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Whirlpool Canada Honoured with 2013 ENERGY STAR Sustained Excellence Award

MISSISSAUGA, Ontario, Nov. 20, 2013 /PRNewswire/ -- Whirlpool Canada today was awarded the 2013 ENERGY STAR® Sustained Excellence Award by Natural Resources Canada (NRCAN). The award recognizes the company's continued and ongoing leadership when it comes to offering consumers energy and water efficiency through its leading home appliance brands.

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The NRCAN Sustained Excellence Award evaluates multiple product lines when determining the winner — making it a very comprehensive honour. This is Whirlpool Canada's tenth ENERGY STAR award. Whirlpool has been honoured with 26 ENERGY STAR awards overall in North America, more than any other appliance manufacturer.

"The Sustained Excellence Award shows a deep and ongoing commitment to the ENERGY STAR program in Canada that we're proud of," said Gary Power, vice president and general manager, Whirlpool Canada. "Our focus to provide the best appliances to our customers goes hand in hand with ENERGY STAR qualified products; our partnership with the ENERGY STAR program in Canada is paramount to our business."

As the market leader in efficiency, Whirlpool has a strong history of making energy and water consumption a priority. Features in its washing machines and dryers highlight innovations when it comes to water and energy efficient products. For example, all front load models now include new efficiency features such as the Eco Boost option where the dryer uses lower water temperatures with higher tumbling action to dry clothes, Eco Monitor which provides visuals of how efficient any given washing cycle is and Adaptive Clean that ensures the correct water — every time without overuse.

There was a strong emphasis on kitchen appliances as well for the Sustained Excellence Award where refrigeration also was highlighted, as all Whirlpool brand models introduced in 2013 were ENERGY STAR Qualified. In addition, energy efficient dishwashers now include the industry-exclusive Eco Dry option — the most efficient drying option on Whirlpool brand dishwashers. With a shorter heating time, this feature uses 70 per cent less energy compared to using the Heated Dry option.

Product launches and other innovations from the past year include:

-- All new Alpha Front Load washing machine models are ENERGY STAR qualified as well as include larger capacities for fewer loads. They also all include new efficiency features including: Eco Boost option, Eco Monitor, special Cold Wash cycle design, Adaptive Clean and Precision dispense

-- New 36" French Door Bottom Mount refrigerators deliver on efficiency ranging from superior food preservation resulting to fewer trips to the grocery store to Bright LED lighting for enhanced energy saving

-- New ovens featuring Aqua Lift technology means cleaning with water at lower temperatures and less time than other oven-cleaning methods

-- New Whirlpool brand dishwashers include a variety of energy efficient options in addition to qualifying for ENERGY STAR status including the industry-exclusive Eco Dry option. Perfect for those who want to save energy, its shorter heating time uses 70 per cent less energy compared to using Heated Dry.

-- Whirlpool brand had invested more than \$1.4 million to the education of ENERGY STAR qualified products

-- Social media was also given much attention in 2012 and the Whirlpool websites attracted almost four million visitors over the course of the year; the company's Great Green Challenge III resulted in more than 50 million impressions, showcasing ways Canadians can connect with other families who are trying new ways to conserve energy.

About Whirlpool Corporation

Whirlpool Corporation (NYSE: WHR) is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$18 billion in 2012, 68,000 employees, and 65 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 to consumers in nearly every country around the world. Additional information about the company can be found at <http://www.whirlpoolcorp.com>.

About Whirlpool Canada

Whirlpool Canada is one of Canada's leading marketers and suppliers of home appliances with annual sales approaching \$1 billion in 2012. Whirlpool Canada employs approximately 230 people nationwide, and is headquartered in Mississauga, Ontario. Whirlpool Canada has an impressive portfolio of high consumer-appeal brands that includes Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, and Inglis. For more than two decades, Whirlpool has led the way in making energy and water conservation a priority, and as a result, has driven innovation especially in High Efficiency Top Load Laundry units. In Canada, Whirlpool specifically offers some of the most water- and energy-efficient kitchen and laundry products that are on the market. Additional information can be found at www.whirlpool.ca.

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