

TENNESSEE GREEN STAR PARTNERSHIP MEMBER HIGHLIGHT



Whirlpool Corporation - Cleveland, TN



By: Caleb Powell

Whirlpool Corporation is a leading global manufacturer of home appliances. The Cleveland facility is the company's largest premium cooking appliance facility where they produce select built-in cooking products and free-standing double-ovens. Whirlpool's Cleveland facility is the newest facility in North America and in addition to Whirlpool products, it manufactures brands such as Amana, Maytag, Jenn-Air, and KitchenAid.

The Cleveland facility opened over 100 years ago, in 1917, as Hardwick Stove Company. The much-respected manufacturer was acquired in 1982 by the former Maytag Company. Four years later, Maytag purchased the Magic Chef Company, a rival appliance maker located just across the railroad tracks from Hardwick Stove. The acquisition set up a merged manufacturing operation that included three separate factory buildings. The Maytag and Magic Chef merger eventually landed a new name for the local manufacturing site: Maytag Cleveland Cooking Products. In March 2006, Whirlpool Corporation acquired Maytag Cleveland Cooking Products. In 2012, the company designed and built a new, LEED Gold, facility across town.

Whirlpool's commitment to sustainability began nearly half a century ago. This mindset is evident as soon as you step foot on the Cleveland plant's property. One of the most significant sustainability designs, which helped them become a LEED Gold facility is the white roofing material that has a high solar reflectance index for a minimum of 75% of the roof surface. This helps reduce the facility's contribution to local heat islands, minimizing impacts on microclimates and wildlife habitats. With over 14 acres of maintained wetlands to promote biodiversity, the property is home to many native plants and species. A rainwater reuse system is used for irrigation along with a pervious parking lot to allow water to move through instead of causing stormwater runoff issues. The facility is always looking for ways to decrease their environmental footprint. Multiple bikes racks were installed accompanied by a low emissions certified vehicle program to promote sustainable transportation.

FEATURED THIS MONTH:

- Established in 1917
- Employs approximately 1,500
- Member since 2008

INTERESTING FACT

- Whirlpool Corporation in Cleveland, TN is a LEED Gold facility.



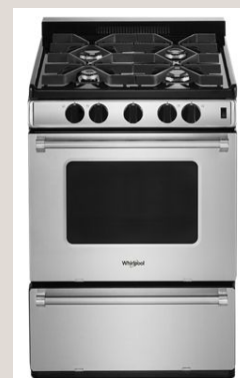
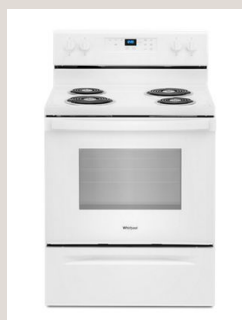
The front of Cleveland's LEED Gold Whirlpool facility.

They have implemented hydrogen fuel cell technology in the industrial vehicles that are used on site and promote continuous improvement in energy efficiency. Approximately 95% of all waste generated at the Cleveland plant is recycled, which is done by refusing one-time materials, the promotion of sustainable resources, and by increasing plant-wide awareness.

Community involvement is a top priority for the Whirlpool Corporation, and that doesn't stop in Cleveland, TN. The facility is part of the Cleveland Associated Industries Environmental Committee, which is a group of likeminded businesses that meet monthly to share sustainability ideas. The committee's mission is to promote understanding of and compliance with federal, state and local regulations and to act as a resource to the community for environmental issues. Whirlpool Cleveland also volunteers and donates to the Habitat for Humanity, the Make a Wish Foundation, and United Way.

As soon as you walk into the Cleveland facility, it is evident that the employees enjoy what they do. Their mission is to create a product that exceeds the quality and standards of the customer while making an effort to be environmentally conscious. That can be a challenge with cheap alternatives to sustainable materials being readily available, but the Cleveland facility is working hard every day to do just that.

The [Tennessee Materials Marketplace](#) is a collaboration between industries, facilitated by an interactive online materials exchange, to recycle, repurpose, and return material discards back to Tennessee's economy. Whirlpool-Cleveland learned about the Tennessee Materials Marketplace from their involvement with the Tennessee Green Star Partnership (TGSP).



"Our sustainability agenda encompasses stakeholder engagement, executive accountability and science-based methodology to focus on actions that drive absolute and positive environmental and social impact. By embracing sustainability throughout our global organization, we're demonstrating that sound corporate citizenship and environmental stewardship are also good business."

-Whirlpool Corporation's Environmental Initiative

The [Tennessee Green Star Partnership](#) is a voluntary environmental leadership program designed to recognize industries in the state that are committed to sustainable practices. If you are interested in joining Whirlpool Corporation and other sustainable industries in Tennessee by becoming a member, please contact us.