Consumer Reports Dish Licensing Usage Guidelines

June 1, 2025 – December 31, 2026 (2027 renewal in progress)

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CR Dish License
High Level Overview

As an unbiased, independent 3rd party organization, consumers trust Consumer Reports for ratings & reviews on the products & services they use everyday.

- Current license: June 1, 2025 – December 31, 2026 (2027 renewal in progress)
- Region: North America – U.S. & Canada
- Licensed elements:
  - CR Recommended Mark – Benchmark SHP9PCM5N
  - CR Recommended Mark – 800 Series SHP78CM5N
  - CR Recommended Mark – 800 Series SHX78CM5N
  - CR Recommended Mark – 500 Series SHP65DM5N
  - CR Recommended Mark – 300 Series SHE53C85N
  - Best Dishwasher Brand of 2025 (can only be used in conjunction with licensed CR Recommended Mark skus and pre-approved creative layouts)
  - CR Dish Digital PDF Ratings Chart
- All creative usage must be mocked-up and run by CR for review and approvals – NO EXCEPTIONS

CR Recommended Mark

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CR Recommended Mark for SHP9PCM5N (Benchmark SS Pocket Handle)

- Permitted use:
  - Manufacturer Owned Channels (website, model pages, social non-paid, email distribution to existing customers and handraisers)
  - Digital Retail (retailer website, model pages, social non-paid, email)
  - In Store Display
  - Use of the below logo must link to CR review page or use the static image of review page

  - Use of the mark must provide consumers with access to the review. All dealer creative mock-ups and media schedules must be submitted to CR for review & approvals.

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CR Recommend Mark for SHP78CM5N (800 Series SS Pocket Handle)

- Permitted use:
  - Manufacturer Owned Channels (website, model pages, social non-paid, email distribution to existing customers and handraisers)
  - Digital Retail (retailer website, model pages, social non-paid, email)
  - In Store Display
  - Use of the below logo must link to CR review page or use the static image of review page

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CR Recommend Mark for SHX78CM5N (800 Series SS Bar Handle)

- Permitted use:
  - Manufacturer Owned Channels (website, model pages, social non-paid, email distribution to existing customer and handraisers)
  - Digital Retail (retailer website, model pages, social non-paid, email)
  - In Store Display
  - Use of the below logo must link to CR review page or use the static image of review page

  - Use of the mark must provide consumers with access to the review. All dealer creative mock-ups and media schedules must be submitted to CR for review & approvals.

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CR Recommend Mark for SHP65DM5N (500 Series SS Pocket Handle)

- Permitted use:
  - Manufacturer Owned Channels (website, model pages, social non-paid, email distribution to existing customer and handraisers)
  - Digital Retail (retailer website, model pages, social non-paid, email)
  - In Store Display
  - Use of the below logo must link to CR review page or use the static image of review page

  - Use of the mark must provide consumers with access to the review. All dealer creative mock-ups and media schedules must be submitted to CR for review & approvals.

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CR Recommend Mark for SHE53C85N (300 Series SS Recessed Handle)

- Permitted use:
  - Manufacturer Owned Channels (website, model pages, social non-paid, email distribution to existing customer and handraisers)
  - Digital Retail (retailer website, model pages, social non-paid, email)
  - In Store Display
  - Use of the below logo must link to CR review page or use the static image of review page

  - Use of the mark must provide consumers with access to the review. All dealer creative mock-ups and media schedules must be submitted to CR for review & approvals.

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CR Recommended Mark Approved Headline Options

1. Bosch is proud that ___Series dishwasher model SHxxxxxxx is Recommended by Consumer Reports.
2. Consumer Reports Recommends Bosch (___Series) dishwasher model SHxxxxxxx.
3. Bosch is proud that ___Series dishwasher model SHxxxxxxx is Recommended by Consumer Reports.
4. Consumer Reports Recommends Bosch (___Series) dishwasher model SHxxxxxxx.

- Note: Can only use CR Recommended Mark/logo and term “Recommended” for the licensed skus. All uses of CR Recommended Mark/logo must link to the CR Recommended review page for that specific mark or show the static image of the review page.

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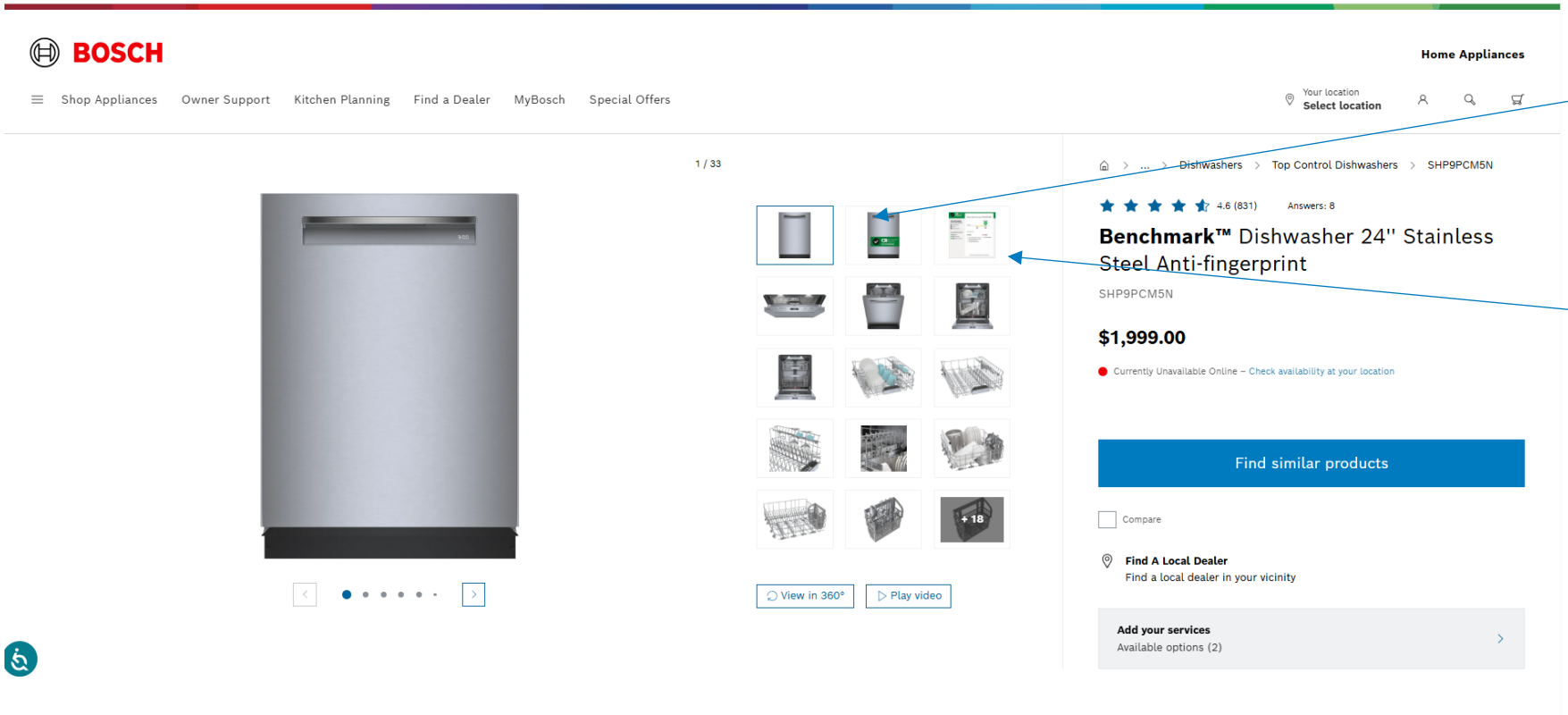
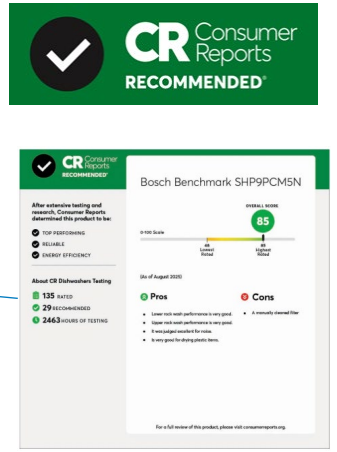
CR Recommended Mark – Bosch Product Detail Page Example

https://www.bosch-home.com/us/en/product/dishwashers/top-controls/SHP9PCM5N





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CR Best Dish Brand

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Best Dish Brand Article

Bosch has been named “The Best Dishwasher Brand” by CR

https://reprints.theygsgroup.com/cr/reprints/BestDishwasherBrands_2026.pdf

Use of the above logo, must link to PDF of full article and can only be used on licensed CR Recommended skus.

Click below to view each of the Bosch CR Recommended Dishwasher Models

300 Series SHES3C85N | 500 Series SHP65CM5N | Benchmark SHP9PCM5N | 800 Series SHX78CM5N | 800 Series SHP78CM5N

CR Consumer Reports

For the latest ratings and information, visit CR.org

Best Dishwasher Brands of 2026

We evaluated 12 dishwasher brands, including Bosch, Frigidaire, GE, and Whirlpool, to determine which manufacturers make the best-performing and most reliable models at an budget-friendly price

By Pang-Chieh Ho
February 10, 2026

CR ratings, based on proprietary lab and survey data, cover more than 100 of today's dishwashers. The same data helps us pick the best overall dishwasher brands.
Photo: Bosch

If you're in the market for a new dishwasher, you might want to research every feature and detail—or you might be the type to gravitate toward familiar brand names. But is a dishwasher's brand a good indicator of how well it will perform or how reliably it will work?

We test the performance of individual dishwashers in our labs, and the results are reflected in our dishwasher ratings of more than 130 models. But with so many choices on the market, you might be interested in a dishwasher we haven't tested. That's why we use our lab results and survey data to determine which brands consistently produce the best dishwashers.

CR Consumer Reports 2026 BEST BRAND

A Best Brand receives the highest Overall Score in its product category based on the brand's aggregate performance, reliability, and satisfaction data across the model lineup tested by CR. Look for the CR Best Brand mark in stores and online to help in your shopping journey.

Score of each dishwasher we've tested. We specifically looked at brands with at least three models in our ratings.

The Overall Score considers how well the dishwashers of a certain brand perform in our lab tests and how reliable and satisfying they are to the CR members we survey. It also factors in how easy they are to use, which is based on whether they have features such as adjustable tines, ample flatware slots, an indicator light that shows the remaining time in a cycle, a self-cleaning filter, and WiFi connectivity.

In our analysis, we exclude any brand with a subpar or abysmal reliability rating from our surveys. Because of this, Samsung dishwashers, which have a less than satisfactory reliability rating, aren't part of our best brand score analysis.

We also factor in price. If a manufacturer produces dishwashers at a lower price that perform well in our ratings, it will receive a boost in its brand score compared with a brand that makes similarly performing, higher-priced models.

The result? Bosch stands out as the top dishwasher brand, followed by Midea, LG, KitchenAid, and Miele. All of these brands have models in our ratings that score well enough to earn a CR Recommendation. Midea and LG, in particular, offer dishwashers that strike a balance between performance and affordability—a handful of their models cost less than $600.

Best Dishwasher Brands

To determine which brands make the best dishwashers, we developed a statistical model that incorporates the Overall

Consumer Reports | CR.org

BEST DISHWASHER BRANDS OF 2026 | PAGE 2

Here are the highest-rated models in our tests from the three dishwasher brands with the highest brand scores. You can find more options in our review of the best dishwashers from our ratings.

Bosch Benchmark SHP9PCM5N — Brand score 85
CR RECOMMENDED
GREEN CHOICE
LOWER WASH PERFORMANCE
UPPER WASH PERFORMANCE
DRYING

Midea MDT24P3CST — Brand score 75
CR RECOMMENDED
GREEN CHOICE
LOWER WASH PERFORMANCE
UPPER WASH PERFORMANCE
DRYING

LG ADFD5448AT — Brand score 77
CR RECOMMENDED
LOWER WASH PERFORMANCE
UPPER WASH PERFORMANCE
DRYING

How to Use Consumer Reports to Find the Perfect Dishwasher

At Consumer Reports, we provide three crucial pieces of information that can help you find the best dishwasher for your kitchen.

Model performance: Our dishwasher ratings indicate the performance of each dishwasher in our tests. If you're interested in a particular model, you can search to see how well it compares with other models in our ratings in cleaning performance, drying performance, energy efficiency, quietness, and ease of use. These model-by-model evaluations are the best indication of how well a dishwasher will work in your kitchen. We also highlight models with the best performance in articles like the best dishwashers of the year and the best dishwashers for $500 or less.

Reliability and owner satisfaction: We surveyed CR members about dishwashers they purchased between 2015 and 2025 (and received feedback on 77,011 purchases) to learn how well the appliances hold up over time. We used any problems or breakdowns they reported to predict how reliably new dishwashers from each brand will operate in the first five years of service. To determine owner satisfaction with a brand, we also asked our members whether they would recommend their dishwasher to others. Both the predicted reliability and owner satisfaction results can be found in our dishwasher ratings, and we have more analysis and advice in our round-up of the most and least reliable dishwasher brands. Before you purchase a dishwasher, check the predicted reliability and owner satisfaction scores.

Brand-level performance: These scores, as shown in this article, indicate how well dishwashers from a given brand perform in lab tests and surveys. Brands that manufacture models that perform well at a lower price than their competitors are given an advantage in our analysis. These scores aren't model-specific, and they're most helpful if you're interested in a particular model we haven't tested. Note that a high brand score doesn't mean every model is a winner; it simply means the brand offers better odds of choosing a dishwasher that's high-performing and reliable at a great price.

How CR Tests Dishwashers

Every dishwasher in our ratings was bought at retail by our secret shoppers and has undergone performance assessments in our labs for washing, drying, noise, and energy efficiency.

For the washing test, our engineers run dishwashers in their default mode to see how well they clean a full load of dishes with baked-on food. In our drying test, we run ceramic, glass, and plasticware through a wash-and-dry cycle and inspect how dry each item is at its conclusion. We pay close attention to plastic items in particular because dishwashers typically have a harder time drying this material.

In the noise test, a panel of judges listens through an entire dishwasher cycle, noting the general noise level of the dishwasher and taking note of any loud intermittent noises, such as clanging or gurgling. Models that make the least overall noise throughout the cycle get the highest score in the noise test.

Energy efficiency is measured by the amount of water a dishwasher uses and its energy consumption in its default wash cycle. If your goal is to find an eco-friendly dishwasher, you can also consult our ratings for dishwashers bearing the Green Choice symbol, a designation created by Consumer Reports to highlight products with a lower environmental impact compared to others.

Ease of use is assessed based on how easily the dishwasher can be operated using its control panel, racks, and door. We also consider the number of helpful features it has, including a third rack, adjustable racks, adjustable tines, roomy flatware slots, hidden controls, a lighted interior, a delay-start feature, a status indicator, and more.

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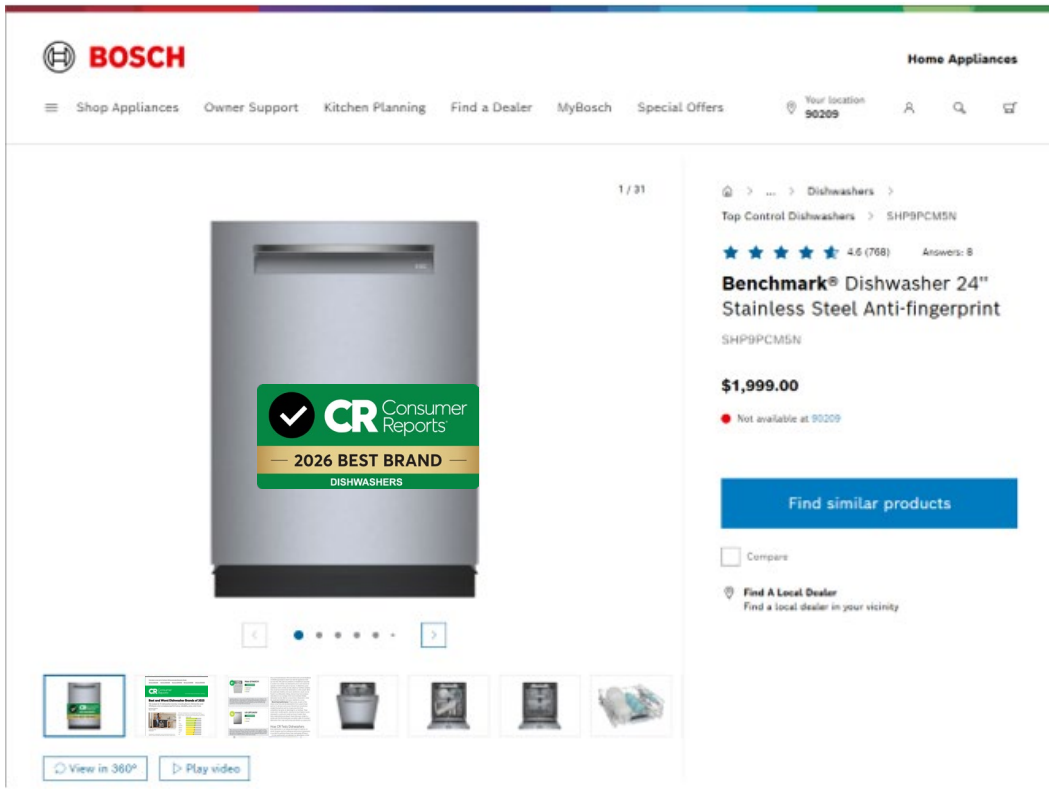
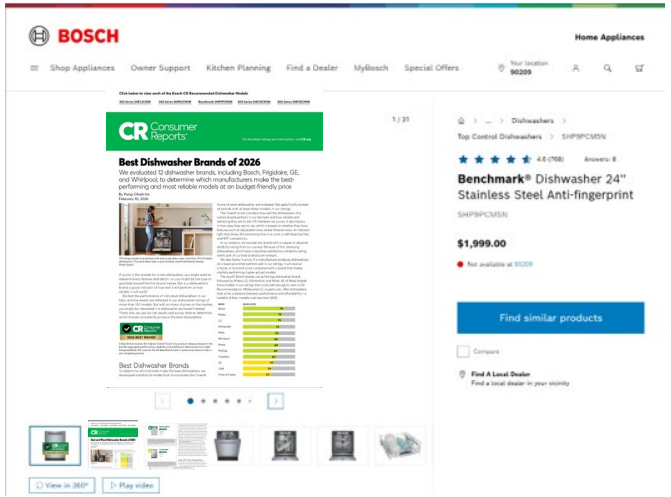
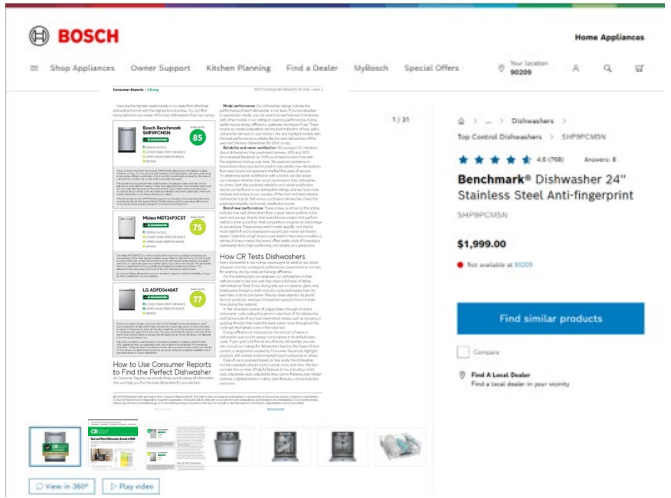
Product Detail Page Option: Best Brand Mark







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CR Dish Ratings Chart

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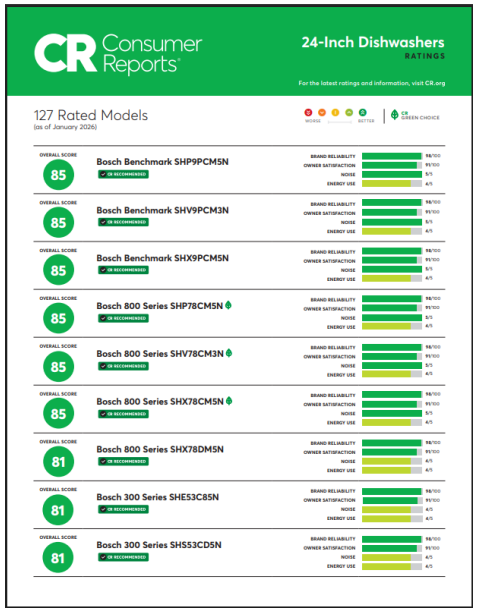
CR Dish Digital & In-store Ratings Chart



- Permitted Use:
  - Bosch Corporate website
  - Dealers/Retailers websites
  - In-store POS
- Approved language: See how Consumer Reports rates Bosch Dishwashers.*
  *Consumer Reports does not endorse products or services.
- CTA: View 24" dishwasher ratings
- Digital & QR code must link to: https://reprints.theygsgroup.com/cr/reprints/Bosch_Dishwashers_Ratings.pdf or can use PDF. Cannot use select portions of the ratings chart. The consumer must be able to review and see all content in the ratings chart.
- The below POS Sticker – can only be placed on dish skus that are noted in the ratings chart

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CR Dish Ratings Chart Approved Headline Options

1. Bosch has the most top-rated dishwashers by Consumer Reports.* CTA - Learn more.
2. See how Consumer Reports rates Bosch dishwashers.* CTA - Learn more.
3. Bosch Benchmark dishwasher SHP9PCM5N is the top-rated model by Consumer Reports.* CTA - Learn more.
4. Bosch is proud that (blank model) SHP9PCM5N / SHX78CM5N / SHP78CM5N / SHE53C85N / dishwasher is rated by Consumer Reports.* CTA - Learn more.
5. This model has been rated by Consumer Reports.* CTA - Learn more.
6. Bosch is proud to have many dishwasher models tested and rated by Consumer Reports.* CTA – Learn more.

- Note: All would link to the CR dish ratings PDF chart or show full PDF https://reprints.theygsgroup.com/cr/reprints/Bosch_Dishwashers_Ratings.pdf

**Consumer Reports does not endorse products or services.*

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CR Dish Ratings Chart NOT ALLOWED

- Language that is misleading or refers to another brand negatively
- Excerpts from CR content
- Specific numerical ratings, scores, and/or test results (e.g., #1 rated product, 94 Overall Score, 5/5 in reliability, etc.)
- Language that speaks disparagingly about CR or expresses opinions against CR's messaging
- The phrases Awarded, #1 ratings organization, etc.
- Language that infers CR endorses a product or brand (e.g. "It feels good to drive what the experts love.")
- Language that claims to substantiate a competitive advantage by comparison against a competitor. In many circumstances, competitors may not be named in the ad.

CR Creative Example Mock-ups

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Bosch Home Page

https://www.bosch-home.com/us/en

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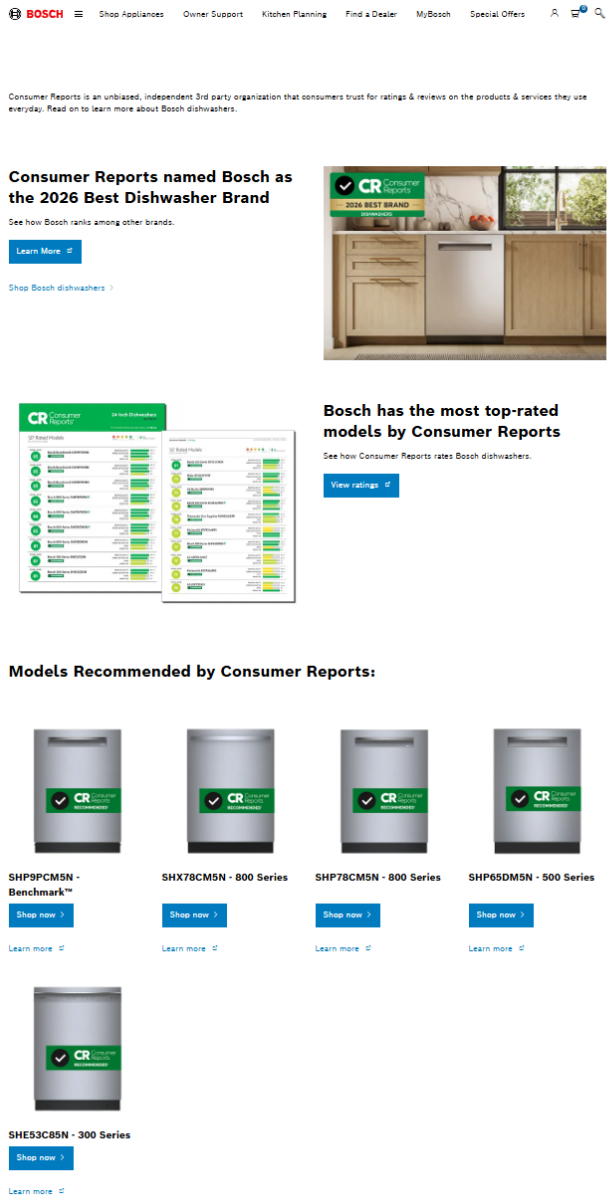
Bosch Dish CR Landing Page

https://www.bosch-home.com/us/products/dishwashers/consumer-reports



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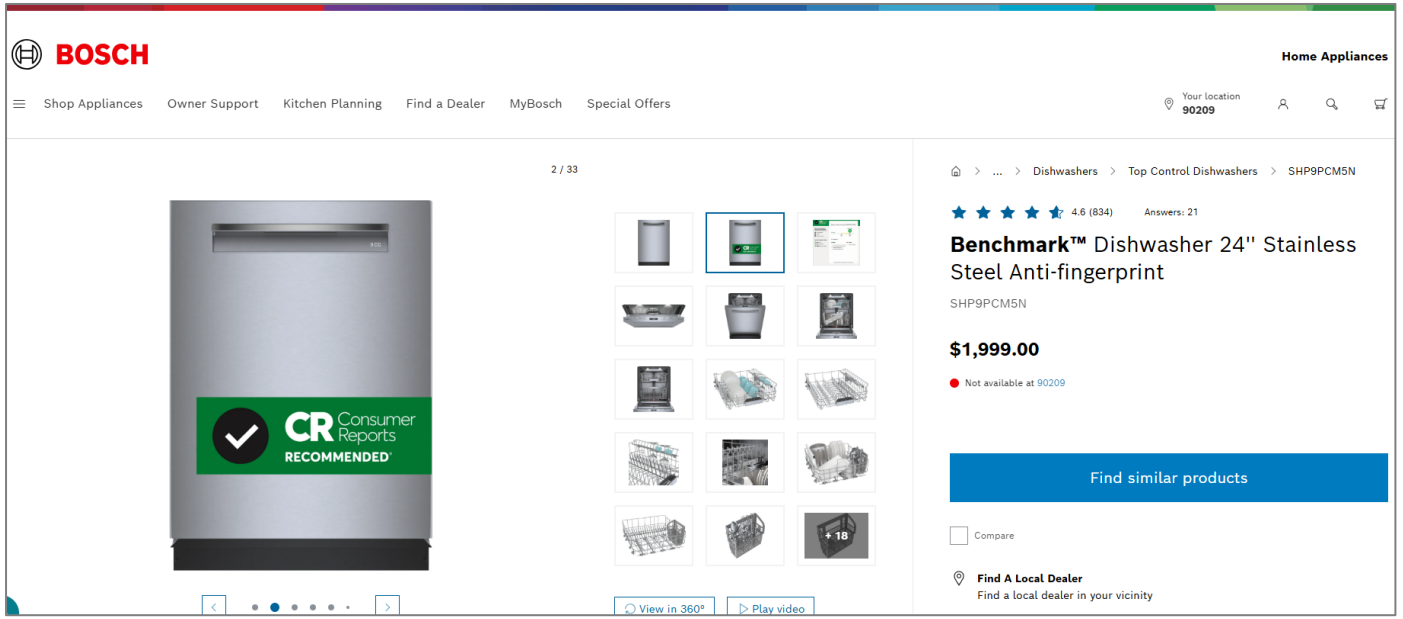
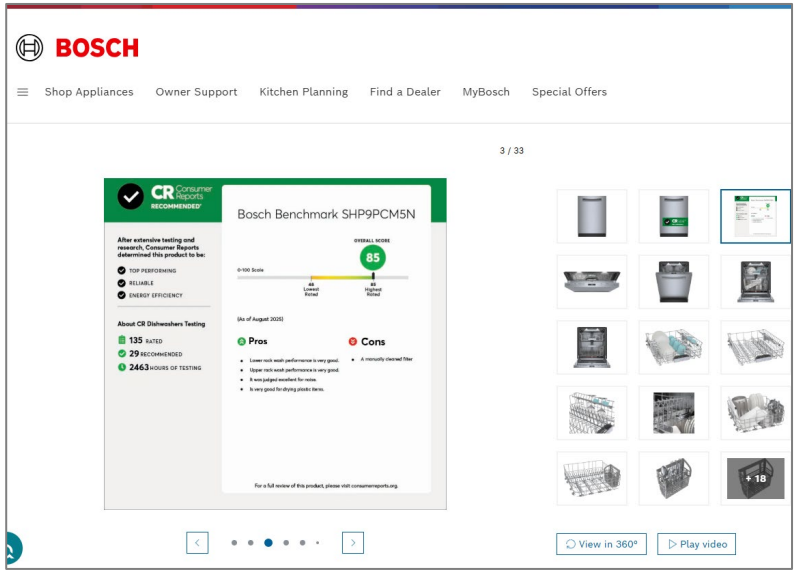
Product Detail Page Option 1: CR Recommended Mark





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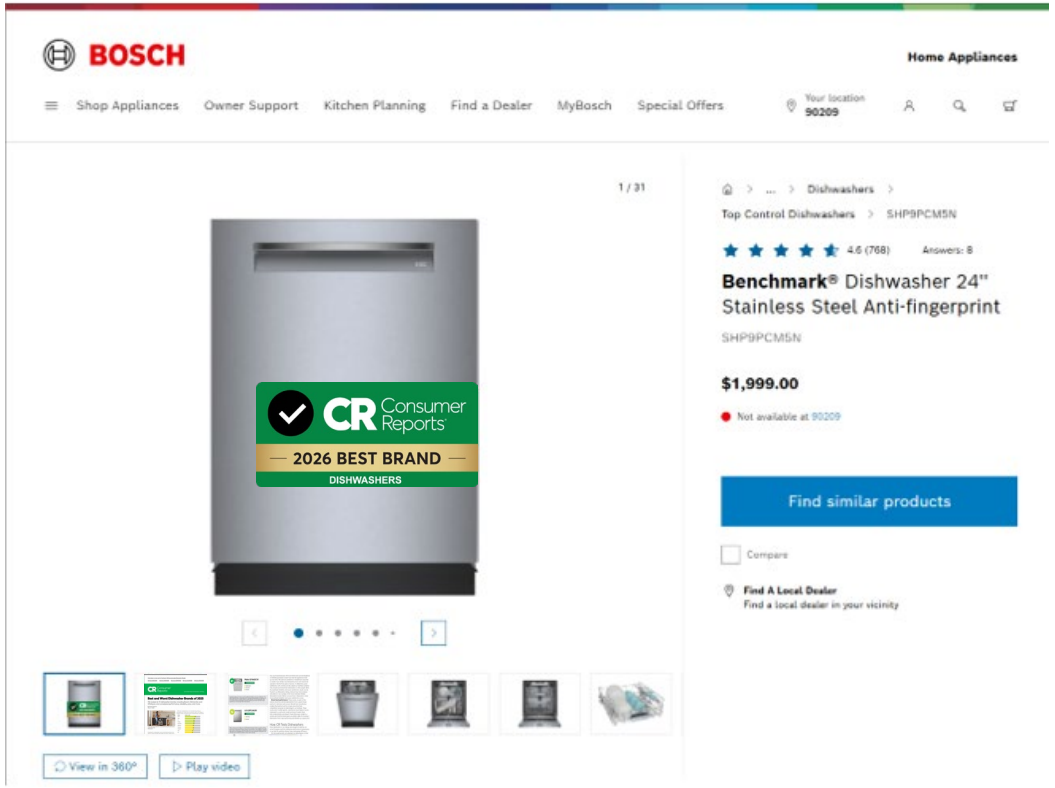
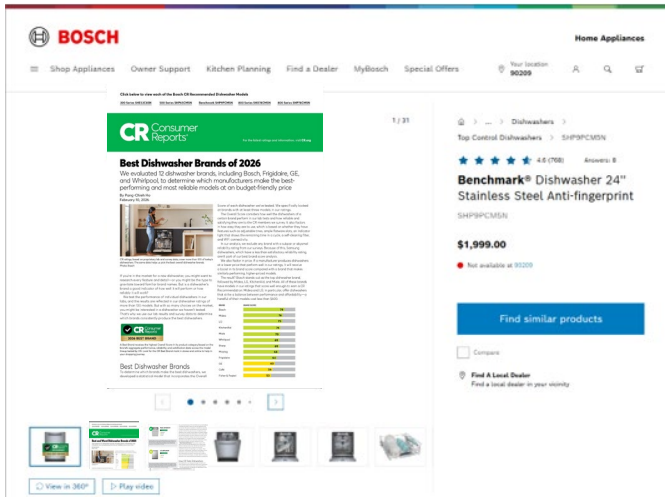
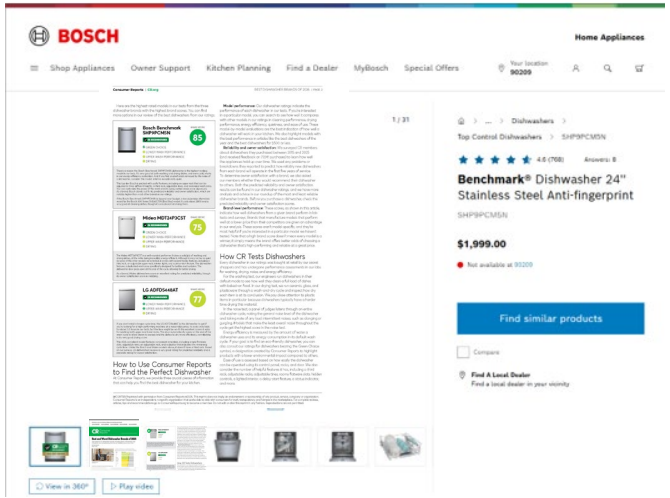
Product Detail Page Option 2: Best Brand Mark







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CR Dish POP

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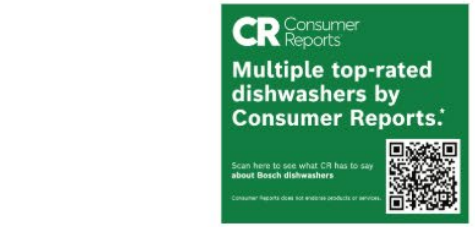
CR DISH POP

- CR Dish POP will be available to order in February 2026.
- Krystal Buffington will send out more details in Salescomm when materials are available.

SHE53C85N
SHV53CM3N



SHS53CD5N
SHE43DM2N

SHP65DM5N
SHX65DM5N

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SHP78CM5N
SHV78CM3N
SHX78CM5N

SHX78DM5N

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SHP9PCM5N
SHV9PCM3N
SHX9PCM5N

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