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Beko: What Happens to One, Happens to All Sustainability Backgrounder

The appliance brand on a mission to be one of the world's most sustainable companies – because healthy living is only truly possible on a healthy planet.

At [Beko U.S., Inc.](https://www.beko.com), the focus has always been on empowering the next generation to live healthier lives. This ambitious task is accomplished by creating innovative products with sustainable technologies for the environment, a manufacturing process designed to reduce the global carbon footprint, and a commitment to developing products that benefit the customers and have a long-ranging benefit to the earth itself.



Guided by the overarching sustainability promise and allegiance of Beko's parent company, Arçelik, this **dual-commitment to personal and planetary health** focuses the brand's efforts and differentiates it from every other appliance and houseware company.

Beko is at 100% sustainable operations as a part of Arçelik's mission to be a global leader. The brand was among the first appliance makers to reach carbon-neutral production in 2019 – and the first to finish with carbon credits in 2020 (per the PAS 2060 Carbon Neutrality Standard).

With a guided promise and vow to break the mold in alternative areas of sustainability, the company is rethinking its packaging with a goal to eliminate non-recyclable packaging and shipping materials, and meeting industry-leading greenhouse gas emissions-reduction targets consistent with the Paris Agreement's goal of limiting temperature increase to well below 2 C.

Beyond a traditional definition of sustainability, Beko is committed to being the definitive health and wellness brand in the appliance industry – and is introducing the tangible, next-generation technologies and products that provide for personal *and* planetary health.

Beko's Path to Sustainability

Beko is the only brand that takes a holistic look at health – using the argument that healthy living is only truly possible on a healthy planet.

- **Every Crop Matters – Reducing Food Waste**
Up to 40% of American food production ends up in landfills, which wastes resources and contributes to climate change. At Beko, the EverFresh+® technology in our refrigerators preserves the life of fruit and vegetables for up to 30 days.
- **Every Breath Matters – Protecting the Ozone Layer**
Beko refrigerators use an environmentally friendly refrigerant called R600a, which is less harmful to the ozone layer than previous refrigerant technology and over 32% more efficient.
- **Every Drop is Vital – Reducing Water Usage**
Water is a scarce and precious resource. At Beko, our dishwashers exceed the already stringent EPA guidelines for water conservation by 47%.
- **Every Spark Restores – Reducing the Carbon Footprint**
Global energy demand is ever-increasing. By investing in technologies that reduce energy consumption in our products, we help reduce households' energy consumption.



Strengthening Beko's healthy living/healthy planet promise in 2021 is a year-long focus on **EverFresh+®**, which consists of a revolutionary new crisper that uses breathable smart materials and other advances to maximize humidity and minimize moisture loss, thus prolonging the life of fresh produce for up to a month. 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 the produce fresh for twice as long as conventional refrigerators without this technology.

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.

Products in the Spotlight for a Healthier Future

- **REFRIGERATORS**
Beko refrigerators utilize EverFresh+® with Active Blue Light Technology that preserves the life of fruits and vegetables for up to 30 days, all while consuming less energy. It's extended life for your produce and your refrigerator.

 - With EverFresh+®, fruit and vegetables are fresh for up to 30 days
 - Vitamins in fruit and vegetables are preserved

- **FREEZERS**
Thanks to innovative technology, Beko freezers perform at temperatures between 5° F and 109° F without any loss of performance, all while using 50% less energy than EPA standards.
 - Inverter Compressor – Works in all weather conditions with less energy usage
- **DISHWASHER**
Beko's dishwashers exceed U.S. Department of Energy standards for energy usage by 24% and water usage by 47%, earning us the ENERGY STAR® Most Efficient Award.
 - Saves over \$1,300 annually compared to handwashing
- **DRYERS**
Beko's revolutionary closed-loop heat exchange system reuses the hot air during drying cycles, conserving energy, as well as over 50% in savings compared to conventional dryers.
 - Ventless Heat Pump Technology gently and effectively removes moisture from clothes
- **WASHERS**
Beko's highly efficient washers not only use 30% less energy than EPA standards, and the water level sensor makes sure that no water is not wasted.
 - ProSmart Inverter Motor is powerful and gentle for you and the world

Awards and Achievements

Committed to leaving a habitable world for future generations, our parent company Arçelik is recognized worldwide for its sustainability efforts.

- **ENERGY STAR® Award**
The Environmental Protection Agency (EPA) and Department of Energy awarded Beko with their **third consecutive ENERGY STAR® Sustained Excellence Award**, making them the only home appliance brand in the industry to be honored by the EPA for creating energy-saving appliances every year they have operated in the U.S.
- **Dow Jones Sustainability Index**
Arçelik Named the Industry Leader in the Dow Jones Sustainability Index (DJSI) in the Household Durables category for two consecutive years and included in the index for the 4th year in a row.
- **Real Leaders Impact Award**
Arçelik is recognized as a “Top Impact Company” for efficient use of resources and circular economy solutions to develop smart technologies, promote healthier lifestyles, and empower local communities.
- **Corporate Knights**
The first and only Turkish company to make the Corporate Knights Global 100 Index, with an #34 ranking, makes Arçelik the most sustainable home appliances and houseware company globally.
- **Carbon Neutral Operation**
Arçelik has become carbon-neutral in global production plants in 2019 and 2020 with its own 305.407 tons of carbon credit earned through the Carbon Financing Project.

For Earth Day 2021, Beko premiered "Connections," a new global sustainability video that is a rallying cry for Beko's sustainability efforts in 2021 and beyond.

"[Connections](#)" was produced by noted Cambridge/Boston filmmaker and artificial intelligence (A.I.) storyteller [Seyhan Lee](#) and uses images of flowers, seashells and ocean waves morphing into one another to show the human connectedness to the planet. The spot represents several firsts for Beko, including its use of artificial intelligence (A.I.) and a non-product global sustainability message deployed simultaneously across the entire global Beko footprint.

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.

About Beko U.S. Inc.

[Beko U.S., 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.

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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