



GE APPLIANCES



# GE UltraFresh Has the Good Housekeeping Seal!

We are happy to announce that select GE washers and dryers have earned the Good Housekeeping Seal. For over 110 years, the Seal has helped consumers feel confident about their product purchases. Products can only earn this widely recognized consumer emblem after rigorous quality and performance tests by scientists and engineers at the Good Housekeeping Institute.

The limited warranty reflected by the Good Housekeeping Seal means that if these select products become defective within the first two years of purchase, Good Housekeeping will replace the product, repair it or refund the purchase price. Visit [ghseal.com](http://ghseal.com) for warranty details.

By placing the Good Housekeeping Seal on the products listed, you can give consumers everywhere another powerful reason to buy our products and peace of mind with the two-year limited warranty.

Sincerely,  
The GE Team

## OUR PRODUCTS:

These specific GE models have the Seal and may use the emblem and benefit from the limited warranty.

NAME	MODEL NUMBERS
UltraFresh Front Load Washer	GFW850SSNWW, GFW850SPNRS, GFW850SPNDG, GFW650SPNSN, GFW650SSNWW, GFW510SCNWW, GFW550SSNWW, GFW550SPNDG
UltraFresh Front Load Dryer	GFD85ESSNWW, GFD85GSSNWW, GFD85ESPNDG, GFD85GSPNDG, GFD85ESPNS, GFD85GSPNS, GFD65ESSNWW, GFD65GSSNWW, GFD65ESPNS, GFD65GSPNS, GFD55ESSNWW, GFD55GSSNWW, GFD55ESPNS, GFD55GSPNS, GFD55ESPNDG, GFD55GSPNDG

## DID YOU KNOW:

**89%**

of all consumers are aware of the Seal\*

**86%**

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

**89%**

of consumers are more inclined to buy a product with the Seal when choosing between two similar products\*

For more information, visit: [The Good Housekeeping Seal: Frequently Asked Questions](#)



## FAQS:

### WHAT IS THE GOOD HOUSEKEEPING SEAL?

Throughout its history, consumers have interpreted the Good Housekeeping Seal to be a “stamp of approval” or an indication of a “good product,” but many do not realize that the Good Housekeeping Seal is actually an emblem of Good Housekeeping’s Consumers Policy. This policy offers a limited warranty in the form of a refund, repair or replacement if the product carrying our Seal is found to be defective within two years of purchase.

### HOW DOES A PRODUCT EARN THE GOOD HOUSEKEEPING SEAL?

A product is submitted by a company to the Good Housekeeping Institute (GHI) and is evaluated by the scientists and engineers in our labs. We have six labs: Health, Beauty, and Environmental Sciences; Textiles, Paper, and Plastic Lab; Nutrition Lab; Kitchen Appliances and Technology Lab; Home Appliances and Cleaning Products Lab; and Consumer Electronics and Engineering Lab. Evaluation of the product includes reviewing product effectiveness, as well as packaging and marketing claims. And, if appropriate, additional testing by our experts is conducted. If the product does not perform as promised or does not meet established standards for quality, it cannot earn the Seal.

### THERE ARE ALREADY SO MANY LABELS, AWARDS AND CERTIFICATIONS – WHAT MAKES THE GOOD HOUSEKEEPING SEAL MORE VALUABLE TO CONSUMERS?

In a marketplace glutted with products that make a vast number of claims, Good Housekeeping Seals offer consumers the guidance they need to make smart purchases. In addition, the Good Housekeeping Seals’ limited two-year warranty gives consumer financial protection that other labels, certifications, and editorial recommendations or consumer awards do not.

### WHO DO I CONTACT IF I HAVE A PROBLEM WITH A PRODUCT THAT HAS THE GOOD HOUSEKEEPING SEAL?\*

If a Seal product becomes defective within two years after purchase, send an email to [ghseal@goodhousekeeping.com](mailto:ghseal@goodhousekeeping.com) to request a customer complaint form be sent to you. You will be asked to describe the product, where and when it was purchased, the price paid and the problem you are experiencing. You will be asked to provide an itemized receipt and, if necessary, we may ask you to inspect the product.

### THE GOOD HOUSEKEEPING PROMISE

This is Good Housekeeping’s LIMITED WARRANTY: If any product that bears our limited warranty Seal proves to be defective within two years from the date it was first sold to a consumer by an authorized retailer, we, Good Housekeeping, will refund the purchase price or \$2,000, whichever is less or, at Good Housekeeping’s sole discretion, repair or replace the product. This policy covers you, the consumer, whether you bought the product or it was given to you (by the buyer). Products that bear the Green Good Housekeeping Seal have been assessed by Good Housekeeping in accordance with Good Housekeeping’s environmental criteria and are also subject to the limited warranty if proven to be defective.

### WHAT TO DO

Consumers who believe their Seal-holding GE washer or dryer is defective must contact Good Housekeeping within 2 years from their purchase date. They can contact us with a brief summary of the problem they’re experiencing by email at [ghseal@goodhousekeeping.com](mailto:ghseal@goodhousekeeping.com) (preferred) or by mail (Good Housekeeping Magazine, Attn: Consumer Services & Seal Department, 300 W. 57th Street, 28th Floor, New York, NY 10019). Once we receive the complaint summary we will then send over correspondence with detailed instructions, a consumer complaint form and our consumer’s policy. Once the complaint form is returned to us along with a copy of the receipt and any other pertinent documentation, GHI will review the complaint and contact the consumer directly to discuss. GHI will then suggest a course of action to the consumer directly. With major appliances the next step usually involves arranging a certified repair technician to diagnosis the problem (in home) on GHI’s behalf. GHI will then review the diagnosis and recommend a course of action at their discretion, which could be a repair, a refund or a replacement (the replacement occurs when the brand decides to step in).

Some products must be installed, assembled, used, and serviced as the manufacturer directs to give proper performance. We are not responsible and the limited warranty does not apply when a defect arises from improper installation, assembly, use or service, or if the product is abused.

This policy covers the functionality of advertised products that purport to offer savings in energy, mileage or other measures of efficiency; however, due to many variables that may affect product usage by a consumer, this warranty does not extend to claims regarding the specific amount of efficiencies that may result from use of a product.

Products that are advertised in Good Housekeeping, and that may bear the Good Housekeeping Seal, are not manufactured, sold or serviced by Good Housekeeping, unless otherwise expressly indicated. Good Housekeeping makes no express warranty for state law and provides no guarantee or remedy other than as described here.