

Working together for well-being - Whirlpool joins IWBI Membership Program

Whirlpool helps to drive innovative global health and well-being initiatives by becoming member of leading global movement

MARCH, 2023 - Whirlpool has announced that it will be supporting and collaborating with the [International WELL Building Institute](#) (IWBI), by joining the IWBI Membership Program. IWBI is the world's leading organisation that aims to transform health and well-being through a people-first approach to buildings, organisations and communities. As a pioneer in developing smart solutions to support well-being, Whirlpool has become an IWBI Keystone member, where they can demonstrate their role in health and wellness.

IWBI knows that the spaces around us can make everyone healthier, happier and more productive and aims to transform health and **well-being** with a people-first approach to buildings, organisations and communities. An initiative of IWBI, the **WELL Building Standard (WELL)** promotes a breadth of principles to advance **human health** and **well-being**, designed to create and **certify happier, healthier and more productive spaces**. WELL also advocates for best practices for organisations of every size and in mindful product design.

"At Whirlpool, we passionately believe that self-care and well-being start at home. We are committed to creating environments where people can relax and focus on the things that really matter - all supported by our effortless and intuitive smart solutions, designed for our consumers' well-being." explains **Alexandra Rusu, Head of Whirlpool Brand & Strategic Alliances EMEA**.

Alexander Izov, EMEA Brand Manager, Whirlpool continues: *"This vision is perfectly aligned to the values of IWBI, which is why we are proud to be supporting and helping to drive forward this compelling global movement. Whether it's offering a pathway to develop best practices or providing a gold standard for consumers' well-being, we are excited to be collaborating with IWBI and exploring future partnership opportunities."*

"We are delighted to welcome Whirlpool as an IWBI Keystone member," said **Ann Marie Aguilar, Senior Vice President EMEA, International WELL Building Institute**. *"As a champion of well-being in the home, Whirlpool is a strong advocate of the movement – developing solutions to support healthier, less*



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stressful physical spaces. As we learn more about the relationships between the physical environment and human health, excellence in product design can be a vital pillar in improving quality of life.”

Whirlpool will be working with IWBI throughout their inaugural membership year to showcase and emphasize the **importance of well-being in the home and work environments**.

About Whirlpool Corporation:

Whirlpool Corporation (NYSE: WHR) is committed to being the best global kitchen and laundry company, in constant pursuit of improving life at home. In an increasingly digital world, the company is driving purposeful innovation to meet the evolving needs of consumers through its iconic brand portfolio, including *Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Bauknecht, JennAir, Indesit, Yummly and InSinkErator*. In 2022, the company reported approximately \$20 billion in annual sales, 61,000 employees and 56 manufacturing and technology research centers. Additional information about the company can be found at WhirlpoolCorp.com.

About the International WELL Building Institute:

The International WELL Building Institute (IWBI) is a public benefit corporation and the world’s leading organization focused on deploying people-first places to advance a global culture of health. IWBI mobilizes its community through the administration of the WELL Building Standard (WELL) and WELL ratings and certifications, management of the WELL AP credential, the pursuit of applicable research, the development of educational resources and advocacy for policies that promote health and well-being everywhere. More information on WELL can be found [here](#).

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