



MAYTAG® CENTENNIAL™ TOP LOAD WASHERS AND DRYERS

Product Positioning Document

Introducing the Maytag® Centennial™ top load washer and dryer series. This new line-up marks the 100th anniversary of the first Maytag® washing machine and celebrates the brand's lasting commitment to durability and dependability. From the heavy-gauge steel lid to the Smooth Balance™ suspension system, these top load washers and dryers offer uncompromising, commercial-grade strength that withstands the test of time. Plus, an all-new console design and center control knob delivers quality you can see, feel and rely on. That's why, for over a quarter of a century, Maytag® washers have lasted longer than any other leading brand.* Depend on quality. Depend on Maytag.

100 YEARS
of
MAYTAG QUALITY

8/8/07

*Based on the average age of replacement using independent research that processed numbers of surveys ranging from 6,000 to 35,000 and conducted 1980, 1983, 1984, 1987, 1990, 2002 and 2006.



Product Positioning Document

Key Feature Benefits (Tabs, PR, POP, Lit./Internet, Internal/Trade/Training)

WASHERS	FEATURE	PRIORITY OF MESSAGING
MTW5807T, MTW5800T, MTW5700T, MTW5600T	DependableClean™ Wash System Keeps clothes looking their best. The agitator, rinse cycles and drain work together to provide a reliable clean, wash after wash.	1
MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T	Commercial-Grade Parts The transmission, baseframe and coupler are proven in commercial settings, assuring a long and dependable life for the product.	2
MTW5900T, MTW5807T, MTW5800T	Commercial-Grade Stainless Steel Wash Basket Resists chips, scratches and odors. Super-tough stainless steel maintains a smooth surface so it won't snag or pill fabrics.	3
MTW5700T, MTW5600T	Porcelain-on-Steel Wash Basket Resistant to scratches, stains and odors, this wash basket provides a smooth wash surface.	4
MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T	Smooth Balance™ Suspension System Reduces vibration and noise in the washer, keeping loads balanced while spinning at top performance.	5
MTW5900T, MTW5807T, MTW5800T, MTW5700T	Porcelain-on-Steel Top Resists scratches, dents and stains, leaving your washer looking its best.	6
MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T	Commercial-Grade, Steel-Reinforced Baseframe Provides added support to all key components and helps minimize vibration in the washer during wash and spin cycles.	7
MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T	1/2-HP Drain Pump A heavy-duty rubber impeller protects the powerful drain pump against loose change and other debris.	8
MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T	SuperSize Capacity Plus Offers the capacity to handle even your largest loads of laundry.	9
MTW5900T, MTW5807T (Gold), MTW5800T	Metallic Console Styling Metallic knobs and accents create a strong, dependable console.	10
DRYERS	FEATURE	PRIORITY OF MESSAGING
MED/MGD5600T, MED/MGD5700T, MED/MGD5707T, MED/MGD5800T, MED/MGD5900T	GentleBreeze™ Drying System Quickly and efficiently dries clothing in a counterclockwise loop to touch the entire load for more consistent results.	1
MED/MGD5600T, MED/MGD5700T, MED/MGD5707T, MED/MGD5800T, MED/MGD5900T	DuraCushion™ Dryer Drum The white powdercoat dryer drum provides dependable tumbling with less friction and wear. Clothes gently glide off its surface without snagging.	2
MED/MGD5600T, MED/MGD5700T, MED/MGD5707T, MED/MGD5800T, MED/MGD5900T	360° Front and Rear Heat Seal This triple-layered seal keeps heat inside the dryer drum for more dependable drying performance.	3
MED/MGD5600T, MED/MGD5700T, MED/MGD5707T, MED/MGD5800T, MED/MGD5900T	Smooth Balance™ Suspension System The rollers are permanently lubricated and work with front drum glides for quiet operation and low vibration of the dryer.	4
MED/MGD5600T, MED/MGD5700T, MED/MGD5707T, MED/MGD5800T, MED/MGD5900T	SuperSize Capacity Plus The dryer is large enough to easily and effectively dry an entire load from the washer.	5
MED/MGD5600T, MED/MGD5700T, MED/MGD5707T, MED/MGD5800T, MED/MGD5900T	Commercial-Grade, Steel-Reinforced Baseframe Provides added support to all key components, even while drying heavy loads.	6
MED/MGD5600T, MED/MGD5700T, MED/MGD5707T, MED/MGD5800T, MED/MGD5900T	1/3-HP High Torque Motor Extra power makes it possible to tumble larger loads with less wear on the motor.	7
MED/MGD5700T, MED/MGD5707T, MED/MGD5800T, MED/MGD5900T	Porcelain-on-Steel Top Resists scratches, dents and stains, leaving your dryer looking its best.	8
MED/MGD5600T, MED/MGD5700T, MED/MGD5707T, MED/MGD5800T, MED/MGD5900T	QuietSeries™ Sound Packages Reduce noise for quieter operation.	9
MED/MGD5707T (Gold), MED/MGD5800T, MED/MGD5900T	Metallic Console Styling Metallic knobs and accents create a strong, dependable console.	10

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Key Feature Benefits (Tabs, PR, POP, Lit./Internet, Internal/Trade/Training)

DRYER	FEATURE	PRIORITY OF MESSAGING
MED/MGD5801T	27" Dryer Width Provides a dryer solution for locations with a smaller opening.	1
MED/MGD5801T	Up-front Lint Filter This filter is located just inside the door opening, allowing the entire top of the dryer to be used as a folding area.	2
MED/MGD5801T	SuperSize Capacity Plus Maytag brand's largest capacity dryer at 7.4 cu. ft.	3
MED/MGD5801T	GentleBreeze™ Drying System Diagonal airflow from the upper back to the lower front allows the load to enter the airflow twice per tumble for fast, efficient drying results.	4
MED/MGD5801T	DuraCushion™ Dryer Drum The white powdercoat dryer drum provides dependable tumbling with less friction and wear. Clothes gently glide off its surface without snagging.	5
MED/MGD5801T	Commercial-Grade, Steel-Reinforced Baseframe Provides added support to all key components, even while drying heavy loads.	6
MED/MGD5801T	1/3-HP High Torque Motor Extra power makes it possible to tumble larger loads with less wear on the motor.	7
MED/MGD5801T	Porcelain-on-Steel Top Resists scratches, dents and stains, leaving your dryer looking its best.	8
MED/MGD5801T	QuietSeries™ Sound Package Reduces noise for quieter operation.	9
MED/MGD5801T	Metallic Console Styling Metallic knobs and accents create a strong, dependable console.	10

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Washer Specifications

WASHER MODEL	MTW5900T	MTW5807T	MTW5800T	MTW5700T	MTW5600T
Capacity (cu. ft.)	SuperSize Capacity Plus 3.2	SuperSize Capacity Plus 3.2	SuperSize Capacity Plus 3.2	SuperSize Capacity Plus 3.2	SuperSize Capacity Plus 3.2
DependableClean™ wash system	with Sensi-Care™ control	•	•	•	•
Automatic wash cycles	Multiple	10	10	9	6
Temperature settings	4	4	4	4	4
Automatic Temperature Control	•	•	•	•	•
QuietSeries™ sound package	500	300	300	300	200
3-Speed motor	•				
Commercial-grade transmission	•	•	•	•	•
Pre-selected spin speed	•	•	•	•	•
1/2-HP drain pump	•	•	•	•	•
LoadFlex™ agitator	•	•	•	•	•
100° Arc of agitation	•	•	•	•	•
Bleach and fabric softener dispenser	•	•	•	•	•
Timed release bleach system	•				
Dial controls	Heavy-duty metallic	Heavy-duty metallic	Heavy-duty metallic	•	•
Metallic console styling & knobs	•	Gold	•		
PureClean™ rinse system	•	•	•	•	•
Extra Rinse option	•	•	•	•	Manual
SpinSpray™ rinse	•	•	•	•	•
Clean Deep rinse	•	•	•	•	•
End-of-cycle signal	Adjustable	•	•		
One-piece drain hose	•	•	•	•	•
Spill-Catcher™ top	Porcelain-on-steel	Porcelain-on-steel	Porcelain-on-steel	Porcelain-on-steel	Powdercoat-on-steel
Wide-opening lid	•	•	•	•	•
Full-width lid bumper	•	•	•	•	•
Seamless front edges	•	•	•	•	•
Smooth Balance™ suspension system	•	•	•	•	•
Wash basket	Stainless steel	Stainless steel	Stainless steel	Porcelain-on-steel	Porcelain-on-steel
Commercial-grade, steel-reinforced baseframe	•	•	•	•	•
Commercial-grade drive coupler	•	•	•	•	•
Front serviceable	•	•	•	•	•
Zinc-coated leveling legs	•	•	•	•	•
Colors	W	Q	W	Q	Q

W = Silver Metallic-on-White, Q = White-on-White

Frequently Used Registered Marks & Trademarks

- DependableClean™ wash system
- DependableClean™ wash system with Sensi-Care™ control
- LoadFlex™ agitator
- PureClean™ rinse system
- SpinSpray™ rinse
- QuietSeries™ sound package
- Smooth Balance™ suspension system
- Spill-Catcher™ top

Claims

- For over a quarter of a century, Maytag® washers have lasted longer than any other leading brand.*
- More Maytag brand customers are completely satisfied with their washers than washer owners of any other leading brand.**
- Maytag® washers last longer than any other leading brand.**

*Based on the average age of replacement using independent research that processed numbers of surveys ranging from 6,000 to 35,000 and conducted 1980, 1983, 1984, 1987, 1990, 2002 and 2006.

**Based on independent research of over 5,000 surveys processed, 2006.

Product Positioning Document

Dryer Specifications

DRYER MODEL	MED5900T (Electric) MGD5900T (Gas)	MED5801T (Electric) MGD5801T (Gas)	MED5800T (Electric) MGD5800T (Gas)	MED5707T (Electric) MGD5707T (Gas)	MED5700T (Electric) MGD5700T (Gas)	MED5600T (Electric) MGD5600T (Gas)
Capacity (cu. ft.)	SuperSize Capacity Plus 7.0	SuperSize Capacity Plus 7.4	SuperSize Capacity Plus 7.0	SuperSize Capacity Plus 7.0	SuperSize Capacity Plus 7.0	SuperSize Capacity Plus 7.0
GentleBreeze™ drying system	•	•	•	•	•	•
IntelliDry® sensor	with Sensi-Care™ technology	•	•	•	•	•
Drying cycles	9	6	7	6	6	6
Temperature settings	7	4	4	4	4	4
Wrinkle Prevent option	120-minute	90-minute	90-minute	90-minute	90-minute	40-minute
Smooth Balance™ suspension system	•	•	•	•	•	•
QuietSeries™ sound package	300	300	300	300	300	300
DuraCushion™ dryer drum	•	•	•	•	•	•
Interior light	Premium	•	Premium	•	•	•
End-of-cycle signal	Adjustable	•	•	•	•	•
Spill-Catcher™ top	Porcelain-on-steel	Porcelain-on-steel	Porcelain-on-steel	Porcelain-on-steel	Porcelain-on-steel	Powdercoat-on-steel
Dial controls	Heavy-duty metallic	Heavy-duty metallic	Heavy-duty metallic	Heavy-duty metallic	•	•
Metallic console styling & knobs	•	•	•	Gold	•	•
Door style	Reversible Side Swing	Drop Down	Reversible Side Swing	Reversible Side Swing	Reversible Side Swing	Reversible Side Swing
Commercial-grade, steel-reinforced baseframe	•	•	•	•	•	•
360° Front and rear heat seal	•	•	•	•	•	•
High torque motor	•	•	•	•	•	•
Front serviceable	•	•	•	•	•	•
Vent length	64'	64'	64'	64'	64'	64'
Colors	W	W	W	Q	Q	Q

W = Silver Metallic-on-White, Q = White-on-White

Frequently Used
 Registered Marks & Trademarks

- DuraCushion™ dryer drum
- GentleBreeze™ drying system
- IntelliDry® sensor
- IntelliDry® sensor with Sensi-Care™ technology
- Smooth Balance™ suspension system
- Spill-Catcher™ top
- QuietSeries™ sound insulation

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Washer Performance & Dependability Features

3-Speed Motor

Offers dependable care and the appropriate agitation speed for any load. Maytag brand's slowest agitation speed provides gentle care for delicate clothing.
Model MTW5900T

100° Arc of Agitation

The agitator produces a sweeping arc motion that gently rolls clothes through the wash water.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

Adjustable End-of-Cycle Signal

Signals the end of the wash cycle. Select the desired volume or turn it off completely.
Model MTW5900T

Automatic Temperature Control

Promotes dependable cleaning performance by ensuring correct wash temperatures.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

Clean Deep Rinse

The final step in the wash process. This rinse agitates the load to remove any remaining detergent, soil and residue from clothing.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

Commercial-Grade Drive Coupler

Proven in commercial settings, the coupler features five layers of reinforcement that transfer power to the agitator.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

Commercial-Grade Transmission

Built strong with commercial-grade parts, the transmission promises a long life for the heart of the washer.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

DependableClean™ Wash System with Sensi-Care™ Control

Based on fabric type and soil level selected, the washer manages water temperature and agitation time for the optimal balance of cleaning and performance.
Model MTW5900T

End-of-Cycle Signal

Signals the end of the wash cycle, and is simple to turn on or off.
Models MTW5807T, MTW5800T

Front Serviceable

Provides easy access to key washer components.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

Full-Width Lid Bumper

Creates a seal between the lid and washer opening for quieter operation.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

Heavy-Duty Metallic Controls

A hefty knob with rubberized grip points moves smoothly for easy cycle selection.
Models MTW5900T, MTW5807T (Gold), MTW5800T

Heavy-Gauge Steel Lid

This lid works to keep sound inside the washer while solidly closing off the interior.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

LoadFlex™ Agitator

Flex Fins and a spiral design massage clothing to wash away dirt, keeping whites white and colors bright.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

One-Piece Drain Hose

A single-piece, factory-installed drain hose helps to minimize the potential for leaks.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

Powdercoat-on-Steel Top

Resists scratches for a clean look that lasts long.
Model MTW5600T

Preselected Spin Speed

Spin speeds automatically adjust for greater cleaning performance.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

QuietSeries™ Sound Package

Reduces noise for quieter operation.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

Seamless Front Edges

Strong seamless edges on the exterior of the washer are rounded to prevent snagging or poking when loading and unloading the washer.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

Spill-Catcher™ Top

Prevents spills from running down the sides of the washer.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

SpinSpray™ Rinse

Water is dispersed in a cascading style to thoroughly remove dirt, detergent and other residue from items in the wash basket.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

Timed Release Bleach System

Adds chlorine bleach during the last five minutes of the wash cycle to keep whites bright.
Model MTW5900T

Wide-Opening Lid

Creates a larger target area for loading and unloading clothes.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

Zinc-Coated Leveling Legs

Nestled against the baseframe, metal legs with lock nuts keep feet adjusted properly. The zinc coating protects against rust.
Models MTW5900T, MTW5807T, MTW5800T, MTW5700T, MTW5600T

Dryer Performance & Dependability Features

Adjustable End-of-Cycle Signal

Signals the end of the dry cycle. Select the desired volume or turn it off completely.
Models ME/GD5900T

Drop Down Dryer Door

Offers the ability to pull items out of the dryer and use the door for folding.
Models ME/GD5801T

End-of-Cycle Signal

Signals the end of the dry cycle and is simple to turn on or off.
Models ME/GD5801T, ME/GD5800T, ME/GD5700T, ME/GD5600T

Front Serviceable

Provides easy access to key dryer components.
Models ME/GD5900T, ME/GD5801T, ME/GD5800T, ME/GD5700T, ME/GD5600T

Heavy-Duty Metallic Controls

A hefty knob with rubberized grip points moves smoothly for easy cycle selection.
Models ME/GD5900T, ME/GD5801T, ME/GD5800T

IntelliDry® Sensor

Measures moisture levels as clothes dry to minimize the risk of overdrying and shrinking. Clothes come out dry, yet cool to the touch.
Models ME/GD5801T, ME/GD5800T, ME/GD5700T

IntelliDry® Sensor with Sensi-Care™ Technology

Two moisture-sensing bars and an electronic memory balance temperature management and drying performance, protecting against overdrying and providing additional clothes care.
Models ME/GD5900T

Interior Light

Illuminates clothes inside the dryer drum during loading and unloading.
Models ME/GD5801T, ME/GD5700T, ME/GD5600T

Multiple Drying Temperatures

With a variety of temperature options, every load gets the drying attention it should.
Models ME/GD5900T, ME/GD5801T, ME/GD5800T, ME/GD5700T, ME/GD5600T

Permanently Lubricated Rollers

They're permanently lubricated for the life of the dryer to eliminate squeaks and noises.
Models ME/GD5900T, ME/GD5801T, ME/GD5800T, ME/GD5700T, ME/GD5600T

Premium Interior Light

A bright light—much like the ones used in automobiles—illuminates the dryer drum.
Models ME/GD5900T, ME/GD5800T

Reversible Swing Door

The versatile door can swing either left or right to best fit your laundry set-up.
Models ME/GD5900T, ME/GD5800T, ME/GD5700T, ME/GD5600T

Spill-Catcher™ Top

Prevents spills from running down the sides of the dryer.
Models ME/GD5900T, ME/GD5801T, ME/GD5800T, ME/GD5700T, ME/GD5600T

Wrinkle Prevent Option

The dryer continues to tumble without heat to help prevent wrinkles from setting in.
Models ME/GD5900T, ME/GD5801T, ME/GD5800T, ME/GD5700T, ME/GD5600T

Zinc-Coated Leveling Legs

Nestled against the baseframe, metal legs with lock nuts keep feet adjusted properly. The zinc coating protects against rust.
Models ME/GD5900T, ME/GD5801T, ME/GD5800T, ME/GD5700T, ME/GD5600T

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