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## Whirlpool Corporation Makes Green Living Options a Reality with Green Touch™ Program for the Building Industry

LAS VEGAS (Las Vegas Convention Center, #C5843) (Jan. 20, 2009) – The Whirlpool Corporation Green Touch™ Program is making it easier to design, build and market sustainable homes. The program provides builders with a variety of practical solutions to help make a sustainable difference, such as sustainable products, design tools and marketing assistance.

### Sustainable Products

With nearly 600 ENERGY STAR® qualified and additional water- and energy-efficient appliances to choose from in its portfolio of brands, Whirlpool Corporation provides numerous appliance packages that save water and energy and promote healthy indoor air quality.

“As part of the program, we consult with our builder customers to provide them with appliance packages that meet the requirements of today’s sustainable homes, while also fitting homebuyers’ lifestyle needs,” said Tracy Frye, senior contract marketing manager at Whirlpool Corporation. “From kitchens and laundry rooms, to HVAC products, we’re here to make specifying sustainable appliances as easy as possible.”

### Sustainable Design Tools

Whirlpool Corporation is leveraging digital technology to offer the building community the tools they need to streamline their design process, save time and specify ENERGY STAR® and other energy- and water-saving products. These instruments provide cutting-edge, Internet-based tools that simplify the design, project visualization and product selection process, including:

- more -

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- The Green Appliance Collection at the Google® 3D Warehouse - This collection of 3-D appliance models includes sustainable appliances from *Whirlpool*, *KitchenAid*, *Jenn-Air* and *Gladiator* brands. Downloading 3-D appliance models from the collection makes it easier to visualize home designs than having clients try to interpret a floor plan.
- Green Home Collection at the Google® 3D Warehouse - The collection is an all-digital gallery of homes showcasing the latest green practices. Through Google® SketchUp™, builders and designers can take 3-D virtual tours and be inspired by architects and designers who have translated sound, sustainable ideas into comfortable, livable dwellings.

Additionally, the company's Sustainable Kitchen is a kitchen and laundry showcase that features all sustainable products, including building materials from a number of different manufacturers. The area was created to inspire attendees of building and architectural trade shows and conferences with sustainable design ideas.

### Marketing Assistance

To help builders communicate and promote their sustainable efforts, Whirlpool Corporation is giving builders who incorporate its sustainable appliance suites with an opportunity to participate in the Green Touch™ Certified Kitchen and Green Touch™ Certified Laundry awards. After earning these awards, builders may display them within home plans, design centers or model homes to recognize their' eco-efficiency efforts.

Also, the Green Touch™ Program Excellence in Sustainability Awards salute sustainable building projects that feature appliances from Whirlpool Corporation's portfolio of brands. These awards offer builders the opportunity to gain visibility for their product knowledge, design ideas and sustainable insight. Winning projects must demonstrate sustainable building practices, as defined by LEED® and NAHB guidelines, and feature a sustainable full kitchen or laundry suite from Whirlpool Corporation.

For more information, please visit [insideadvantage.com/sustainable](http://insideadvantage.com/sustainable) or call 1-800-253-3977.

### About Whirlpool Corporation

Whirlpool Corporation works to exceed expectations with appliances that help building professionals create homes of distinction. The company's The Inside Advantage™ Program offers Powerful Brands, Innovative Products, Targeted Services and Consumer Insight to support building professionals.

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of more than \$19 billion, more than 73,000 employees and 69 manufacturing and technology research centers around the world. The company markets *Whirlpool*, *Maytag*, *KitchenAid*, *Jenn-Air*, *Amana*, *Brastemp*, *Bauknecht* and other major brand names to consumers in nearly every country around the world.

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