

Innovation that Matters



What better proof of true, meaningful, ongoing innovation than **101 years of staying power**.

Whirlpool Corporation's **advanced, life-improving products** are welcomed into homes decade after decade after decade.

We are completely focused on our consumers. We know them inside and out. So our products offer **innovation that matters to you** – great new products people want and need.

This same consumer-centric innovation is embedded in Whirlpool Design Centers throughout the world. We tune in to **what matters in different cultures** and deliver on

that insight.

Innovation tools and thinking are embedded in every part of our company.

Because when **innovation comes from everyone**, big changes happen – decade after decade after decade.



MOMENTS OF PAST INNOVATION

- **1911:** 1st electric clothes washer
- **1937:** 1st iconic *KitchenAid* stand mixer
- **1949:** 1st *side-by-side* refrigerator
- **1956:** 1st washers & dryers in trendy colors
- **1967:** 1st countertop microwave oven
- **1999:** 1st large capacity front-load washer in U.S. market

INNOVATION FOR TODAY

- Launch of first U.S. Smart appliances – with *6th Sense Live Technology*
- *Brastemp Active! Smart Cook* range in Latin America, connects with smart phones and downloads recipes from *Brastemp Club* app
- *Whirlpool White Ice* and *Black Ice Kitchen Collections* have the industry rethinking high-end finishes and materials
- *Whirlpool Duet* Steam laundry technology senses and automatically adapts to the fabrics and soils of each load
- *Bauknecht's* new *ShockFreeze* technology in Europe freezes food and keeps the full flavor and quality

PRODUCT LEADERSHIP FOR TOMORROW

- Environmentally sustainable packaging
- Next Generation eco-friendly insulation
- Nonaqueous clothes washers
- Applying advanced innovation and ideas to the unique needs in emerging markets

AWARD-WINNING INNOVATION

- **2010-11:** *Fast Company's* 6th Most Innovative Company, Consumer Products
- **2012:** *Fortune's* Most Innovative Company, Home Equipment
- **2013:** Winners in the HBR & McKinsey Innovating Innovation M-Prize
- **2013:** Patent portfolio ranked 3rd on Patent Board's Consumer Products Industry