



Impact by Design: GE Appliances

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Fast Facts | GE Appliances

Need:

Reliable, high-quality steel for new washer and washer/dryer combo cabinets and for metal parts being made by other suppliers

Challenge:

Aggressive timeline and cost targets for an entirely new laundry production plant

Our Response:

- Early supplier collaboration through the SteelWorks360SM Team
- Material consultation to match steel grades to new product designs
- Rapid sample turnaround to partners across multiple manufacturing sites

Impact:

- Improved design efficiency
- Maintained budget targets
- On-track for 2027 launch

Challenge

GE Appliances is building an all-new manufacturing plant at its headquarters in Louisville, Kentucky, to produce next-generation washers and washer/dryer combos. With a launch target in the first quarter of 2027, the company faced the dual challenge of meeting aggressive timelines while keeping production costs in check.

Choice

To meet those demands, GE Appliances turned to U. S. Steel's SteelWorks360SM Team for deep technical partnership from the start. Working hand-in-hand with our engineers, U. S. Steel is review CAD designs, analyzing component requirements, and helping specify the optimal steel grades for performance, formability, and durability. Their responsiveness extends beyond design—quickly providing steel samples to multiple supplier partners so that material performance could be validated with new manufacturing equipment and processes. The result: a seamlessly coordinated effort across U. S. Steel and additional steel suppliers producing washer components using U. S. Steel products.

Outcome

Together, we are driving efficiencies, maintaining cost discipline, and keeping the project on schedule for a 2027 launch. The collaboration demonstrates how early supplier engagement and technical expertise create measurable impact delivering value to all involved.

This partnership shows how collaboration and technical expertise create measurable Impact by Design.

Ready to see what's possible? Talk with your U. S. Steel representative to see how our SteelWorks360SM Team can help turn your challenge into results.