



Finding better ways
to build a better world



Building on 40 years of leadership.

At Whirlpool Corporation, we have a history of advances in sustainability founded on a simple principle:

Do the right things, the right ways. Always.



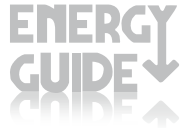
1970

Established a corporate office for environmental control.



1975

Led the creation of the National Appliance Energy Conservation Act (NAECA), which helps to create industry-wide appliance efficiency standards.



1979

Helped craft U.S. Federal Trade Commission Energy Labeling Rule.



1996

Honored as founding member of the Business Environment Leadership Council, an advisory group to the Pew Center on Global Climate Change.

Worked with U.S. Environmental Protection Agency (EPA) to develop the Green Lights Program, a precursor to the ENERGY STAR® program.



1999

Partnered with Habitat for Humanity to donate a range and ENERGY STAR® refrigerator to every Habitat home built in the U.S.



2000/2001

Debuted the industry's first high-efficiency top-load washer and front-load washer.



2003

Became the world's first appliance manufacturer to announce a global greenhouse gas (GHG) reduction target.



2007

Committed to an additional increase in GHG reduction target by 2012.

Partnered with SmartWay Transport® to increase energy efficiency while reducing carbon dioxide.



2010

Earned Leadership in Energy and Environmental Design (LEED) certification for select regional distribution centers.



2012

U.S. EPA recognized Whirlpool Corporation with the ENERGY STAR® Sustained Excellence Award.

Manufactured industry's first refrigerator certified to Association of Home Appliance Manufacturers' (AHAM) Sustainability Standard.

Exceeded 2007 GHG reduction target.



2013

Introduced the industry's first smart-grid enabled appliance suite.

Opened 10th LEED Gold-certified manufacturing plant in Cleveland, Tenn.

Established a zero waste to landfill goal for all of our global manufacturing facilities.



2014

Industry's first use of Honeywell Solstice® Liquid Blowing Agent in refrigerators, which offers a 99.9 percent decrease in global warming potential.¹

Three out of four manufacturing facilities in Brazil achieved zero waste to landfill goal.

Launched Sustainability Center of Excellence to drive results in the areas of home energy systems, life cycle assessments, recycling and material substitutions.



BEYOND

Partnering with Purdue University to develop the next generation of ultra low resource appliances.

Launching Global Sustainability Office 2.0 to accelerate global efforts.

¹GHG Equivalencies Calculator

Sustainability has always mattered.

In 1970, Whirlpool Corporation became the first home appliance manufacturer to open an office of environmental control. We have been leading the industry in sustainable initiatives ever since.



Maytag® 25 cu. ft. Ice2O® French Door Refrigerator with Better Built Compressor
MFT2574DEM
Assembled in Amana, IA

Over time, Whirlpool Corporation has worked to drastically improve refrigeration performance. The average energy use for today's models has decreased by more than 50 percent since 1987, while consumers are being offered a significantly wider range of options².

OUR APPLIANCES TELL THE STORY

- Today, our refrigerators are an average 22 percent larger,³ cost 75 percent less to operate⁴ and can be purchased for 35 percent less than the refrigerators built when we first started our sustainability efforts in 1970⁵—all while using less energy than a 60-watt incandescent light bulb.

MINIMIZING OUR IMPACT ON THE ENVIRONMENT

- With a zero waste to landfill goal for all of our global manufacturing facilities, we're minimizing the impact our operations have on the world's environment. In the U.S., we are implementing programs to move toward zero waste to landfill from our plants; in addition, three of our four plants in Brazil have already achieved zero waste to landfill status.

²Better Appliances: An Analysis of Performance, Features, and Price as Efficiency Has Improved; ACEEE Report

³Association of Home Appliance Manufacturers

⁴Whirlpool Corporation 2011 Sustainability Report

⁵Better Appliances: An Analysis of Performance, Features, and Price as Efficiency Has Improved; ACEEE Report


⁶GHG Equivalencies Calculator

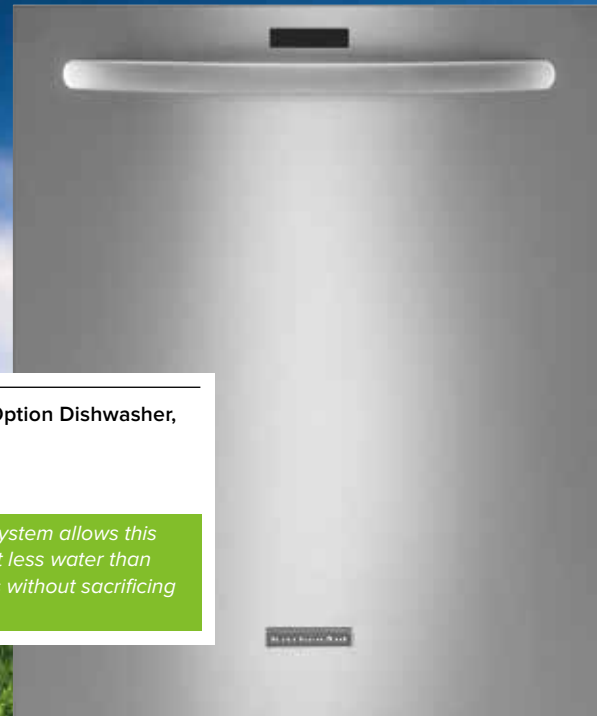
A 99.9% DECREASE IN GLOBAL WARMING POTENTIAL

- In 2014, Whirlpool Corporation became the first appliance manufacturer in the world to use Solstice® Liquid Blowing Agent (LBA)—a next-generation blowing agent.
- Incorporating Solstice® LBA will dramatically improve air quality, **equivalent to removing more than 400,000 cars from the road⁶**

“The use of insulation formulated with Honeywell’s Solstice LBA is helping us improve the environmental properties of our refrigerators without compromising the cost, quality and energy efficiency that Whirlpool customers have come to expect.”

Joseph Liotine
President, Whirlpool U.S. Operations

 In 1975 Whirlpool Corporation helped craft the U.S. Energy Policy and Conservation Act, legislation that helped to promote energy efficiency for consumer products nationwide.



**KitchenAid® 24" 5-Cycle/6-Option Dishwasher,
Architect® Series II**

KDTE554CSS
Assembled in Findlay, OH

The AquaSense™ Recycling System allows this dishwasher to use 33 percent less water than ENERGY STAR® requirements without sacrificing cleaning and drying.

Embracing responsibility

We're proud to accept the responsibility that comes with being industry leaders in sustainability. Whether it's in the development, use and recycling of our products, or the commitment we make to our communities, we'll continue to do the right things for our customers, partners and the world.

Appliances that have an impact

PRODUCTS THAT MAKE A DIFFERENCE

- Today, our appliances are dramatically more efficient than the appliances we manufactured when we began our sustainability efforts. Our clothes washers use 73 percent less water than those made in 1975, while our dishwashers use 64 percent less water.⁷
- AquaLift® Self-Clean Technology, offered in select ranges, delivers quick, easy and odor-free oven cleaning. Our most energy-efficient self-cleaning cycle available* uses water and low heat to release baked-on foods from the bottom of the oven. When the cleaning cycle is complete, soils and excess water can be easily removed with a dry towel.
- **85 to 90 percent of the materials in our appliances today are recyclable.** And with each new appliance we design and build, we continue to reduce our impact on the environment.

Whirlpool® 6.7 Total cu. ft. Double Oven Electric Range with Induction Cooktop

WG1925C0BS
Assembled in Cleveland, TN

This double oven offers a smaller baking cavity, perfectly suitable for most baking needs, requiring less energy to reach set temperatures. The induction cooktop also transfers energy directly to the cookware, increasing efficiency.



⁷Vs. traditional self-clean cycle



Whirlpool® Smart Front Load Washer with 6th Sense Live™ Technology

WFL98HEBU
Assembled in Clyde, OH

6th Sense Live™ Technology enables consumers to save money by having the appliance respond to signals from the utilities when energy prices change.*

APPLIANCES THAT CONNECT TO CONSUMERS' LIVES

- In 2013, Whirlpool® brand unveiled the world's first smart-grid enabled appliances – a smart refrigerator, smart dishwasher and smart laundry pair. Each appliance is incredibly efficient and can communicate with the emerging Smart Grid.
- Incorporating 6th Sense Live™ Technology, the appliances can be controlled remotely via a computer, smartphone or tablet. The appliances also offer notifications and alerts to consumers to deliver real-time information, such as energy rates and consumption.
- Precision Dispense Ultra, offered in select washing machines, holds enough detergent and additives for 12 loads**, releasing them by the correct amount and at the correct time during the cycle. The result for homeowners is both optimal fabric care and detergent savings of nearly 10 percent compared to manual fill.

“Seamless home management is what 6th Sense Live™ Technology provides, especially as connectivity becomes a larger priority in our daily lives. We're proud to provide our consumers with the ability to manage daily, essential tasks from anywhere with ease.”

Ron Voglewede
Whirlpool Corporation Global Sustainability Director

*Only available in limited areas that offer reduced off-peak rates
**Based on 2X concentrated detergent

OUR ACCOMPLISHMENTS

Building better communities

- Through our partnership with Habitat for Humanity International, Whirlpool Corporation has been addressing the issue of sub-standard housing since 1999. We have donated more than 140,000 ranges and ENERGY STAR® qualified refrigerators to new Habitat homes built across North America.
- Roughly half of all Whirlpool Corporation employees, worldwide, collectively spent nearly 424,000 hours volunteering for their favorite charities in 2012⁸. The time they spend volunteering takes place during paid “volunteer time off.”
- We are building American, for Americans. Whirlpool Corporation ranks number one among our competitors for the most U.S. manufacturing jobs, and 80 percent of the appliances we sell are designed, engineered and assembled in the U.S.
- The Whirlpool Corporation North American headquarters in Benton Harbor, Mich., achieved LEED Platinum certification, the highest obtainable level in the LEED standard. The building incorporates an open design that allows for maximum optimization of natural daylight and access to views. Additionally, the campus is designed to encourage the use of alternative transportation methods, providing 10 charging stations for electric vehicles and additional space for low-emitting and fuel efficient vehicles.

As the world's largest manufacturer of appliances, Whirlpool Corporation has a responsibility to appropriately source the raw materials we use for the appliances we build. Currently, over 85 percent of the materials in our home appliances are fully recycleable, and we have initiated a pilot take-back program for old appliances that recycles parts and materials even more completely.

Our Efforts Span the Globe

In Brazil, appliances are recycled directly in our factories. In Europe, we participate in the Waste Electrical and Electronic Equipment Directive, which requires proper appliance recycling.

Replacing old appliances?

Efficiency improvements have dramatically reduced the energy use of Whirlpool Corporation appliances, by as much as 50 percent for some models, but more can be done to improve average household energy efficiency. With 147 million refrigerators expected to be on the grid in 2016, replacing older, inefficient models will be the key to greater energy and greenhouse gas savings for our country. That's why Whirlpool Corporation is working every day to educate consumers on the benefits of appliance replacement.



In 2012, Whirlpool Corporation opened the largest cooking manufacturing facility in North America in Cleveland, Tenn. The 1.5 million square-foot facility earned Leadership in Energy and Environmental Design (LEED) Gold Certification from the U.S. Green Building Council.

Sustainable Manufacturing for a Sustainable Future

We accomplished this by incorporating smart and sustainable designs and features into the plant. The results reduced heat island effects around the facility, increased the efficiency of the plant's HVAC systems, reduced water usage at the plant by more than 40 percent compared to baseline levels, and recycled 20 percent of the materials used during construction.

This facility is a point of pride for our employees, who believe in protecting the environment in the communities Whirlpool Corporation calls home.



It's not just the right thing to do— it's the smart thing to do.

By 2016, it's estimated that the green homebuilding market could make up \$83–\$105 billion, or 26–33%, of the market.⁹ Today, green building is a segment to which the housing industry is paying very close attention. It's what the world needs and what consumers demand.

Every day, architects, designers, builders and remodelers are using Whirlpool Corporation products in their efforts to build more sustainable homes.



Awards, Acknowledgments & Key Partners

Corporate Responsibility Magazine's 100 Best Corporate Citizens

Ranked No. 42 in 2013

DiversityInc's Top 50 Companies for Diversity

Ranked No. 49 in 2011 list

ENERGY STAR® Partner of the Year Award for Sustained Excellence

Recognized with seventh consecutive award in 2012

FTSE4Good Index Series

Recognized since 2001

Forbes and Reputation Institute Top 25 Most Reputable U.S. Companies

Recognized from 2008 to 2013

Fortune's Most Admired Companies

Ranked No. 1 in Home Equipment/Furnishings
in 2011, 2012 and 2013

Newsweek's Green Rankings

Ranked No. 249 overall and No. 6 in
Consumer Products in 2012

Recognized since 2009

Ocean Tomo 300 Patent Index

Ranked in the index since 2005

Outie Awards Finalist for Workplace Excellence

2012

Corp! Magazine Salute to Diversity Award

2012 – Alejandro Quiroz

Silver Edison Best New Product Award

2012 – Whirlpool Ace

Straight for Equality Workplace Excellence Award from PFLAG (Parents, Families & Friends of Lesbians & Gays)

2013

Red Dot Product Design Award

2013 – Bauknecht BlackLine appliances

Harvard Business Review/McKinsey Prize Innovation Challenge Winner

2013

Governor's Iowa Environmental Excellence Award

2014 – Air Quality Category

Whirlpool Corporation has recognized the importance of sustainable living for more than 40 years.

We hope you will join us.

INSIDEADVANTAGE+



Visit InsideAdvantage.com to learn how Whirlpool Corporation can help you responsibly grow your business.



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MAYTAG®

KitchenAid

JENN-AIR®

Amana®