



October 11, 2016

Whirlpool Corporation Partners with How2Recycle to Help Consumers Recycle Product Packaging

BENTON HARBOR, Mich., Oct. 11, 2016 /PRNewswire/ -- Whirlpool Corporation today announced a partnership with standardized labeling system How2Recycle, which gives consumers simplified instructions on how to best recycle product packaging materials.



Whirlpool Corporation becomes the first appliance manufacturer to become a member of How2Recycle, building upon the company's commitment to offering consumers sustainable solutions for their home by facilitating responsible recycling of product packaging.

"We are planning to make it even easier for our consumers to do the right thing the right way," said Ron Voglewede, Global Sustainability Director at Whirlpool Corporation. "In the future, this partnership will allow us to inform homeowners on the best way to manage and eliminate waste while helping lower their impacts in their own communities."

With all the different types of materials on the market today, learning how to responsibly dispose of product packaging can be confusing for some consumers. However according to a recent consumer survey conducted by How2Recycle, 50 percent of respondents reported changing their behavior based off what they learned from the packaging labeling system.

This new partnership with How2Recycle is part of Whirlpool Corporation's larger commitment to sustainability, including helping consumers in areas from energy efficiency to waste reduction. The company has received 38 ENERGY STAR® Awards since 1998 - more than any other appliance manufacturer in the U.S. and Canada.

Corporate sustainability and waste reduction is also a priority across Whirlpool Corporation's manufacturing and supply chain functionalities, with the company recently reaffirming its zero waste to landfill goal in every manufacturing facility across the globe by 2022.

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.

About How2Recycle

The How2Recycle Label is a U.S.-based standardized labeling system that clearly communicates recycling instructions to the public. How2Recycle is a project of the Sustainable Packaging Coalition®, a membership-based group that brings together business, educational institutions, and government agencies to collectively broaden the understanding of packaging sustainability and develop meaningful improvements for packaging solutions. For more information, follow us on Twitter @How2Recycle or go to our website at www.How2Recycle.info.

Logo - <http://photos.prnewswire.com/prnh/20040202/DETU004LOGO>

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/whirlpool-corporation-partners-with-how2recycle-to-help-consumers-recycle-product-packaging-300342503.html>

SOURCE Whirlpool Corporation

News Provided by Acquire Media