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## Whirlpool Corporation Wins Refrigeration Competition

Whirlpool Corporation Wins Refrigeration Competition

The Whirlpool Corporation was recently named winner of the Super Efficient Refrigerator Program (SERP). The Super Efficient Refrigerator Program, a winner-take-all competition with a \$30 million payoff, challenged U.S. appliance manufacturers to develop and produce a super-efficient, CFC-free refrigerator.

Twenty-four electric utilities formed SERP, according to the Edison Electric Institute and the National Rural Electric Cooperative Association, two national electric utility grade associations. SERP's goal: To accelerate the development of energy-efficient and environmentally friendly refrigerator/freezers and expedite their availability to consumers.

"Consumers who purchase SERP products are the real winners in this competition," says Jeff Fetting, vice president, group marketing and sales for Whirlpool's North American Appliance Group. "They'll benefit from the advanced technology, and they'll know they've helped to protect the environment. And, ultimately, they'll determine the success of the program."

SERP required entrants to develop and distribute appliances that were CFC free and at least 25 percent more energy efficient than 1993 models. Whirlpool will use the \$30 million reward to offset extraordi-

nary design, development and marketing costs, as well as the more expensive materials and parts. As such, consumers will find SERP refrigerator prices similar to those of comparable models currently on the market.

**SERP: Accelerating The Process**  
SERP will pay Whirlpool as refrigerators are delivered to participating SERP utility markets. The company expects to manufacture approximately 250,000 SERP refrigerators in a variety of models between 1994 and 1997, the period of the SERP program.

Whirlpool will introduce the first SERP model—a 22 cubic foot, side-by-side refrigerator/freezer—in the first quarter of 1994 to consumers in areas served by SERP utilities. They will be marketed under the Whirlpool and KitchenAid brand names, as well as under the Kenmore brand name for sale by Sears, Roebuck and Co.

"These refrigerators will have all of the latest technological advances of a SERP product and all the quality, style and convenience consumers expect from every Whirlpool-built appliance," Fetting adds. "In fact, about the only difference consumers will notice is a reduction in the size of their electric bills."

**Efficiency Rating Surpasses SERP Requirements**

A combination of factors, among them better insulation, a high-efficiency com-

pressor, an improved condenser fan motor and a newly-designed adaptive defrost control which uses a microchip to record and adjust the length and frequency of defrost cycles, account for the extraordinarily high efficiency of the SERP refrigerator, according to Fetting.

"For competitive reasons, we won't be discussing the details of our new technology until the SERP refrigerator is in the marketplace," he notes. "However, I can say that these changes enabled us to meet SERP's very tough requirement that the refrigerators be at least 25 percent more efficient than units meeting 1993 federal energy standards."

**No More CFCs**  
A rapid acceleration of technology, utilizing input from Whirlpool people all over the world, was the key to replacing the CFC's commonly found in refrigerators. HFC-134a will replace CFC-12 as the refrigerant used in the sealed system that keeps the refrigerator cold. HCFC-141b will take the place of CFC-11 as the blowing agent used to expand foam insulation between the walls of the refrigerator liner and cabinet.

Your electric utility's residential marketing department can offer you more information on the SERP refrigerators, and on using energy more efficiently throughout your home.

## Interior Wall Insulation Cuts Noise Between Rooms

Home has always been a busy place...and a noisy one. What with activities such as the kids' music practice, plus TV, appliances, computer printers, or even animated conversation when friends come over.

What to do when mom or dad just want to read the paper or relax? When kids need to concentrate on homework?

The answer is interior-wall insulation that reduces noise between rooms.

When you add on a room, or take on

a major remodeling project, start at the beginning—with what's inside your walls.

Insulation for exterior walls, floors and ceilings will cut your fuel bills and make your home more comfortable.

Adding interior-wall insulation also helps make your home a haven by reducing noise from plumbing pipes, heating and cooling units, and everyday living.

You can install interior-wall insulation, such as Manville R-11 ProPak™

Batts or PowerPak™ Rolls, when your walls are moved, installed or refaced with new wallboard. (Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulating power.)

For more information, see your nearest building supply dealer, or contact the Product Information Center for Manville brand insulation, P.O. Box 5108, Denver, CO 80217. Or call, 800 654 3103.

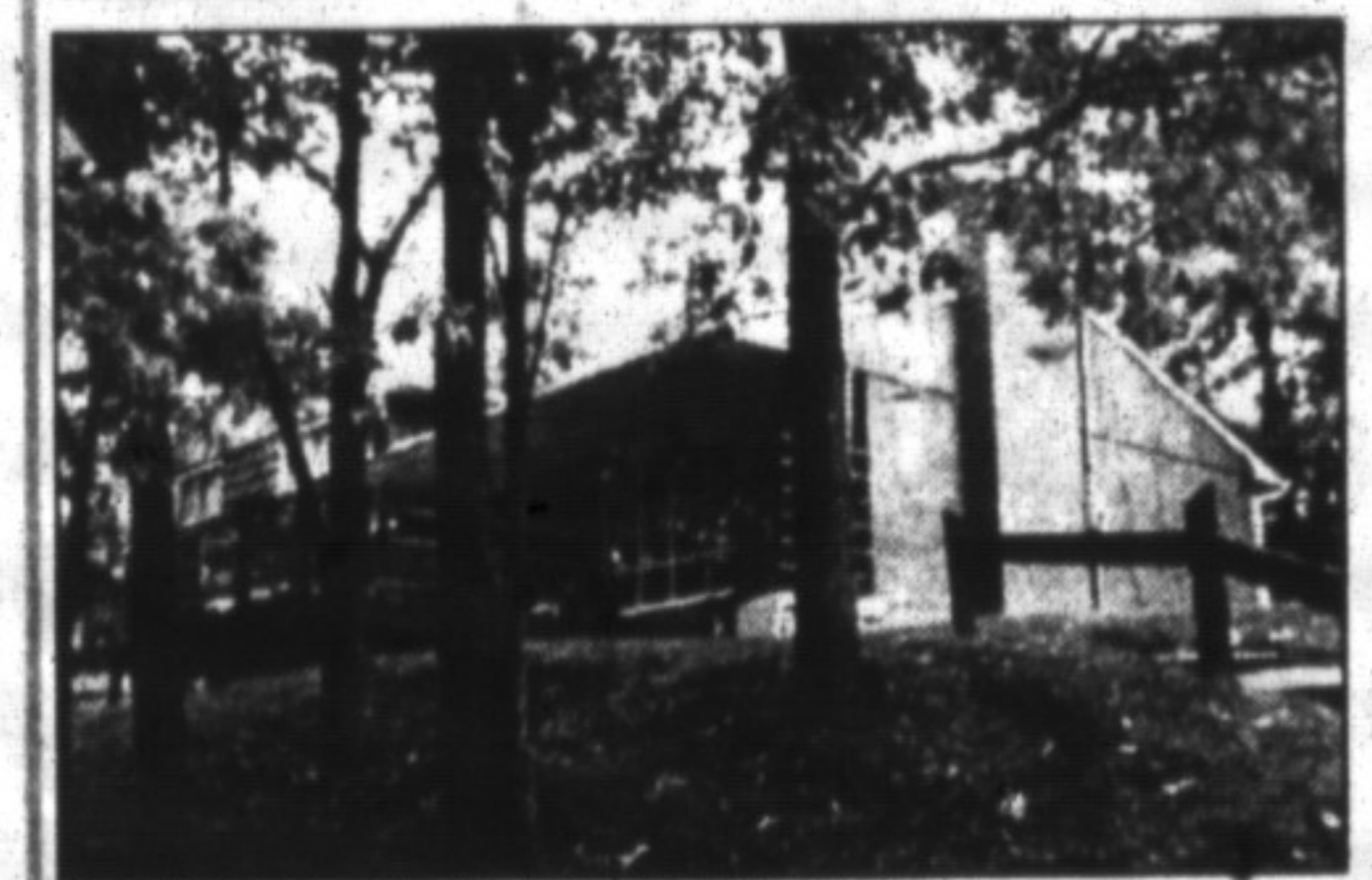
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## SANDI KINSALE\*

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**HATE STAIRS? CHECK THIS OUT! - \$156,900**



Ideal for a starter home or the empty-nester, this home features all new windows on main level, hot tub in rec. room for those relaxing evenings, two w/o's to deck. At this price, it won't last so don't wait to call for an appointment.

**ABSOLUTELY GORGEOUS - \$299,900**



Ideally situated between Milton & Oakville, this century stone house features Georgian living room, huge dining room with fireplace, original pine flooring. Property is landscaped in low-maintenance perennials for beauty in all seasons.

**NEED A WORKSHOP - \$219,900**



Then look no further! This brand new listing is located in the Village of Campbellville, and features gorgeous ravine lot with stream at rear, large 800 sq. ft. heated workshop/garage. Home is very spacious, with finished basement and large loft area ideal for nanny or private master bedroom. \$219,900.

**BEST BUY - HERE'S WHY - \$164,900**



Roof reshingled, furnace replaced, some new windows, parquet flooring plus large lot 60 x 128. This exceptional value won't last long, so call NOW for an appointment.



## BILL GONCZ\*

Sales Representative

**878-8101**

*Let Me Do The Leg Work For You!*

**GOOD POTENTIAL - \$164,900**



Large 3 bedroom bungalow with an ensuite & walkout to deck from master bedroom. With brand new broadloom & underlays, new flooring tiles in both bathrooms,

recent hi-efficiency furnace, all the upstairs repainted, ready to move in with no work upstairs. Wood cabinets in the kitchen, recent ne sink & taps. 65x166 lot with plenty of mature trees, detached garage & large metal storage shed. The property also has a finished lower level with 2 bedrooms, could be used as an inlaw suite or a suite for your older children who would want privacy. It has a separate entrance and also the property comes with 2 fridges, 2 stoves, 2 washers, 2 dryers and plenty of parking for approximately 8-10 cars with a paved oversize double driveway. Great location close to shopping & amenities. Vendor says sell. For a personal inspection of this property please call Bill Goncz. This home would be great for a large family or family with inlaws. Would carry just like renting with 5% down. Has just been reduced from \$173,900 to \$164,900.