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Whirlpool Corporation encourages consumers to go green with Refresh & Recycle, a first-of-its-kind refrigerator water filter recycling initiative

BENTON HARBOR, Mich., Sept. 29, 2014 /PRNewswire/ -- Whirlpool Corporation (NYSE: WHR) is launching a new recycling initiative that offers consumers a responsible alternative to throwing out their used refrigerator water filters. The company is introducing *Refresh & Recycle*, the first water filter recycling program by *Whirlpool Water*. Through a partnership with g² revolution, an innovative recycling company, every recycled refrigerator water filter is used in a new material rather than ending up in a landfill.



Whirlpool Corporation recommends that consumers replace their refrigerator water filter every six months for optimum performance. Rather than dropping used filters into the trash, consumers can take advantage of the company's new *Refresh & Recycle* mail-in program; a smart and simple way to recycle used refrigerator water filters. Each recycled filter means one less filter in our landfills. Recycled filters will be tested for material content and transformed into concrete aggregate used to build roads and other concrete structures.

"Our company has fostered a culture of responsibility for more than 100 years," said Maureen Sertich, North American sustainability lead for Whirlpool Corporation. "Our appliances are some of the most energy-efficient in the world. Whirlpool Corporation's corporate sustainability strategy is focused on reducing the environmental impact from our products at each stage of the lifecycle." The company's sustainability initiatives are aimed at all aspects of the business from materials and processes to product technologies and end of life recycling.

"This new *Refresh & Recycle* program not only gives our consumers a great option to manage their water filter disposal, but also helps them optimize the performance of their refrigerator water filtration by encouraging replacement of filters every six months," said Daniel Ehler, Sr. Marketing Manager, Whirlpool Consumer Products. "As an industry leader, we understand that creating a greener tomorrow is important to our consumers and this program is another step in that direction."

Recycling mailers are easy to use and can be purchased at g2 revolution's second life® store at g2rev.com for use in the continental U.S. The program will recycle used water filters from any of Whirlpool Corporation's U.S. brands and also accepts used refrigerator water filters of any other brand or manufacturer.

The Water Filter Recycling Kit includes:

- 1 - 9" x 12" postage-paid poly plastic mailer (for return shipping of filter)
- 1 - Water Filter Recycling Process instruction card
- Kit is shipped in a regular #10 white envelope

The *Refresh and Recycle* water filter recycling kit has an MSRP of \$8.99. Consumers will also receive a promo code for 10% off their next refrigerator water filter, redeemable on whirlpoolstores.com and valid on participating Whirlpool Corporation brands (*Whirlpool, Maytag, KitchenAid, Jenn-Air & Amana*).

To learn more about the program visit www.refreshandrecycle.com.

About Whirlpool Corporation

Whirlpool Corporation is the world's leading global manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2013, 69,000 employees, and 59 manufacturing and technology research centers around the world. The company markets *Whirlpool*, *Maytag*, *KitchenAid*, *Jenn-Air*, *Amana*, *Brastemp*, *Consul*, *Bauknecht* and other major brand names. We earn the trust of consumers in nearly every country by focusing on what matters most. Additional information about the company can be found at <http://www.whirlpoolcorp.com>

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