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W Labs of Whirlpool Corporation Turns Food Scraps into Fertilizer with New Zera™ Food Recycler

BENTON HARBOR, Mich., Nov. 15, 2016 /PRNewswire/ -- A revolutionary new food recycler from Whirlpool Corporation's innovation incubator, W Labs, is bringing new meaning to sustainability in the home. The Zera™ Food Recycler now gives consumers an easy and convenient way to help reduce the amount of waste they're sending to the landfill by converting food waste into ready-to-use, homemade fertilizer.



ZERA™
FOOD RECYCLER

The Zera™ Food Recycler, debuting this January at the Consumer Electronics Show (CES) 2017, can break down a week of the average family's food waste within 24 hours¹ - and 95% of a typical family's food waste overall.

"Zera™ is one of the first products from our global innovation lab - W Labs of Whirlpool Corporation - which fast-tracks products to market that address previously unsolved and real consumer needs," said Brett Dibkey, Vice President of Integrated Business Units at Whirlpool Corporation. "Zera™ has been designed to help families recycle household food waste, help reduce landfill waste, all while enhancing their own lawn and garden."

Fitting alongside most kitchen countertops, the Zera™ system utilizes oxygen, moisture, heat, a plant-based additive, and an agitator to expedite decomposition of food scraps, reducing its volume by two-thirds within 24 hours.

Unlike traditional composting methods, this unique food recycler allows families to recycle food year-round, even in colder climates where outdoor methods may not be possible. The process can be controlled via the Zera™ mobile app, offering the ability to remotely operate the machine.

"With an estimated 40% of food in the United States wasted every year, the Zera™ system ensures that food waste can be converted into a homemade fertilizer, as opposed to being disposed into a landfill," said Dibkey. "We're thrilled to be introducing this latest offering for home kitchens, which delivers on Whirlpool Corporation's promise of purposeful innovation."

The test market launch will be supported through a crowdfunding campaign in partnership with Indiegogo, set to go live on January 6, 2017 to coincide with the Consumer Electronics Show. The Zera™ system will be unveiled in select test markets including Austin, Chicago and San Francisco starting in April.

Zera™ is the third product to be launched by WLABs of Whirlpool Corporation. Earlier this year, WLABs also launched the Vessi™ Beer Fermentor and Dispenser system, giving users a chance to brew beer at home in as little as seven days.

Visit Zera.com to learn more and sign up for updates.

¹Based on estimated 3.5 kg household food waste for average U.S. family.

About Whirlpool Corporation

Whirlpool Corporation (NYSE: WHR) is the number one major appliance manufacturer in the world, with approximately \$21 billion in annual sales, 97,000 employees and 70 manufacturing and technology research centers in 2015. The company markets Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Bauknecht, Jenn-Air, Indesit and other major brand names in nearly every country throughout the world. Additional information about the company can be found at WhirlpoolCorp.com, or find us on Twitter at @WhirlpoolCorp.



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