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“Whirlpool Corporation helps build better communities by bringing meaningful and innovative solutions to the challenges our consumers and society face every day.”

Whirlpool Corporation has a long history creating opportunities for people and the communities in which they live. To achieve this success, Whirlpool has operated on a simple guiding principle — “There is No Right Way to Do a Wrong Thing.” As we stated in 1969, one cannot separate the products we make from the communities in which they operate. How we connect with our consumers in the home and provide them the time- and effort-saving convenience of appliances, while improving performance and lowering their impact, is the core of what we do, creating meaningful, positive change.

Whirlpool Corporation helps build better communities by bringing meaningful and innovative solutions to the challenges our consumers and society face every day. This is essential in growing as a company. We launched several key product innovations last year to deliver on that fundamental promise. In North America, we launched the next iteration of the heat pump dryer delivering 70 percent energy savings, while reducing cost, and in a slimmer size to fit in more places like urban living spaces and smaller homes. We launched our Supreme NoFrost refrigerator in Europe that achieves A+++ -10 percent energy level, while being No. 1 in food preservation. In addition, the product uses our 6TH SENSE LIVE connected technology, which gives food preservation tips and help to families to achieve even better results as well as energy management with smart grids.

Taking that purposeful innovation further, we continued our work on the Re-trofitted Net-zero Energy, Water, and Waste (ReNEWW) House collaborative, live-in research facility at Purdue University. It is the first net-zero retrofit home in the country. We are in our second phase of the program and have completed retrofits in the water systems to achieve net-zero water usage in addition to the net-zero energy systems installed in 2014. The ReNEWW house now has more than 10 collaborators from various industries such as home building, plumbing and HVAC industries. Our successes have been shared with numerous home building, academic, and architectural organizations and designers around the United States, and we have recently joined the World Business Council for Sustainable Development’s Sustainable Lifestyles group to facilitate more cross-industry collaboration and make the ReNEWW concept global.

By bringing technology and people together to achieve purposeful, meaningful and positive change, Whirlpool Corporation is unique in the industry in addressing large societal challenges. We embrace innovation that leads to technology that isn’t in conflict with building lives, homes and communities but rather brings them together.



A handwritten signature in black ink that reads "Jeff M. Fettig".

Jeff M. Fettig
Chairman and CEO