



ESSENTIAL FOR THE HEALTH AND WELFARE OF AMERICAN FAMILIES

At a time when more than 300 million Americans are sheltering in place, GE Appliances has an essential mission: helping families live in clean and sanitary environments at home.

The U.S. Department of Homeland Security has explicitly included appliance manufacturing, service and retailing on its “Essential Critical Infrastructure Workforce” advisory list. This has been further reinforced through numerous state-level guidance and directives, including in Kentucky.

- Most states continue to also consider home construction an essential business. For the families counting on their new homes being ready when they need them, appliances are critical components for making a home livable and for legal closings on the sale of a property.

Laundry machines play a critical role in keeping homes free from germs—especially for the millions of Americans working on the front lines.

- Medical professionals, first responders, and other essential industries want to ensure they are not bringing COVID-19 into their homes when they return from work each day.
- Many consumers are shopping to replace outdated laundry machines and dishwashers with new products specifically designed to fight germs with sanitization cycles, in order to help protect their families from infection.

Refrigerators, cooking appliances and dishwashers are also essential for families to continue being healthy and safe as they remain inside their homes during this time.

- Refrigerators are life-sustaining products that families need for food storage as well as for medications requiring refrigeration.
- Our water filtration products that purify water are essential for families when access to bottled water is limited in many areas.
- During a shelter in place, and while restaurants are closing even for takeout/delivery, having functional cooking appliances in the home is essential for families to have access to healthy meals.
- [CDC guidelines](#) specifically highlight dishwashers as a recommended approach for cleaning non-disposable used food service items.
- Water heaters are critical for personal hygiene and functionality of laundry and dishwashing appliances as people work to fight germs. And heating and cooling units serve an essential need for the comfort of people as temperatures rise while we stay at home.

Many home appliances are under abnormally high stress as they are being used more frequently than usual, making the availability of repair services and replacement parts/productions all the more essential.

- Our own data from connected appliances illustrates how families are relying now more than ever on their home appliances.

Numerous media outlets have reported on essential appliances being sold out in stores around the country, and others are in immediate need of repair inside consumers’ homes.

- *Fox Business*, (3/31): [Coronavirus leads to necessary home renovation, upgrades](#) ([Lowe's CEO](#) and President Marvin Ellison: “[People are] replacing refrigerators that break because

people are desperately trying to keep food and medicines from spoiling. We're selling freezers for people who are buying big food items in bulk that they've never done before.")

- *The New York Times*, (3/21): [Freezers Sell Out as Consumers Stock Up](#)
- *The Denver Post*, (3/21): [People in the Denver area are buying freezers faster than appliance dealers can restock them in coronavirus-related rush](#)
- *Mass Live*, (3/20): [Coronavirus: Freezers selling out at appliance stores as people stock up on food](#)
- *Consumer Reports*, (4/1): [What to Do If Your Appliance Breaks During the Coronavirus Pandemic'](#)

As estimates of shelter-in-place directives and social-distancing guidance continue to stretch for months into the future, it is critical that families—and the essential industries that serve them—plan ahead appropriately for long-term needs.

- GE Appliances is working not just to serve the needs of consumers for the coming days and weeks, but the months ahead, when even in the normal course of usage, millions of home appliances will need replacement or repair.
- Families across America are counting on GE Appliances to continue producing, installing, and servicing the essential appliances they need—and we will continue to have their backs.