of the other baskets. Two baskets are full width and the top basket shares space with the icemaker.

**Selling Tip:** Pull the drawer out. Slide freezer baskets in and out. Explain that you no longer have to get on your knees to reach in as the items come to you!



### Adjustable gallon door bins

These deep door bins adjust up and down, providing maximum storage flexibility for gallon jugs, two- and three-liter bottles, six packs and more for quick, easy access! Gallon storage is within easy reach.

All door bins have gallon storage capability!

**Selling Tip:** Have customer remove and replace a deep door bin to demonstrate how easily adjustments can be made.



### Internal water dispenser with GE SmartWater™ filtration

Conveniently located inside the fresh food compartment, the internal water dispenser puts refreshing water well within reach. Consumers can enjoy the benefits of bottled water without the bottled-water expense. The SmartWater filtration system delivers clean, fresh-tasting water through the internal water dispenser.

**Selling Tip:** In its easy-to-reach position, the location of the Internal Water Dispenser is ideal for young children. GE SmartWater can eliminate the need to purchase bottled water.





### Adjustable slide-out, spillproof shelves

These tempered glass shelves are easily adjusted in 1" increments, offering maximum usable space and storage flexibility. They also keep spills in their place! Each shelf can hold up to 12 oz. of spilled liquid! Slide-out shelves provide easy access to foods.

**Selling Tip:** Point out the lip on the shelf and explain how it can contain spills for easy cleanup.



### Integrated icemaker

The ice bucket and icemaker are integrated in one system, and not in the freezer basket. This prevents ice from being "raked" out when the baskets are extended, so no more ice cubes fall onto the freezer floor.

Some models are available with GE SmartWater Filtration.



### QuickSpace™ shelf

This tempered glass shelf quickly slides back at the touch of a finger to make storing tall or large items easy. It offers vertical storage flexibility without removing and adjusting the shelf. No cranks to turn or shelves to remove. Simply slide back.

**Selling Tip:** Invite the customer to slide back the QuickSpace shelf and then pull it forward to demonstrate how easily it works and how much space it provides.



### NeverClean™ condenser coils

Condenser coils are encased and don't require cleaning.

Dirt and dust can't collect on the coils, which lowers efficient running of the motor and energy loss.

**Selling Tip:** Ask the customer if they clean under or behind their refrigerator to keep coils clean and the refrigerator operating at maximum efficiency. The recommended cleaning is every 4-6 months. Most people clean coils once or twice a year, which is usually insufficient to keep refrigerators operating at peak performance and reduce energy use.

# GE Profile Arctica® Bottom-Freezer

## Bottom-freezer features at a glance

Key selling messages: • Appearance • Food preservation • Convenience



Model PDS22MHRWW



As an ENERGY STAR® Partner, GE has determined that these products meet the ENERGY STAR® guidelines for energy efficiency.

## Sell appearance

### 1 Contoured doors with sculptured Profile handle

The larger sculptured Profile handles dramatically change the appearance of our bottom freezers.

### 2 BrightSpace™ interior

One of the best appearance stories in the marketplace, it features great looks with excellent storage and brightly lit interiors. The ABS liner is stain- and odor-resistant and will look new for years.

### 3 ClearLook™ gallon-door bins and crispers

No opaque fronts to block contents, as all Profile Arctica door storage and interior bins have ClearLook fronts.

## Sell food preservation

### ClimateKeeper™ system

#### 4 Upfront digital controls with digital temperature readout

Maximum food preservation both fresh food and freezer areas is easy to maintain with precise temperature readout on Profile Arctica models.

#### 5 Electronic sensors

Three electronic sensors maintain consistent temperature at all times.

#### 6 Multiflow air system

Twelve air vents strategically located maintain precise, even cooling.

## Sell convenience

#### 7 Internal water dispenser with GE SmartWater™ filtration

Provides chilled, great-tasting filtered water on demand from inside the refrigerator.

#### 8 Slide-out, spillproof shelving system

Makes it even easier to load and unload the fresh food area.

#### 9 QuickSpace™ shelf

The front half of the shelf quickly slides back and out of the way for tall-item storage.

#### 10 Adjustable gallon-door storage

Allows convenient repositioning of door bins to best suit individual needs.

#### 11 Multi-level freezer Slide 'n Store™ system

Includes three full-extension baskets in the freezer compartment.

#### 12 ShelfSaver™ rack

The slide-out rack provides storage for 12 beverage cans, 2 water bottles, 2 cartons of eggs, leftover containers or even a 9" x 13" casserole dish. (18 and 22 cu. ft. models only.)

#### 13 NeverClean™ condenser coils

Condenser coils are encased and don't require cleaning. This feature is found on all GE refrigerators.

## Appearance features



### **Rounded doors with stainless steel tubular handles**

Doors are slightly curved at the corners and side edges to provide a softer look. Hinges are low profile and allow doors to open easily within the case. Tubular handles are contemporary and provide a modern look unique to GE



### **Dual-level lighting**

Two bulbs in the fresh food compartment and one in the freezer offer excellent visibility.

## Food preservation features



### **Upfront temperature controls**

Independent controls for both fresh food and freezer sections allow personalized temperature levels.



### **Upfront illuminated temperature controls**

Dial controls for both fresh food and freezer sections are illuminated, giving them a high-end appearance that is easy to see.



### **Adjustable humidity crispers**

GE clear crispers have easily-adjusted, hidden air portals located under the top edge. Open, they allow greater air circulation and lower humidity. Closed, the air circulation is restricted, holding in higher humidity.

## Convenience features



### **Brita® filtered water door module**

Designed to fit into the fresh food door like door storage bins, the Brita water module holds nearly two gallons of water and removes easily for at-the-sink fill-ups.



### **Adjustable gallon door storage**

Integrated supports hold door bins for maximum flexibility and convenience.

## Bottom-freezer features at a glance

Key selling messages: • Appearance • Food preservation • Convenience



Model GDS18SCRSS



As an ENERGY STAR® Partner, GE has determined that these products meet the ENERGY STAR® guidelines for energy efficiency.

## Sell appearance

### 1 Rounded doors with stainless steel tubular handles

Sleek, contemporary lines enhance both modern and traditional kitchens.

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### 2 Dual-level lighting

Contents are fully illuminated and easy to find.

---

## Sell food preservation

### 3 Upfront temperature controls

Dual controls allow individual settings for both the fresh food and freezer sections.

---

### 4 Adjustable humidity crispers

Humidity is critical to produce and with two adjustable humidity crispers personal preference is easy to achieve.

---

## Sell convenience

### 5 Brita® filtered water door module

A unique and great-looking way to have chilled water, filtered water.

---

### 6 Adjustable gallon-door storage

Allows convenient repositioning of door bins to best suit individual needs.

---

### 7 Adjustable, spillproof glass shelves

Cantilevered shelves adjust in 1" increments.

---

### 8 ShelfSaver™ rack

Conveniently holds up to 12 beverage cans.

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### 9 Slide 'n Store™ freezer basket

One full-width and two split for maximum freezer storage.

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### 10 Factory-installed icemaker and bin

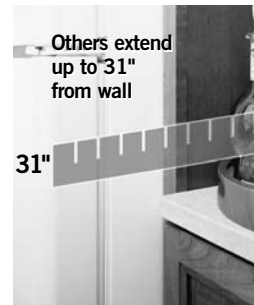
All GE bottom-freezer refrigerators have the IM4A icemaker already installed or have the option of installation.

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## CustomStyle appearance

### An impressive design statement, without standing out.

If you want a built-in look, but can't afford the built-in expense, here's a fitting solution. A GE Profile CustomStyle refrigerator makes the most of your kitchen space by blending in almost seamlessly with surrounding cabinetry. It gives you the style you want and features you need, without the cost and inconvenience of a kitchen redo. For a sleek, modern appearance, choose stainless or acrylic panels. Or, achieve a custom look with cabinet-matching wood panels. Whatever style you prefer, you'll find a CustomStyle refrigerator that works beautifully with your decor and budget.



### Installed-trim top-freezer models

#### Designed for today's discriminating consumers.

CustomStyle refrigerators with installed trim accept stainless steel or acrylic panels in white or black, all of which can be ordered from GE. To achieve a custom look, you can order wood panels from your cabinetmaker. You'll discover all kinds of ways to enhance your kitchen.



#### Optional Panels

Choose stainless steel panels or acrylic panels in white or black.



#### Custom Wood Panels

Make and install your own custom wood panels to accent cabinetry.

#### Optional collar trim: adding the final touch.

The optional collar trim is just another way GE lets you integrate our CustomStyle refrigerators into your kitchen decor. Available in stainless steel, white and black, this trim frames the refrigerator facade, adding to the finished look of a built-in, custom kitchen.

### Trimless top-freezer models

#### Installation made easy: simply slide in.

Trimless CustomStyle units install by simply sliding into—way into—the space between cabinets. They align with counters, instantly look built-in, with nothing to attach or build. (Available in stainless steel, white, bisque and black.)





**Installed-trim top-freezer models**  
**Dispenser models**



**PTI22SFM**  
 Shown with installed stainless steel panels.



**PTI22MFM**  
 Shown with optional white acrylic panels. Available in white or black.



**PTI22MFM**  
 Shown with optional stainless steel panels. Available in white or black.



**PTI22MFM**  
 Shown with custom wood panels. Available in white or black.

**Non-dispenser models**



**PTI22MBM**  
 Shown with optional black acrylic panels. Available in white or black.



**PTI22MBM**  
 Shown with optional stainless steel panels. Available in white or black.



**PTI22MBM**  
 Shown with custom wood panels. Available in white or black.

**Trimless top-freezer models**  
**Dispenser models**



**PTC22SFM**  
 Stainless steel.



**PTC22MFM**  
 Available in white, bisque or black.



**PTC22SBM**  
 Stainless steel.



**PTC22MBM**  
 Available in white or black.

**Non-dispenser models**

## Appearance features



### Radius doors and Low-profile hinge

Doors are slightly curved at the corners to provide a softer look. Hinge is low and allows for easy door opening within the case. There is no need to allow for extra space.

**Selling Tip:** Point out the low hinge and demonstrate how the door opens within the case. Explain the benefit of this feature in tight spaces.



### Fresh food dual upfront lighting

Upfront dual fresh food lighting and freezer dome light provide greater visibility throughout the refrigerator. Two 60-watt bulbs in the fresh food compartment offer great visibility.

**Selling Tip:** Open fresh food and freezer doors to point out the improved lighting. The brighter interior will speak for itself.



### Freezer dome light (Profile)

The freezer light is centered at the top of the freezer for better light distribution. The dome cover helps disperse light evenly for better visibility.



### Adjustable ClearLook™ gallon door bins

Durable door bins with clear front windows make finding items easy. Bins will accommodate gallon containers for quick access to items used most.

**Selling Tip:** Have the customer remove and replace a deep door bin to demonstrate how easily adjustments can be made. Note how tall the bins are...there is no need for special tall bottle supports. Use gallon jug POP to demonstrate the space savings of putting gallon containers on the door rather than on an interior shelf.

## Food preservation features



### Electronic sensors

Three sensors electronically read fresh food and freezer temperatures. One is located in the fresh food compartment, two in the freezer (one is visible). Temperature readings are transmitted to the main control board and compressor operation, fan speeds and defrost cycles are determined.

**Selling Tip:** Point out the electronic sensor in the fresh food compartment. It is easily visible on the side (covered by a grate).



### Upfront electronic touch temperature controls

Upfront controls allow for easy access. Controls are preset at 5 and 5 and can be adjusted between 1 and 9 (9 is the coldest setting). A “0” setting for either the fresh food or freezer will turn the unit off. Child Lock feature—press and hold control for 3 seconds. The display will remain on when it is in lockout mode. Electronic controls allow for **independent** temperature control of the fresh food and freezer which results in less severe temperature fluctuations.

**Selling Tip:** Demonstrate temperature controls. Invite the customer to set the controls themselves.



### Multiflow air system

Located in the freezer compartment, the air tower helps in the distribution of cool air. Air dispenses from the ceiling portion of the air tower so air is directed from the top down. Better air circulation allows for better temperature control.

**Selling Tip:** Point to the air tower in the back of the freezer compartment. Highlight air vents and explain the benefits of even air distribution.



### Adjustable temperature meat pan

Set the temperature on this drawer for optimal cheese, luncheon meat or fresh meat storage. Cold air surrounds the drawer, keeping it up to 6 degrees cooler than the rest of the refrigerator.

**Selling Tip:** Demonstrate temperature control.

## Food preservation features (continued)



### Adjustable humidity crispers with pivot-out pan removal system

Foods stay fresh in this adjustable humidity environment. Choose between high humidity for vegetables and low humidity for fruits. Front and rear gaskets help seal the pan for freshness. Cleaning is a snap with the pivot-out pan removal system. Slide one pan out, depress the center lever, pivot pan and remove.

**Selling Tip:** Demonstrate humidity controls. Demonstrate pan removal system with the customer's assistance, so he/she can see for himself/herself the ease with which the pans can be removed for cleaning.



### FrostGuard™ technology

Frost-free refrigerators defrost automatically based on time, regardless of whether or not it's necessary. This adaptive defrost system will defrost only as needed accounting for door openings and usage to determine when it's necessary and how long the cycle runs. It also utilizes a "pre-chill" function wherein the freezer temperature is lowered prior to the defrost cycle. This reduces the time it takes to return the freezer temperature to the set point once the defrost cycle is complete and reduces freezer burn.



### Electronic icemaker (IM4A)

Electronic sensor senses water temperature and allows for a second and third fill of the mold if necessary (due to low water pressure, etc.). This provides more consistent cube size. The sensor also senses water temperature during the freezing process and will harvest ice based on its temperature rather than time. This can allow for better ice production. Icemaker is turned on and off by a switch and feeler arm detects when the ice bucket is full.



### Internal water dispenser with GE SmartWater™ filtration

Conveniently located inside the fresh food compartment, the internal water dispenser puts refreshing water well within reach. Consumers can enjoy the benefits of bottled water without the bottled-water expense. SmartWater filtration system delivers clean, fresh-tasting water through the internal water dispenser.

**Selling Tip:** In its easy-to-reach position, the location of the Internal Water Dispenser is ideal. GE SmartWater can eliminate the need to purchase bottled water.

## Convenience features



### ShelfSaver™ beverage rack

It slides out to provide extra storage for a variety of food and beverage items. The rack holds a 9" x 13" casserole dish, two cartons of eggs, leftover containers, 12 beverage cans or four 16-ounce water bottles!

**Selling Tip:** Pull out shelf and talk customer through all the uses of this shelf and how it can free up additional space.



### Locking tilt-out freezer door bin

This full width freezer door bin tilts forward for easy access to foods. Simply depress the button and tilt. The button ensures that items won't fall out when the door is opened or closed.

**Selling Tip:** Depress button and tilt forward to show the easy access to items inside.



### Adjustable slide-out, spillproof shelves

These tempered glass shelves are easily adjusted in 1" increments, offering maximum usable space and storage flexibility. They also keep spills in their place! Each shelf can hold up to 12 oz. of spilled liquid! Slide-out shelves provide easy access to foods.

**Selling Tip:** Explain the benefits of easy cleanup by pointing to the lip on the shelf and explaining how it catches spills. Remove shelf from support to demonstrate ease of removal for cleaning.



### Adjustable ClearLook™ gallon door bins

Adjustable freezer door bins can be removed and repositioned to meet your storage needs.

**Selling Tip:** Remove and reposition the modular door bin to demonstrate flexibility.



### Spillproof freezer floor

This seamless freezer floor design makes freezer cleanup simple. Spills are contained—just wipe clean! No more vents in the front to collect crumbs!

**Selling Tip:** Point out the seamless design of the freezer floor and explain the easy cleanup.

# GE Profile Arctica® Top-Freezer

## Top-freezer features at a glance

Key selling messages: • Appearance • Food preservation • Convenience



Model PTS22LHRWW



As an ENERGY STAR® Partner, GE has determined that these products meet the ENERGY STAR® guidelines for energy efficiency.

## Sell appearance

### 1 Radius doors and Low-profile hinge

Doors are slightly curved at the corners to provide a softer look. Hinges are lower and allow for easy door opening within the case—no need to allow for extra space.

### 2 Adjustable ClearLook™ gallon door bins

Clear bin fronts allow for easy view of all contents and the subtly sculpted shape integrates with the curves of the refrigerator. Handy storage space for gallon containers.

### 3 Upfront electronic touch temperature controls

New sleek design gives a high tech look while making it easier to access inside.

## Sell food preservation

### ClimateKeeper™ system

Advanced temperature management system which contains:

### 4 Electronic touch controls with digital temperature readout

Allow for better temperature management and more accurate temperature settings.

### 5 Electronic temperature sensors

Three sensors closely monitor fresh food and freezer compartment temperatures to further insure consistency.

### 6 Multiflow air system

Disperses cool air throughout for more even temperature control.

### 7 FrostGuard™ technology

Monitors door openings and usage to calculate when it's necessary to defrost. (Traditional systems only account for time.)

### 8 Premium quiet design

Quiet components and insulation allow for ultra-quiet operation.

### 9 NeverClean™ condenser coils

Coils are encased in a sealed compartment, keeping them clean and functioning efficiently.

## Sell convenience

### 10 Internal water dispenser with GE SmartWater™ filtration system

Cold, fresh water through an internal dispenser.

### 11 Spillproof freezer floor

Seamless freezer floor makes cleaning simple. Spills are contained and it's easy to wipe clean.

### 12 Pivot-out pan removal system

Pans remove easily for cleaning. Simply remove one pan, depress the lever at the center of the pan system, pivot the remaining pan and remove.

### 13 Dual-level lighting system

Upfront dual fresh food lighting and rear freezer light provide greater visibility throughout the refrigerator.

### 14 ShelfSaver™ beverage rack

Keeps beverages close at hand.

## Appearance features



### Lighting

Upfront dual fresh food lighting and freezer dome light provide greater visibility throughout the refrigerator. Two bulbs in the fresh food compartment and one bulb in the freezer offer great visibility.

**Selling Tip:** Open fresh food and freezer doors to point out the lighting. The brighter interior will then speak for itself.



### Rear freezer light

All “W” and “K” series top-freezer models have a rear wall-mounted light. (Profile top-freezers have front-center light.)



### Radius doors and Low-profile hinge

Doors are slightly curved at the corners to provide a softer look. Hinge is low and allows for easy door opening within the case. There is no need to allow for extra space.

**Selling Tip:** Point out low hinge and demonstrate how door opens within the case. Explain the benefit of this feature in tight spaces.

## Top-freezer food preservation



### Adjustable humidity crispers with removal system

Foods stay fresh in this adjustable humidity environment. Choose high humidity for vegetables and low humidity for fruits. Rear gaskets help seal the pan for freshness. Cleaning is a snap. (18/19 cu. ft. models use the **slide-out/slide-over system**. 22 cu. ft. models use the **pivot-out system**.) For slide-out/slide-over models, remove one pan, then slide the other over and out. For the pivot-out system, slide one pan out, depress the center lever, pivot the pan and remove.

**Selling Tip:** Demonstrate humidity controls. Demonstrate pan removal system with the customer’s assistance so he/she can see for himself/ herself the ease with which the pans can be removed for cleaning.



## Convenience features



### Spillproof cantilevered shelves

These tempered glass shelves easily adjust in 1" increments, offering maximum usable space and storage flexibility. Cleanup is simple too. The shelves will hold up to 12 oz. of spilled liquids.

**Selling Tip:** Explain the benefits of easy cleanup by pointing to the lip on the shelf and explaining how it catches spills.



### Adjustable gallon door bins

Durable door bins will accommodate gallon containers for quick access to items used most. (Models 22 cu. ft. and larger will accommodate two one-gallon containers.)

**Selling Tip:** Have customer remove and replace a door bin to demonstrate how easily adjustments can be made. Use gallon jug POP to demonstrate the space savings of putting gallon containers on the door rather than on an interior shelf.



### Thumbwheel dials

Turn knobs to desired number. They come preset from the factory at 5 for fresh food and 5 for freezer. To turn the unit off, adjust the knobs to "0".

**Selling Tip:** In its easy-to-reach position, the location of the Internal Water Dispenser is ideal. GE SmartWater can eliminate the need to purchase bottled water.



### Internal water dispenser with GE SmartWater™ filtration

Conveniently located inside the fresh food compartment, the internal water dispenser puts refreshing water well within reach. Consumers can enjoy the benefits of bottled water without the bottled-water expense. SmartWater filtration system delivers clean, fresh-tasting water through the internal water dispenser.

## Convenience features (continued)



### Snack pan

Great additional storage space for loose items. Holds luncheon meats, cheeses and snacks for quick, easy access.



### Adjustable freezer door bins

Adjustable freezer door bins can be removed and repositioned to meet your storage needs. (22 cu. ft. models only.)

**Selling Tip:** Remove and reposition adjustable door bin to demonstrate flexibility.



### Spillproof freezer floor

This seamless freezer floor design makes freezer cleanup simple. Spills are contained—just wipe clean! No more vents in the front to collect crumbs!

**Selling Tip:** Point out the seamless design of the freezer floor and explain the easy cleanup.



### Electronic icemaker (IM4A)

Electronic sensor senses water temperature and allows for a second and third fill of the mold if necessary (due to low water pressure, etc.). This provides more consistent cube size. The sensor also senses water temperature during the freezing process and will harvest ice based on its temperature rather than time. This can allow for better ice production. Icemaker is turned on and off by a switch and feeler arm detects when the ice bucket is full.

# GE small top-freezer features



Among 13-17 cu. ft. models, based on a 2002 survey of property management maintenance personnel.



## Galvanized door

Provides extra protection from rust for beauty that lasts.



## Command control module

Fiddle-free controls provide complete temperature balance. Maintenance is easy...the temperature control, defrost timer, light switch and bulb are encased in a single housing that's easily accessible.



## Pocket handles

Make reversing doors easy. Add no additional depth. Just strap the refrigerator to a dolly. No replacement parts are necessary.



## E-Z on gasket

Works like a locking plastic storage bag—pull off, zip on. Easy to remove. No need to remove the door and no realignment is needed.



## Coil-free back/ NeverClean™ condenser

Allows you to get within 1" of the wall. The more efficient cabinet design means that under normal household conditions, the coils will not require cleaning.



## Cross-bracing

Durable door system provides added support for proper door alignment under heavy loads. No sagging, warping or torquing.

## Top-freezer features at a glance

Key selling messages: • Appearance • Food preservation • Convenience



Model GTS22KBPWW



As an ENERGY STAR® Partner, GE has determined that these products meet the ENERGY STAR® guidelines for energy efficiency.

## Sell appearance

### 1 Radius doors and low profile hinge

Doors are slightly curved at the corners to provide a softer look. Hinges are lower and allow for easy door opening within the case—no need to allow for extra space.

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### 2 Dual-level lighting

Upfront dual fresh food lighting and rear freezer light provide greater visibility throughout the refrigerator.

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### 3 Rear freezer light

The bright rear freezer illumination is neatly out of the way, allowing the light to flood the forward interior.

---

### 4 Textured steel

This popular finish doesn't show fingerprints and is a favorite of many consumers.

---

## Sell food preservation

### 5 Slimline temperature control system

Electronic temperature sensors allow for better temperature management in the fresh food and freezer sections, keeping foods fresh.

---

### 6 Adjustable humidity crispers

Allow the user to control the humidity levels based on the foods they store inside.

---

### 7 Deluxe quiet design

Quiet components and insulation allow for quiet operation.

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## Sell convenience

### 8 Spillproof freezer floor

Seamless freezer floor makes cleaning simple. Spills are contained and it's easy to wipe clean.

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### 9 Pan removal systems

Pans are easy to remove, even in tight spaces.

Pivot-out system—22 cu. ft. models. Slide-out/slide-over—18 and 19 cu. ft. models

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### 10 Adjustable gallon door storage

These adjustable gallon door bins are on GE "W" and "R" series top-freezers.

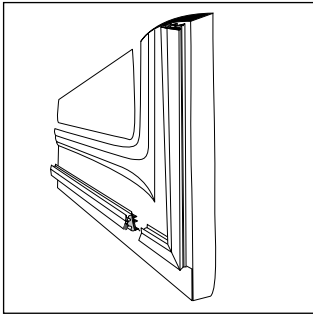
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### 11 Factory-installed icemaker

All GE top-freezer refrigerators have the IM4A icemaker already installed or have the option of installation.

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## GE quality throughout—the inside story



### Fungus-resistant magnetic door gaskets

GE refrigerators feature magnetic door gaskets that are fungus- and mold-resistant, show less soil and are easily wiped clean.



### Removable door gaskets

Energy-efficient door gaskets snap into place around the perimeter of the door. It is designed for quick and easy removal and replacement on all Top-Freezers and Arctica™ Side-by-Side refrigerators. A rib on the gasket slips securely into a groove around the perimeter of the door (much like a self-sealing plastic storage bag), creating a sure seal to keep refrigerator at the proper temperature and food FRESH.

All Top-Freezers and Arctica Side-by-Sides

**Selling Tip:** Pull the gasket from one of the doors on the Top-Freezer or Arctica Side-by-Side models and show the customer how easily the gasket slips back into place.



### Quiet operation

GE refrigerators have been designed to ensure a quiet performance. Insulation, fan designs, variable fan speeds and compressors all contribute to the quiet operation.

GE—Deluxe quiet design

Profile Arctica series—Premium quiet design

## Fresh food door support systems



### Cross-bracing

This keeps the door from sagging under heavy loads. The system includes a heavy-duty metal center door hinge that never needs adjusting, and foamed-in-place doors. The durability of this system allows for gallon door storage, right where you need it most...in the STRIKE ZONE!

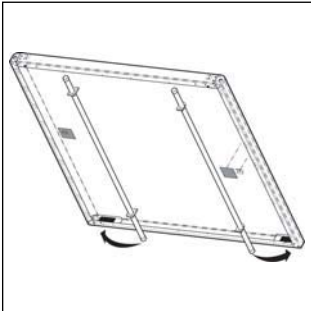
Top-Freezer Models

All Small and Large Top-Freezers

18 cu. ft. Profile Bottom-Freezers

**Selling Tip:** Explain the cross-bracing and foam insulation to reinforce your customer's perception of the quality and value built in.

## Fresh food door support systems (continued)

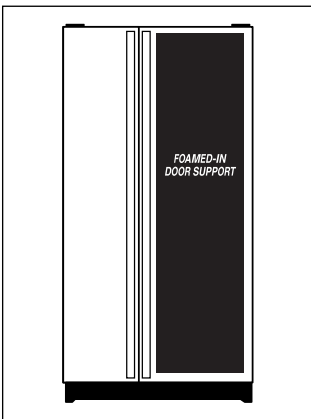


### CustomStyle™ top-freezer support

These vertical, metal rods are structural door supports that reinforce the wide, CustomStyle top-freezer fresh food door. They ensure a tight door seal and allow for gallon door storage and extra support to hold wood panels

CustomStyle Top-Freezers

**Selling Tip:** Explain the door supports and foam insulation to reinforce your customer's perception of the quality and value built in.



### Side-by-side foamed-in structural door support

A foamed-in-place structural door support reinforces the door for added support and allows for gallon door storage and wood panels.

GE Side-by-Sides (except L, M, N and some derivative series)

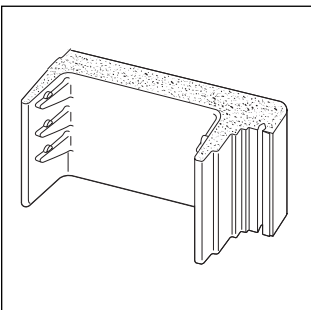


### Heavy-duty center hinge system

The hinge is factory-set for proper door alignment. It ensures that the fresh food door seals securely and opens and closes smoothly—for years to come! It helps support heavier door loads and keeps the door aligned. This heavy-duty center hinge system contributes to long-lasting GE quality and durability.

All Top-Freezers

**Selling Tip:** Some manufacturers use plastic center hinges. A gallon of milk weighs 8.3 lbs. Ask your customer to calculate the weight the door could hold based on the number of gallons you can load on a door.



### Foamed-in door liners

Foamed-in door liners add additional door support and save energy!

Large Top-Freezers (19-25 cu. ft. excluding CustomStyle)  
GE Side-by-Sides (L series and some derivative series)  
Arctica Side-by-Sides

**Selling Tip:** Squeeze door liner to feel rigidity.

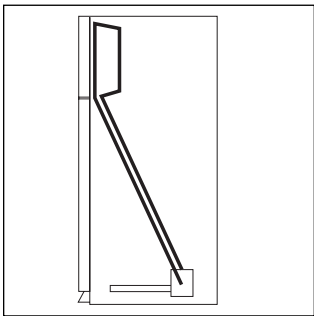
## GE quality throughout—the inside story



### Preset controls

These hassle-free, set-and-forget controls are preset at the factory for the most efficient normal operation. They are preset for normal installation with a fresh food setting of 5 (or 37°F) and a freezer setting of 5 (or 0°F). Having them pre-set reduces the risk of the customer setting the temperature incorrectly! They are located in the front of the fresh food compartment (most models) for easy adjustments.

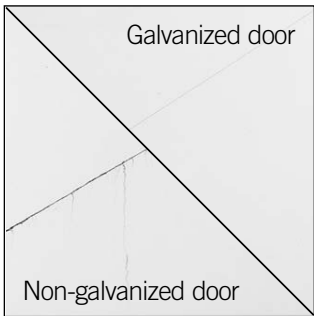
All models



### Automatic moisture control

A condenser loop in the freezer walls automatically cycles hot gas, preventing moisture from forming between the freezer and fresh food sections and on the cabinet exterior. No energy is used to run a heater; the heat from the gas is utilized to eliminate condensation.

All models



### Galvanized steel doors

This provides extra protection from rust, especially important in tropical environments with highly corrosive ambient conditions such as high humidity with no air conditioning and salt spray exposure. An ENTIRE galvanized case is available on select models.

All Top-Freezers

Side-by-Sides—L series and higher

Bottom-Freezers—20 & 22 cu. ft.

### Interior and door liners

GE cabinet and door liners are durable and feature easy-to-clean surfaces that resist grease, stains, odors and abrasive cleansers. Liners are easy to clean with warm soap and water and they will maintain their “like new” sheen for the life of the appliance.

All Top and Bottom-Freezers have durable ABS cabinets and door liners.

Side-by-Sides (20, 22, and 25 cu. ft.—K series and below) have baked-enamel-on-steel cabinets and ABS door liners.

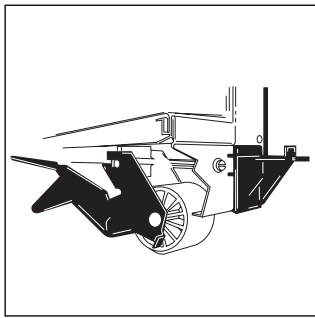
Side-by-Sides (25—L series and higher, 27 and 29 cu. ft.) have ABS cabinets and door liners.





### NeverClean™ condenser coils

The condenser coils are located in the compressor housing on the bottom of the refrigerator so they're out of sight for a clean appearance! When compressor coils are put on the back, they are exposed to dust and require air clearance. GE refrigerators can be installed to within 1" of the wall so they will not "stick out" into the kitchen, providing a more integrated look! Due to more efficient air flow, today's condensers don't require cleaning in normal operating environments.



### Adjustable rollers

Every GE refrigerator features 4 durable nylon rollers, which allow the refrigerator to be easily moved for installation and cleaning. This nylon design will reduce marring to kitchen floors and prohibit the wheels from flattening over time to keep them easier to move.

The front rollers are adjustable up or down for easy leveling of the refrigerator! All CustomStyle refrigerators feature front adjustable rear rollers which allow you to adjust BOTH the front AND the back rollers from the front of the refrigerator. By adjusting the rollers, you can compensate for uneven floors.

All models



### BrightSpace™ lighting

- GE Profile Arctica™ Side-by-Sides: Tri-level lighting—Five 40-watt fresh food lights/ two 60-watt freezer lights. Dual-level lighting—four 40-watt fresh food lights/ two 60-watt freezer lights.
- GE® Side-by-Sides: Dual-level lighting—One 60-watt and two 40-watt fresh food lights/ one 60-watt freezer light. Single-level lighting—One 60-watt fresh food light and one 40-watt freezer light.
- GE Profile Arctica Top-Freezers: Two 60-watt fresh food lights/one 40-watt freezer light.
- GE Top-Freezers: Two 60-watt fresh food lights/one 40-watt freezer light (22 cu. ft.). Two 40-watt fresh food lights/one 40-watt freezer light (18 cu. ft.).
- GE Profile 20 and 22 cu. ft. Bottom-Freezers: Two 60-watt fresh food light/ one 40-watt freezer light.
- GE Bottom-Freezers: One dual-level fresh food light/one 40-watt freezer light.
- GE Profile and GE 18 cu. ft. Bottom-Freezers: One 60-watt fresh food light/ one 40-watt freezer light.



### Radius doors and Low-profile hinge

Doors are slightly curved at the corners to provide a softer look (some models). Hinge is low and allows for easy door opening within the case—no need to allow for extra space (some models).

Top-Freezers: 19 cu. ft. and larger (excluding CustomStyle)

Side-by-Sides: some models

**Selling Tip:** Point out low profile hinge and demonstrate how door opens within the case. Explain the benefit of the feature in tight spaces.

## Temperature management

Refrigerators keep items cool to prolong their shelf life. While all refrigerators keep foods cool, how they manage temperature makes a difference in how long and how well foods are preserved.

A leading consumer magazine advises refrigerator buyers to closely consider the temperature performance of refrigerators prior to purchase. A quality refrigerator will:

- Keep optimal, uniform temperatures in both the freezer and fresh food sections simultaneously.
- Maintain internal temperatures at desired levels despite changes in room temperature or frequent door openings.

GE is taking a bold and innovative step ahead in the area of temperature management. Many models will now feature ELECTRONIC TEMPERATURE MANAGEMENT SYSTEMS.

To better understand refrigerator temperature performance and how internal cooling temperatures are regulated, here is a review of several types of refrigerator temperature management systems.

### Types of temperature management systems

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#### Electronic systems



#### Top-freezers (22 and 25 cu. ft. GE Profile Arctica models):

- This innovative system consists of electronic (thumbwheel or digital) controls and three electronic temperature sensors.
- The electronic sensors located throughout the refrigerator monitor the surrounding (ambient) air temperature and communicate their readings to the main control board.
- If the fresh food section needs more cool air, as determined by the temperature sensor, the main control board will activate a fan that circulates cold air from the freezer to achieve the desired temperature. Instead of a damper, an opening to the fresh food section from the freezer allows the fan to move the cold air to where it is needed.
- If the freezer needs to be colder, the temperature sensor alerts the main control board to turn on the compressor and evaporator fan. The compressor runs until the desired set temperature is achieved.



#### Side-by-sides (all GE and Profile Arctica models)

- This system consists of electronic (rotary dial or digital touch) controls and up to five electronic temperature sensors.
- This system works in much the same way as described above. The major differences are the number of sensors used to monitor temperatures and the use of the damper and a fresh food fan instead of an opening from the freezer.
- When the fresh food section requires more cold air, the damper opens and a fan moves cold freezer air into the area until the desired temperature is reached. Then, the damper closes again. The fan reduces the cool down time.
- When the freezer section requires more cold air, the main control board energizes the compressor and evaporator fan until the set temperature is reached.
- The controls come preset at the factory at 37°F (or 5) and 0°F (or 5).



### Benefits of electronic temperature management

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- **Better temperature control**—Separate temperature sensing in the fresh food and freezer compartments means the temperature of one compartment doesn't affect the temperature in the other nearly as much as with other systems, as each is controlled independently.
- **Less temperature fluctuation**—Swings in refrigerator temperature won't be as dramatic.

## Mechanical systems



### Single control

- This basic system uses one knob and one thermostat to control temperature.
- The knob is located at the top (upfront) of the fresh food section.
- The thermostat is located in a control housing at the top of the fresh food section.
- The knob adjusts the fresh food temperature controller. This turns on the compressor and evaporator fans at the set temperature.
- Freezer temperature is maintained by an internal control that is not adjustable by the consumer.
- This basic system is found on small GE® top-freezer refrigerators.



### Dual control

- With dual-control systems, consumers will see two control dials in the refrigerator's fresh food section.
- One temperature sensor regulates temperature by turning the freezer evaporator fan and compressor on or off as needed to maintain the desired temperature inside the fresh food section.
- The freezer control dial opens or closes a damper located between the freezer and fresh food section.
- When the freezer dial is set at 9 (coldest setting), the damper is nearly closed.
- When the freezer dial is set at 1 (warmest setting), the damper is wide open.
- The fresh food dial works just as described in the single control system. This dial turns on the compressor and evaporator fan, which run until the temperature in the fresh food section reaches the set point.
- To avoid consumer confusion, GE presents the controls at a midpoint to prevent extremes in temperature in either the freezer or fresh food sections.

### Electro-mechanical system

- This system is found in many competitive refrigerators.
- Controls use one thermostat and two control knobs in the fresh food section and a temperature sensor in the upper wall of the freezer.
- The fresh food control knob is an automatic control that regulates the damper between the freezer and the fresh food sections.
- As the temperature increases in the fresh food section, the damper opens automatically to let cold air from the freezer into the fresh food area to lower the temperature.
- Once the desired temperature is reached in the fresh food section, the damper closes automatically.
- The freezer knob turns on the compressor and evaporator fan. They will run until the desired freezer temperature is reached.
- The fresh food knob is set at the midpoint setting in the factory. Consumers may adjust this setting to make either section warmer or colder.
- With this type of system, when the freezer is at the desired setting and the compressor and the freezer evaporator fan are off, the air flow slows from the freezer to the fresh food section through the opened damper.

## Refrigeration basics

### How refrigerators work—understanding the fundamentals

Refrigerators keep food cold to slow the growth of bacteria so food lasts longer. The colder a refrigerator is, the slower bacteria grows. Freezing temperatures stop bacteria growth all together. Food preservation is not only our #1 consumer cue, it's also the purpose of any refrigerator.

Accurate temperatures and features that provide the ability to see a refrigerator's actual temperature reading are key features of food preservation. Profile Arctica with the most accurate temperature management system available supports this critical need.

### Understanding how a refrigerator gets cold

How a refrigerator cools is very simple. Any time a liquid evaporates, it absorbs heat. Get out of a pool dripping wet and you feel very cool. As the water evaporates off your skin, it is drawing heat away from you. This same principle is how a refrigerator cools.

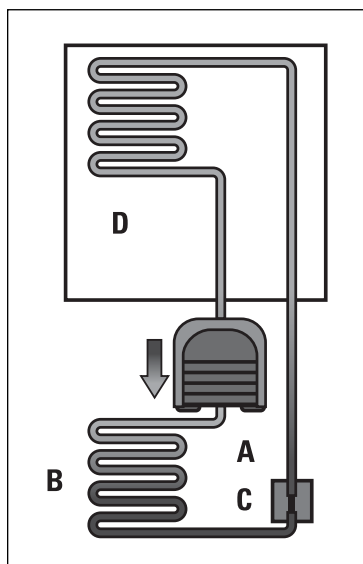
The liquid, or refrigerant, used in a refrigerator evaporates at extremely low temperatures, so low that it can create freezing temperatures inside the freezer, sending cold air into the fresh food area.

### The five basic parts:

- Compressor (A)
- Compressor Coils outside the refrigerator (B)
- Expansion valve (C)
- Heat-exchange pipes inside the refrigerator (D)
- Refrigerant – the liquid that is condensed and evaporates to create cold temperatures

### The five basic parts create the refrigeration cycle:

1. The compressor (A) compresses the refrigerant gas which heats up as it is pressurized. The compressor coils (B) outside the refrigerator allow the refrigerant to dissipate heat.
2. As it cools, the refrigerant condenses into a liquid and flows through the expansion valve (C). One side is high pressure and the other is a low-pressure area.
3. When it flows through the expansion valve, this liquid refrigerant moves from high-pressure to a low-pressure zone. It immediately boils and vaporizes. In evaporating, it absorbs heat, making the refrigerant 27°F.
4. The cold refrigerant flows up through the coils inside the refrigerator (D) making the inside of the refrigerator cold. The cycle repeats as temperature readings indicate more cooling is needed.



## How icemakers work—understanding the fundamentals

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### The basic parts of an icemaker:

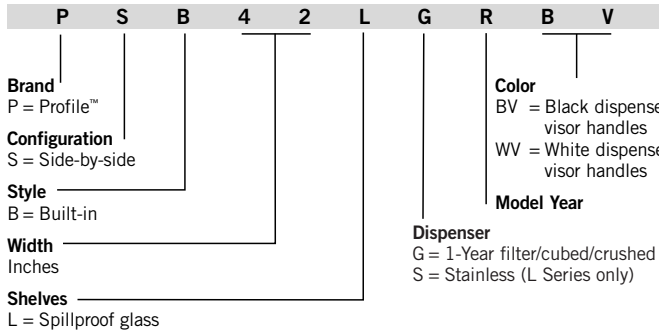
- Motor
- Ice mold
- Water valve
- Heating coil unit
- Auger and ice bucket

### The ice-making cycle:

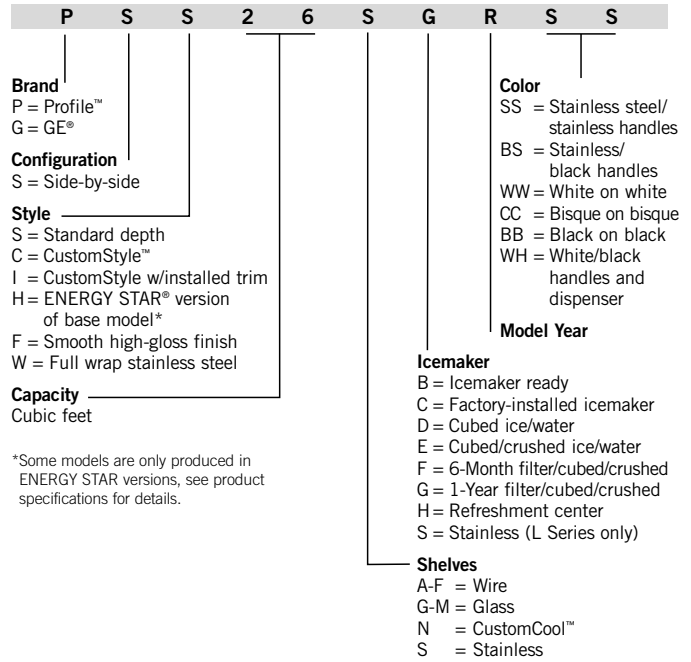
1. A switch opens a solenoid water valve and lets in just enough water to fill the plastic ice mold.
2. The icemaker has a built-in thermostat which monitors the temperature level of the water in the molds. (The cooling unit in the refrigerator does the actual work of freezing the water, not the icemaker itself.) When a temperature around 9°F is detected, the thermostat closes a switch in the electrical circuit.
3. Closing this switch turns on the heating coil underneath the icemaker. As the coil heats up, it warms the bottom of the ice mold just enough to loosen the ice cubes from the mold.
4. There are plastic notches in the icemaker housing that match up with ejector blades. The blades pass through these notches and push the cubs into the ice bucket.
5. Just before the cubes are ejected, the shut-off arm lifts up. After the cubes are ejected, the arm falls down again. When the arm reaches its lowest resting position, it throws a switch in the circuit which activates the water valve to begin another cycle. If the arm can't reach its lowest position, because there are stacked-up ice cubes in the way, the cycle is halted to prevent an overflow of ice cubes.
6. The motor turns on at this point, rotating the auger. The auger scoops the ice cubes up and pushes them to the front of the icemaker.

## Reading refrigerator model numbers

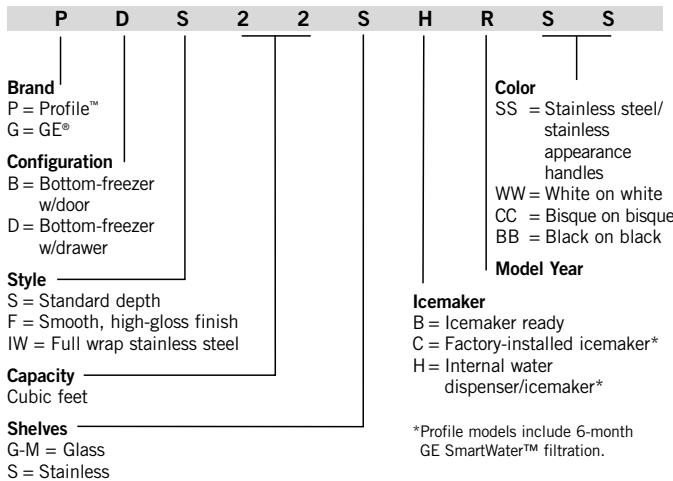
### Built-In Side-by-Side



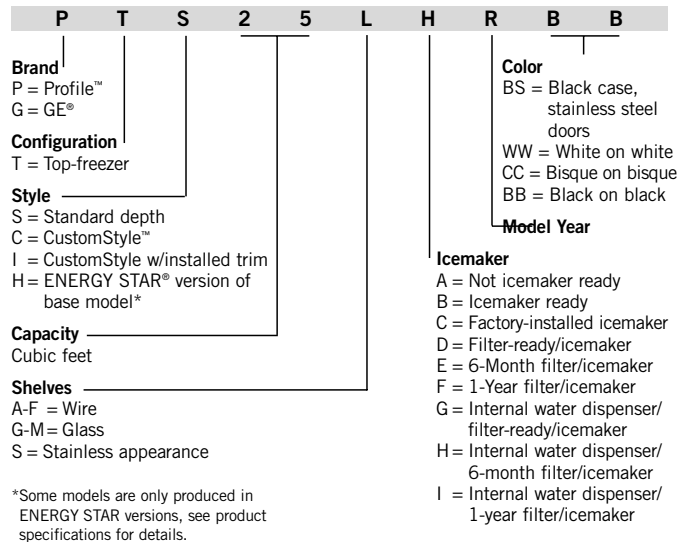
### Side-by-Side



### Bottom-Freezer



### Top-Freezer



## Warranty information

The condensed list below is a convenient overview of the written warranties offered on various GE appliances described in this catalog. For complete warranty details on a specific GE appliance model, contact your nearest GE supplier, or call GE Factory Service, toll-free, 800-GE-CARES (800-432-2737).

### Refrigerators (All models except GMR02BAN, GMR04BAN, GMR06AAM)

For The Period Of	GE Will Replace
<b>One Year</b> From the date of the original purchase	<b>Any part</b> in the refrigerator which fails due to a defect in materials or workmanship. During this <b>full one-year</b> warranty, GE will provide, <b>free of charge</b> , all labor and related service costs to replace the defective part.
<b>Five Years</b> From the date of the original purchase	<b>Any part of the sealed refrigerating system</b> (the compressor, condenser, evaporator and all connecting tubing) which fails due to a defect in materials or workmanship. During this <b>full five-year</b> sealed refrigerating system warranty, GE will also provide, <b>free of charge</b> , all labor and related service costs to replace the defective part.
<b>Limited Lifetime</b>	Profile Arctica CustomCool™ drawer

### Refrigerators and Wine Chillers (Models GMR02BAN, GMR04BAN, GMR06AAM)

For The Period Of	GE Will Replace
<b>One Year</b> From the date of the original purchase	<b>Any part</b> in the refrigerator which fails due to a defect in materials or workmanship. During this <b>limited one-year</b> warranty, you will be responsible for any labor and related service costs.
<b>Second through Fifth Year</b> From the date of the original purchase	<b>Compressor</b> , if the compressor should fail due to a defect in materials or workmanship. During this <b>additional four-year limited</b> warranty, you will be responsible for any labor and related service costs.

### Freezers

For The Period Of	GE Will Replace
<b>One Year</b> From the date of the original purchase	<b>Any part</b> in the freezer which fails due to a defect in materials or workmanship. During this <b>full one-year</b> warranty, GE will also provide, <b>free of charge</b> , all labor and related service costs to replace the defective part.
<b>Five Years</b> From the date of the original purchase	<b>Any part of the sealed refrigerating system</b> (the compressor, condenser, evaporator and all connecting tubing) which fails due to a defect in materials or workmanship. During this <b>full five-year</b> warranty, GE will also provide, <b>free of charge</b> , all labor and related service costs to replace the defective part.
<b>One Year/Five Years</b> From the date of the original purchase	<b>Food</b> , for <b>one-year</b> on spoilage due to a defect in any materials or workmanship and for <b>five years</b> on spoilage due to a defect in materials or workmanship in the sealed refrigerating system. Under this <b>limited warranty</b> , a cumulative limit of \$100 for 14.9 cu. ft. and smaller, and \$150 for 15.0 cu. ft. and larger.

### Icemakers

For The Period Of	GE Will Replace
<b>One Year</b> From the date of the original purchase	<b>Any part</b> in the icemaker which fails due to a defect in materials or workmanship. During this <b>full one-year</b> warranty, GE will provide, <b>free of charge</b> , all labor and related service costs to replace the defective part.

### Water Filter

For The Period Of	GE Will Replace
<b>30 Days</b> From the date of the original purchase	<b>Any part</b> of the water filter cartridge which fails due to a defect in materials or workmanship. During this <b>limited 30-day</b> warranty, you will be responsible for any labor and related service costs.

### What GE Will Not Cover:

- Service trips to your home to teach you how to use the product.
- Improper installation.
- Replacement of house fuses or resetting of circuit breakers.
- Failure of the product if it is abused, misused or used for other than the intended purpose or used commercially.
- Damage to product caused by accident, fire, floods or acts of God.
- Incidental or consequential damage caused by possible defects with this appliance.



## A Century of Quality and Innovation

For more than a century, GE has been committed to producing innovative products that change the way people live. The result of thorough research and rigorous testing, GE appliances are designed for years of dependable performance. Today, the GE tradition of quality and innovation continues.



### **GE Appliances**

*GE Consumer & Industrial  
GE Company  
Louisville, Kentucky 40225  
GEAppliances.com*

Before purchasing an ENERGY STAR®-qualified appliance, read important information about its estimated annual energy consumption or energy efficiency rating that is available from your retailer or [GEAppliances.com](http://GEAppliances.com)

GE has a policy of continuous improvement of its products and reserves the right to change materials and specifications without notice.

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