



**FOR IMMEDIATE RELEASE**

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## **The Beko EverFresh+® Difference** **TECHNOLOGY BACKGROUNDER**

*Groundbreaking technology pairs with Active Fresh Blue Light and Neo Frost to keep fruits and vegetables fresh for up to 30 days while preserving vitamins, minerals and nature's original tastes*

Guided by the premise that healthy living is only truly possible on a healthy planet, [Beko U.S., Inc.](#) is committed to developing next-generation home appliances with the proven technologies and product features to simultaneously promote sustainability, health and wellness. Job #1 for the U.S. subsidiary of Arçelik A.Ş., operating in more than 145 countries worldwide, is to provide the ovens, ranges, cooktops, microwaves, refrigerators, freezers, dishwashers, washers and dryers that will empower Americans toward a zero-carbon future.



Certainly, no one innovation better symbolizes Beko's dual focus on personal and planetary health than **EvertFresh+®**, the groundbreaking food-preservation technology included with all Beko refrigerators that keep fruits and vegetables fresh for up to 30 days. This revolutionary, only-at-Beko series of crispers uses breathable smart materials and other advances to maximize humidity and minimize moisture loss, thus remarkably prolonging the life of fresh fruits and vegetables for up to a month, three times longer than refrigerators without this technology.

Beko refrigerators pair this technology with **Active Fresh Blue Light**, which recreates photosynthesis conditions to preserve vitamin C and fruit and vegetable taste, as well as an energy-saving **ProSmart inverter compressor** to keep produce as vibrant, nutritious and delicious as nature intended.

Thanks to technology advances perfected by the Beko R&D team, this proprietary ProSmart inverter allows Beko refrigerators to maintain a constant cooling temperature at reduced speed, resulting in

quieter operation, greater energy savings, fewer temperature fluctuations and maximum food preservation in both fresh and freezer compartments.

And the Beko food preservation story continues with **Neo Frost Dual Cooling**, which miraculously allows for multiple-refrigerator-compartment evaporation using only a single, energy-saving compressor. For homeowners tired of the unpleasant tastes and odors associated with most refrigerators on the market – and their ice and other food tasting like fish! – Beko product engineers developed a special valve system that eliminates air transfer between fresh and frozen compartments.

Ultimately, Beko technologies keep fruits and vegetables fresh for up to 30 days, preserve nature's essential vitamins, minerals and original produce tastes, and offer maximum quietness and energy savings.

And verified test results prove it. In a 2019 independent test conducted by UL Verification Services, Inc., of Newton, Iowa, Beko refrigerators with EverFresh+, Active Fresh Blue Light and Neo Frost Dual Cooling outperformed competitor brands and refrigerator-freezers tested for preserving produce freshness, as measured in the decomposition rates for strawberries, broccoli and lettuce. Beko outperformed the competition in nearly every instance.

For the consumer, the potential is dramatically less food waste, healthier eating and a reduced carbon footprint thanks to less frequent shopping trips. For dealers, designers, builders and architects, as well as dietitians, chefs and foodies, the result is yet another reason to choose Beko over the competition.

Beko will highlight EverFresh+® with an aggressive consumer promotion and educational campaign targeting the growing percentage of Americans passionate about living a healthier, more sustainable life.

And later this year, we'll introduce the **Beko 36" French 3-Door Refrigerator**, featuring EverFresh+® with Active Fresh Blue Light technology and a new, environmentally friendly refrigerant that will be extended to Beko's entire cooling lineup to deliver Zero OPD and Very Low GWP.

To visit a special Beko landing continually updated with the latest sustainability, health and wellness information, go to [www.beko.com/us-en/healthy-life-and-planet](http://www.beko.com/us-en/healthy-life-and-planet).

#### **About Beko US Inc.**

Beko US, Inc., is a sister company to Beko, Europe's #1 freestanding home appliance brand, and the U.S. subsidiary of Arçelik A.Ş., operating in more than 145 countries worldwide. Beko's mission is to offer next-generation home appliances – from ovens, ranges, cooktops and microwaves to refrigerators, freezers, dishwashers, washers and dryers – with the proven technologies and product features to empower Americans to live healthier lives and contribute to a healthier planet. For information, visit [www.beko.com/us-en](http://www.beko.com/us-en).

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**About Arçelik:**

With 32,000 employees throughout the world, 12 brands (Arçelik, Beko, Grundig, Blomberg, ElektraBregenz, Arctic, Leisure, Flavel, Defy, Altus, Dawlance, Voltas Beko), sales and marketing offices in 43 countries, and 22 production facilities in 8 countries, Arçelik offers products and services in nearly 150 countries. As Europe's second largest white goods company by market share (based on volumes), Arçelik reached a consolidated turnover of 5 billion Euros in 2020. With almost 70% of its revenues coming from international markets, Arçelik is the R&D leader in Turkey – holding more than 3,000 international patent applications to date with the efforts of 1,600 researchers in 15 R&D and Design Centers in Turkey and R&D Offices across five countries. Arçelik is named the "Industry Leader" in Durable Home Appliances category for the 2nd year in a row in Dow Jones Sustainability Index 2020 and in accordance with PAS 2060 Carbon Neutrality Standard, became carbon-neutral in global production plants in 2019 and 2020 fiscal years with its own carbon credits. <http://www.arcelikglobal.com>

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