



**GE APPLIANCES**  
a Haier company

## **GE APPLIANCES VISITS CLASSROOM THAT SPARKED NEW COMMERCIAL IDEA**

***Central High School & American Printing House for the Blind helped launch tactile appliance overlays for blind or low-vision consumers***

**LOUISVILLE, Ky. (May 16, 2024)** – GE Appliances industrial designers today visited the incredible classroom at Central High School, the state’s only public classroom focused on learning for students who are blind or low vision. The engineers wanted to thank the students for helping spark an award-winning commercial idea that is now available on the company’s website – a [tactile overlay kit](#) to help low or no-vision consumers navigate numerous appliances, regardless of the brand.

It all started last year when teacher Brian Leonard reached out to GE Appliances to see if the company would be willing to donate kitchen and laundry appliances to help teach students life skills. After the appliances were delivered, GE Appliances team members noticed that the teacher and students had created a system with raised tactile lines to help students navigate cooking and cleaning and immediately notified its industrial designers and engineers.

After working with Central High School, GE Appliances reached out to American Printing House for the Blind (APH) to tap into its expertise. The company’s designers and engineers knew they wanted to utilize braille and universal symbols on the overlay that low to no-vision consumers would immediately recognize.

“Our number one goal with this offering is to make appliances more accessible for everyone,” said Chris Bissig, director of experience brand language at GE Appliances. “Our research showed that a lot of blind and low-vision consumers are devising their own complex systems just to navigate the settings on their appliances, making simple household tasks incredibly difficult. This kit helps ensure everyone can feel confident using their GE Appliances. We are so grateful to our partners at American Printing House for the Blind (APH), a true authority in this space, for helping us bring this product to life and make everyday living easier for those who are blind or low vision. This kit has been incredibly popular – we’ve already sold out twice online.”

Almost 20 million Americans are visually impaired, and APH will be printing all the kits on sale for \$19.99 on the [GE Appliances Parts Store](#).

“For more than 160 years, APH has been working to empower people who are blind or low vision by providing accessible and innovative products for lifelong success,” said

MarySusan Abell, director of communications and consumer engagement at APH. "We're thrilled to be able to join forces with GE Appliances to bring the most comprehensive appliance-focused tactile access kit to the market. Cooking, cleaning and other daily tasks can be challenging for individuals who are blind or low vision when they don't have access to the right tools. Our tactile overlay kit helps create a universal solution to make everyday life easier and build a world where everyone is welcome."

The overlay kit is already receiving national best product awards.

### **About GE Appliances, a Haier company**

At GE Appliances, a Haier company, we come together to make "good things, for life." We're creators, thinkers and makers who believe that anything is possible and that there's always a better way. We're a company powered by our people, made stronger through our diversity — allowing us to grow closer than ever before to our owners, anticipate their needs and enhance their lives. In 2021 and 2022, 2023 we were certified as a Great Place to Work™, for the second year in a row named one of Fortune's Best Places to Work in Manufacturing, honored as one of the Best Workplaces for Innovators by Fast Company magazine, garnered one of Best Companies for Multicultural Women by Seramount (formerly Working Mother Media), earned the Achievers 50 Most Engaged Workplaces® award, received a perfect score for the fifth year in a row on the Human Rights Campaign's Corporate Equality Index, and named one of the Top 100 Internship Programs by WayUp.

Since 1907, we've built innovative, quality products that are trusted in half of all U.S. homes. We sell appliances under the Monogram®, Café™, GE Profile™, GE®, Haier™ and Hotpoint™ brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, wine & beverage centers, air conditioners, small appliances, water filtration systems and water heaters.

To learn more about our company, brands, Corporate Citizenship efforts, economic impact, and working for GE Appliances, visit [geappliancesco.com](https://geappliancesco.com).

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