
Good Housekeeping Seal: Dishwashers



Good Housekeeping

- For over 125 years, Good Housekeeping has been an **advocate** for the American woman and her family.
- Backed by GHRI, the GH Seal and the new Green GH Seal, Good Housekeeping helps her find **quality** and **value** in every aspect of her life.

Good Housekeeping



Good Housekeeping Research Institute (GHRI)

- **Founded in 1900**, the oldest consumer product testing laboratory of its size in America.
- **GHRI scientists, engineers and technicians evaluate** every product before it appears in their editorial and advertising pages.
- **Its rigorous clearance standards** set the benchmark for product integrity.



Good Housekeeping Seal

- Introduced in **1909** as one of the **first consumer emblems**.
- Earned only after **evaluation** and **acceptance** by the **GHRI**.
- Often perceived as an endorsement, but is in fact a **two-year warranty** to **replace** or **refund defective products**.
 - If any product proves to be defective within 2 years of its purchase date (from an authorized retailer), GH will replace the product or refund the purchase price.
 - 'Defect Claims' should be submitted to:
Consumer Services & Seal Coordinator
Good Housekeeping Magazine
300 W. 57th St., NY, NY 10019



Good Housekeeping Seal

■ Universal Awareness:

- **94%** of consumers are **aware** of the GH Seal
 - 18-34: 80% awareness
 - 35-54: 95% awareness
 - 55+: 99% awareness

■ Symbol of Acceptance:

- **87%** of consumers would feel more **comfortable** buying a product they were unfamiliar with if it had the GH Seal

■ Purchase Influence:

- **44%** of consumers are willing to **pay more** for an appliance if it has the Seal.
- When choosing between two brands similar in price and features, **89%** of consumers are more inclined to buy a product with the Seal.



Good Housekeeping Seal

When purchasing a product bearing the Seal, consumers...

	Based on Their Current Knowledge of the Seal	Upon Learning the Seal is a Limited 2 Year Warranty
Would Pay 5% More	31%	36%
Would Pay 10% More	12%	16%



Earning the Good Housekeeping Seal

- Products must be evaluated by the GHRI for safety, effectiveness and performance.
- Standard evaluation period is 6-8 weeks from initial receipt of complete evaluation form, samples and data.



After evaluation by the GHRI...

**EVERY Miele dishwasher
has earned the
Good Housekeeping Seal!!!**



Good Housekeeping Seal Usage

*GH conducted a survey to see if premium priced products would experience a **'sales lift'** when displaying the Seal on the package...*

*The average **percentage increase** for products displaying the Seal was **24.31%**.*



Good Housekeeping Seal: POS

FlexiCare Basket

Removable MultiComfort zone, fixed and foldable spikes and sectioned cup racks.

Double WaterProof System

Automatically shuts off the water supply in the event a leak or blockage is detected.

AutoSensor Technology

Adjusts cycle intensity and duration for maximum efficiency. Pre-cleaning is not required.

Clean Touch Steel™

Innovative finish resists fingerprints, scratches and smudges. Easy to maintain.

Quiet & Clean Guarantee

MADE IN GERMANY

Satisfaction guaranteed! 90-day quiet and cleaning money back guarantee.

24%

