



GE Profile™ Enhances Its Laundry Portfolio and Reduces the Chore of Laundry with the Steam Closet

Solution offers consumers additional pressing, refreshing and sanitizing capabilities through advanced steam technology and flexible design

LOUISVILLE, Ky., Jan.31, 2023 – GE Profile™ is continuing to revolutionize its at-home [clothes care solutions](#) with the unveiling of the new GE Profile™ Steam Closet with Fabric Refresh. Building on its innovation in smarter cleaning, GE Profile created the Steam Closet to ensure clothes are deodorized, steamed, and sanitized with the gentle power of steam. While consumers usually only expect this level of service from a professional, the Steam Closet may save users a trip to the dry cleaner.

“While the items in people’s wardrobe may change to stay up to date with the latest fads and fashion trends, they are always going to want their clothes to look and smell clean, fresh, and pressed,” said David Wilson, senior commercial director of clothes care at GE Appliances. “We’re giving more households the opportunity to unlock our advanced steam technology so more people can have a smarter, easier cleaning experience from the comfort of their home at a more accessible price point.”

In addition to refreshing and steaming clothes, the Steam Closet is also the perfect clothing care solution for sanitizing small items that don’t necessarily need to be washed. Whether it’s a stuffed teddy bear, designer jeans, curtains or a leather jacket, the climate-controlled closet can refresh and sanitize clothes without a full wash, helping to preserve the life cycle of clothes.

GE Profile is also giving users the flexibility to place the steam closet wherever it’s most convenient since it’s compatible with a standard 120V outlet, making it as simple as plugging it in and filling up the water reservoir. Instead of staying within the confines of the laundry room, the compact and flexible design of the Steam Closet gives users the power to install it in any capable area of the house, including a mudroom, garage or walk-in closet. The steam closet is easy to install and has a sleek mirrored carbon finish to blend in with the surroundings.

The GE Profile Steam Closet will be available in September 2023 for a suggested retail price of \$1,499. Accessories include three moving hangers and one pants hanger.

To experience GE Profile smart technology firsthand at KBIS 2023, email GEAppliances@allisonpr.com. More information about GE Profile and its range of products can be found at <https://www.geappliances.com/ge/profile.htm> or @geprofile on Instagram, TikTok, Pinterest or YouTube.

About GE Appliances

At GE Appliances we make the world a better place, and our team is committed to leading in the communities where we live and work. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We are a purpose-rooted and passion-driven organization that believes there is always a better way. We manufacture and sell products under the Monogram[®], Café[™], GE Profile[™], GE[®], Haier, and Hotpoint brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners and water filtration systems. For more information on our company, brands, and corporate citizenship, visit www.geappliancesco.com.