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Beko HarvestFresh™

REFRIGERATOR TECH BACKGROUNDER

Three-color light technology simulates the 24-hour sun cycle to extend the life of produce and essential vitamin content

Guided by the premise that healthy living is only truly possible on a healthy planet, and borrowing on the 67-year sustainable legacy of its parent Arçelik A.Ş., [Beko Home Appliances USA](#) is committed to becoming the definitive health and wellness brand in the U.S. This ambitious goal is supported by a product line offering tangible health, wellness and sustainability benefits; zero-carbon manufacturing that reduces Beko's carbon footprint; and competitive pricing to make healthy, sustainable living accessible to all. The American subsidiary of Beko and one of Europe's top three and fastest-growing appliance brands and has a product presence in more than 400 million homes and serves more than 135 countries.



Following the success of EvertFresh[®], the refrigerator crisper technology introduced in 2021 to keeps fruits and vegetables fresh for 30 days, Beko's R&D team set out to devise a way to also extend the life of the essential vitamins and minerals in fresh produce.

The answer became **HarvestFresh™**, a three-color light technology that simulates the 24-hour natural sun cycle – Blue Light at sunrise to initiate photosynthesis, Green Light at midday to capture the strongest sunlight, and Red Light at sunset to prepare for the night before going dark until dusk – to preserve vitamins A and C in fresh vegetables longer. Thanks to the latest in light technology and breathable smart materials, Beko's proprietary crispers maximize humidity and minimize moisture loss to keep fruits and vegetables fresh for up to a month, three times longer than refrigerators without this technology, while extending the life of essential vitamins and minerals in the produce.



Beko refrigerators pair this technology with an energy-saving **ProSmart inverter compressor** to keep produce as vibrant, nutritious and delicious as the day it was harvested. By maintaining a constant cooling temperature at reduced speed, this next-generation compressor provides quieter refrigeration operation, greater energy savings, fewer temperature fluctuations and maximum food preservation in both fresh and freezer compartments.

The Beko food preservation story continues with **Neo Frost Dual Cooling**, which allows for multiple- compartment evaporation using a single, energy-saving compressor. For homeowners tired of the unpleasant tastes and odors associated with many of the 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 2020 independent test conducted by Intertek, Beko refrigerators with HarvestFresh increased Vitamin A and C concentration, as measured in tomatoes, green peppers, carrots, spinach and celery directly exposed to the technology compared with Day 0 conditions over five days.

For the consumer, the potential is dramatically less food waste, healthier eating and the potential for a reduced carbon footprint due to fewer shopping trips. For dealers, designers, builders and architects, chefs and foodies, the result is another reason to choose Beko.

The new line is the centerpiece of the Beko Healthy Kitchen, a best-in-class collection of people, partnerships and products designed to explore the kitchen as the intersection of personal and planetary health in the American home.

Beko’s HarvestFresh Refrigerators will be available in seven models beginning in April 2023 and in Beko’s entire line by Summer 2023.

For more on Beko and the products and initiatives supporting its healthy living, healthy planet premise, go to <https://www.beko.com/us-en/healthy-kitchen>.

About Beko US Inc.

Beko U.S., Inc. is the American subsidiary of the global household appliances company Arçelik. Committed to the premise that healthy living is only possible on a healthy planet, Beko specializes in cooking, cooling, and cleaning products that empower homeowners to live healthier, more sustainable lives. The brand has received numerous accolades for protecting the environment, including the Environmental Protection Agency (EPA)'s highest honor for energy efficiency each of the past seven years and *Good Housekeeping's* 2021 and 2023 Sustainable Innovation Awards in the Smart Sustainable Home Appliance and Conscientious Home Gear categories, respectively. For more information, visit www.beko.com/us-en.

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