



SENSING THE DIFFERENCE

Whirlpool's emphasis on innovation has made it one of Europe's leading household appliance brands. The strategic investments it continues to make in design, manufacturing and the community lie at the heart of its commitment to maintaining customer loyalty and retaining its prominent position within such a competitive industry. Technological advancements are at the core of its product offering.



Market

Whirlpool is a leading producer of major home appliances in North America and Latin America with a significant presence in markets throughout India, China and Europe. It is the number one brand in Europe, where it is experiencing growth in the premium brand segment, and is continuing to expand into emerging markets.

As with many other industries, 2008 was a challenging year for home appliances. The volatile economic climate and decline in consumer demand naturally had an impact on Whirlpool; net sales for the year totalled US\$18.9 billion, a three per cent drop on the

previous year. Latin America and Asia delivered strong sales and operating profit but North America and Europe were hit harder.

However, while the company has had to reduce costs in some areas, it is maintaining investment in product innovation. It has been following a strategy of redesigning parts and components to global standards to lower costs and improve quality and speed to market.

Product

Today's consumer expects space-conscious kitchen appliances that integrate function and design. Whirlpool, which manufactures and markets a full range of home appliances,



has consistently been at the forefront of innovative technological solutions to better meet consumers' evolving needs.

Whirlpool's range of built-in products offers high-specification, anti-fingerprint stainless steel ovens, wine cellars, coffee machines, extractor fans and under-counter cooling drawers.

The brand's range of built-in products plays a vital role in its growth strategy. The range offers style combined with intelligent functionality and customised features such as text-assisted displays and its patented '6th Sense' technology designed to sense, adapt and control.

Achievements

With 14,000 employees, a sales presence in more than 30 European countries and manufacturing sites in seven, Whirlpool



Europe is a wholly owned subsidiary of Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances. Globally, Whirlpool Corporation has 70,000 employees and 69 strategically located manufacturing and technology research centres. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Bauknecht and a host of other major brands around the world.

It was awarded two iF product design awards in 2009 for the Whirlpool Glamour Oven and for GREENKITCHEN, its eco-system design concept. This is the second award for GREENKITCHEN; it won a Gold SPARK Award in October 2008.

In April 2008, Whirlpool gained an Honorary Mention in four categories at the ninth Annual Process Excellence Summit in London. The awards were for Best Project Contributing to Innovation, Best Fast Track Project, Best Process Improvement in Manufacturing Project and Best Design for the Six Sigma Project.

Recent Developments

Whirlpool recently unveiled GREENKITCHEN, its prototype for a sustainable integrated kitchen and an industry first. GREENKITCHEN – scheduled to enter the marketplace in 2010 – was designed in response to increasing consumer demand for more eco-friendly products and is a key part of the brand's environmental strategy.

The concept is to deliver ecological benefits through adapting, recycling and reducing. These are achieved with a range of integrated appliances that optimise the use of heat and water and increase energy efficiency by up to 70 per cent. With green living at the forefront of today's consumers' minds, GREENKITCHEN focuses on four distinct areas to achieve energy savings: products, eco-system,

behaviour and co-generation – where domestic electricity is generated via systems producing hot water and electricity at the same time.

Its latest washing machine range includes Whirlpool's innovative AquaSteam technology. The design is modern and minimalist, featuring soft edges, crisp lines and a smooth integration of features for an overall sleek, modern feel combined with maximum ease of use.

For kitchens, its built-in Glamour Line aims to be luxurious while providing outstanding performance, superior quality and ease of use. It employs some of the most advanced engineering technologies, resulting in innovations such as a full glass door structure. The oven and the hood are made of the finest quality glass to offer flawless precision and aesthetics, lending a striking look to the entire kitchen.

Promotion

Whirlpool pursues its business objectives while helping to improve the lives of people in the communities in which it operates. Its most important corporate social responsibility project is its partnership with Habitat for Humanity, a charity that is committed to providing simple, decent, affordable houses for families in need in more than 100 countries. Whirlpool has supported this global, non-profit organisation in many ways for a number of years. As well as providing products, to date more than 3,500



employees have volunteered to help physically build new homes.

In 2001, the charity recognised Whirlpool Corporation for its commitment as the largest corporate donor to the project; since the beginning of the programme, Whirlpool has supported Habitat for Humanity with an investment of more than US\$25 million and donated 62,000 appliances.

Brand Values

Whirlpool strives to make intelligent appliances that make people's lives more efficient and pleasurable. The brand is about relentless inquiry and innovation, to produce industry-leading design and technological solutions to better meet consumers' needs. New design trends, technological advances, evolution in society and changes in domestic behaviour have all played a part in the development of its groundbreaking designs.

whirlpool.co.uk

Things you didn't know about Whirlpool

A refrigerator in the GREENKITCHEN range is designed to save up to 46 per cent more energy than regular models.

Whirlpool operates three of Europe's seven largest factories.

Whirlpool products can be found in more than 200 million households worldwide.

Whirlpool has been a specialist in home appliances for 98 years.

1911	1919	1989	2006	2008	2009
Upton Machine Corporation is founded in St Joseph, Michigan, to produce electric motor-driven wringer washers. In 1929 it merges with the Nineteen Hundred Washer Co.	Gottlob Bauknecht starts a small electric workshop in Taillfingen, Germany, eventually establishing his first factory in 1933. Philips acquires the Bauknecht business in 1982.	Whirlpool Corporation and Philips form a European joint venture; Whirlpool Corporation becomes the sole owner in 1991.	In March, Whirlpool completes the acquisition of Maytag.	GREENKITCHEN, a prototype for a sustainable integrated kitchen and an industry first, is launched. It is scheduled to enter the marketplace in 2010.	Whirlpool's freestanding design line is launched while its Glamour range brings a new dimension to built-in kitchens.