

The Colorful History of GE Appliances



color | finish*



1906

GE began marketing its versatile electric cooking device in 1906. An electrically wired **wooden** tabletop positioned on a small oven was sold with a variety of small appliances, including a chafing dish and a percolator, which plugged into the table. Grilling, frying or boiling — the cooktop did it all.



1910

At the Alameda Fair in California, GE's "clean, new, modern cooking" was demonstrated. It was the beginning of today's **all-white** kitchen.



1915

In an effort to appeal to women, Hotpoint Electric Heating Company, a GE subsidiary, added **white enamel** doors to its black wrought-iron electric ranges. Later, nickel trim was applied to help "make the kitchen a more pleasant room."



1922

During the early and mid-1920s, lighter colors were often used in home design. A North Carolina utility executive, dissatisfied with black or brown electric ranges, sought a **white, all-porcelain** range. Hotpoint delivered, learning how to prepare the metal before applying the enamel.



1924

Hotpoint's **all-white, fully enameled** ranges with **nickel trim** revolutionized the industry. They became so popular that nearly every range manufacturer introduced its own white range in 1925. Kitchens during this time period often featured simple layouts, which is why white was a desired color.



1955

In January, GE became the first in the industry to bring bright, bold color options to its appliances with "**Mix-or-Match Colors**." U.S. kitchens and laundry rooms popped with color, featuring **Petal Pink, Canary Yellow, Cadet Blue, Turquoise Green, Woodtone Brown** and **White** appliances. The new colors were chosen based on consumer preference, giving them the ability to develop their own personal combination of colors to suit their sense of style.



*Colors are a representation of actual colors and finishes as they appear on appliances



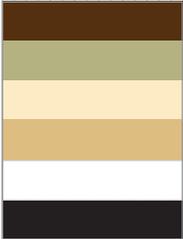
1960

Targeting the building industry, GE designed three refrigerators with wood paneling. With refrigerators available in five varieties of popular **wood finishes** made of "Industrial Flexwood," builders could easily match them to kitchen cabinets. This played well with consumers' taste for warm, inviting kitchens that were the focal point of the home.



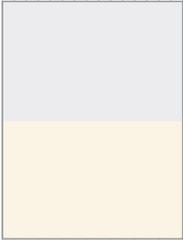
1966

Mix-or-Match Colors gave way to **Coppertone** (1964), **Avocado** (1966) and **Harvest Gold** (1968) – all of which were darkened around the front edges of the appliances. These new colors went hand-in-hand with the Danish modern look of the late 1960s. During this time, color remained a critical factor for fashion-conscious consumers.



1976

GE swapped its shaded appliance colors for a new palette inspired by colors found in nature. The "**New Naturals**" included **Almond**, **Harvest Wheat**, **Coffee**, **Fresh Avocado**, **Onyx (black glass)** and **Snow**.



1984

Homeowners sought clean, crisp appearances in their kitchens, so GE added **Soft Silver** and **Sand** appliances to its color collection to satisfy the demand of neutral-toned appliances.

Throughout the 1980s, color matching continued with GE's **detachable dishwasher front panels**, giving consumers the ability to have a color-coordinated kitchen.



1987

GE launched the Monogram® brand in 1987. The first product was a 42-inch, built-in side-by-side refrigerator available with custom panels including **stainless steel**.



1989

GE's first full line of **white-on-white** appliances (no wood grain or black trim) launched in March of 1989.

In that same year, GE introduced several premium **stainless steel** models in dishwashers, side-by-side refrigeration and built-in cooking products.

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1999



Near the turn of the century, consumers who were used to watching celebrity chefs on TV were eager to modernize their kitchens with stainless steel appliances. GE responded with a full line of **stainless steel** appliances in 1999.

That same year, GE expanded its neutrals beyond White and Almond with **Bisque**, a shade in between the previous two.

2003



Customers got the look of stainless steel without the higher price tag when GE introduced **CleanSteel™** as a stainless steel look-alike material laminated on refrigerators. This offered consumers a more cost-effective option while still achieving a similar appearance.

2004



As stainless steel continued to rise in popularity in the early 2000s, GE launched a series of Hotpoint appliances featuring a **silver metallic finish**. Available exclusively at The Home Depot, appliances with this new finish felt like painted metal but appeared to be stainless steel.

2008



With more and more laundry rooms moving up from the basement and closer to kitchens and bedrooms, GE brightened its laundry appliances with the addition of **Vermillion** (red) and **Champagne** to the color offerings.

2012



GE introduced **Slate** — a warm gray, low-gloss metallic finish in September 2012. Slate was designed as a premium alternative to stainless steel, complementing a wide spectrum of wall colors, countertop materials and floor and cabinetry finishes.

2013

As the popularity of Slate continued to grow, **GE doubled the number of appliances offered in this newest premium finish**. Slate's harmony with tile, wood cabinetry and bamboo flooring in adjacent living spaces led to its appeal for kitchen and bathroom appliances.



If you have additional information about the history of GE's colors or appliances, please send it to eresponse@ge.com.

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