



## **The Best Earth Day Ever: Solutions for Personal *and* Planetary Health**

By Zach Elkin, President, Beko US, Inc.

Home appliances have the opportunity to be a part of the global sustainability solution like never before – and I’ve never been more optimistic about my industry’s contributions to a greener, healthier future than I am on this Earth Day.

I’ve also never been more excited to communicate this reality with dealers.

One of the reasons I made the move to Beko last year was because of the brand’s unapologetic, company-wide commitment to sustainability. Actually, Beko is guided by a *dual-commitment* to personal and planetary health – and is backed by the people, products and proprietary technologies in the U.S. and globally to make it happen.

This dual-focus is crucial, I believe, and exactly what consumers are looking for, even in the U.S., which has been slower to embrace sustainability as part of a daily routine. While Americans genuinely want to be part of a larger green story, their bigger need is a lifestyle that embraces health and wellness, a phenomenon that has intensified since the pandemic. Now, more than ever, health is the new wealth.

And this trend is entirely compatible with Earth Day, assuming manufacturers are committed to products with tangible features that encourage healthy living as well as energy savings and sustainability, and dealers are willing to communicate this dual-focus to buyers.

One example is EverFresh+®, a proprietary Beko refrigerator technology that uses revolutionary new crispers made with breathable smart materials to maximize humidity and minimize moisture loss, thus prolonging the life of fresh fruits and vegetables for up to 30 days. We pair this with Active Fresh Blue Light, which recreates photosynthesis conditions to preserve vitamin C and fruit and vegetable taste, and Neo Frost Dual Cooling, which eliminates air transfer between fresh and frozen compartments to prevent unpleasant odors and tastes – like ice cubes that taste like fish! – associated with many refrigerator-freezers on the market.

But that’s only half the story. All Beko refrigerators also feature a ProSmart inverter that allows for a constant cooling temperature at reduced speed, quieter operation, greater energy savings, fewer temperature fluctuations and maximum food preservation in fresh and freezer compartments. With Neo Frost, our engineers created a unique valve system that generates multiple-compartment evaporation using only a single, energy-saving compressor and made it standard on every Beko refrigerator, regardless of price.

At the end of the day, these advances keep fruits and vegetables fresh for up to 30 days, preserve nature's essential vitamins, minerals and fresh produce tastes, and offer maximum quietness and energy savings.

For the consumer, the potential is dramatically less food waste, healthier eating and a reduced carbon footprint thanks to energy efficiency and less frequent shopping trips. And what's good for buyers is good for the planet – and good for dealers on the lookout for a truly differentiated product that hits consumers right where they live.

It goes without saying that it's ultimately up to manufacturers to create the programs and promotions at retail that will help dealers, builders, architects, designers, and others influencing the home and kitchen appliance decision to tell a compelling story to their customers. That's why Beko will be highlighting EverFresh+® with an aggressive consumer promotion and all-industry educational campaign later this year 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 ODP and Very Low GWP.

Of course, Beko is just one of many examples of this new fusion between health, wellness and sustainability. What excites me most are the countless other instances throughout our industry of manufacturers simultaneously doing what's right for customers, dealers, the sales channel and the planet we all call home.

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