

“GOING GREEN” TO OPEN UP NEW PROSPECTS FOR GROWTH

by Paola Govoni

According to the OECD, the world's main economies are aiming for “green growth” as a way out of the crisis, opening up new prospects for climate-change negotiations ahead of the 15th UN Climate Change Conference (COP-15) in Copenhagen in December. A declaration on Green Growth has been signed by all 30 OECD country ministers. The OECD will develop a Green Growth Strategy “bringing together economic, environmental, technological, financial and development aspects into a comprehensive framework”. Here are some actions of sector companies “going green”.

HOME APPLIANCES WITH A GREEN SOUL

Electrolux's approach to sustainable development is total and takes into consideration the environmental impact of the product throughout its life cycle, from project to production, from transport to use, right up to disposal and recycling.

Electrolux's Techna Green and Sunny



It involves the entire productive chain in all countries of the world, with no distinctions or compromises, and it is the only road to take in order to minimise the environmental impact and to develop home appliances that are truly environmentally-friendly.

The Sunny washing machine and Techna Green dishwasher, for example, are connected to the hot water supply, thus enabling reductions of up to 50% in energy consumption. They are suitable for all consumers because they use the hot water already in the network and are ideal if used in combination with boilers heated by solar panels, gas, pellet or other alternative sources of energy.

INDESIT PRIME: TOTAL EFFICIENCY, ZERO WASTE

Nowadays being smart – being intelligent – means showing as much respect as possible for the environment by reducing consumption and making savings, also in your bills.

Thanks to the application of Smart Technology, Indesit Prime guarantees

maximum efficiency with minimum waste: this new line of home appliances is the response to current market demands for superior performance and maximum energy-efficiency.

Washing machines, dryers, dishwashers and refrigerators that are not only beautiful, but combine the distinctive design of Giugiaro with extreme functionality, thanks to the Smart Technology that reduces consumption, always guaranteeing excellent performances. Smart Technology is the technological innovation of the latest products from Indesit.

ARTEMATICA VITRUM

The Valcucine Artematica programme designed by Gabriele Centazzo is a synthesis of beauty, high quality and innovative techniques.

Lengthy research into materials and their limits of resistance has enabled Valcucine to revolutionise the furniture industry, making the first 100% recyclable base unit in glass, of which some parts are in recycled aluminium. The process used to recycle aluminium requires only one-twentieth of the energy needed

Indesit's Prime Line



to obtain primary aluminium. Traditional kitchens usually supply base units with double chipboard sides reaching a thickness of 36 mm, whereas Valcucine has developed the kitchen structure horizontally with a single side in 10 mm thick glass.

Existing products are a potential resource for the future. The entire glass base unit system is easy to disassemble because only mechanical joints are used instead of glues, and the materials of the base unit can be easily separated.

Artematica Vitrum, Valcucine



Siemens'blueTherm tumbler dryer



A 50% SAVING EVERY TIME YOU DRY

Siemens presents its first heat pump dryer, in the form of the blueTherm tumbler dryer. Compared with conventional condensation and ducted air dryers, it offers energy savings of up to 50%. The condenser's unique automatic self-cleaning feature guarantees maximum convenience and consistently low consumption throughout the dryer's lifetime.

Siemens' blueTherm represents a milestone in terms of convenience with a "green" conscience. No wonder then, that the blueTherm boasts Siemens' ecoPlus label, a mark of innovation that combines convenience and environmental friendliness.

"Here at BSH Bosch und Siemens Hausgeräte GmbH - says Dr. Kurt-Ludwig Gutberlet, CEO of BSH - we recognized at an early stage that environmental protection represents an opportunity for us. Not only do our innovative, highly efficient products conserve natural resources, but they also offer us a unique advantage in the international competitive arena. This is where environmental and economic actions come together".

STURM UND PLASTIC PRODUCTS IN RECYCLABLE PLASTIC

Innovation and creation continue to be the success factors that have put Sturm und Plastic at the forefront of the world design panorama for the last ten years. All Sturm und Plastic's products are realised in recyclable and durable plastic, a

unique material boasting exceptional characteristics of resistance and quality, and an extraordinary mix showing great possibilities of expression. Everlasting original design collections are presented, such as the new Manhattan table. Manhattan is a table with a painted metal frame and clear plastic top and legs designed by RARI.

MODULE IN DECORATED ECO-SUSTAINABLE RUBBER FOR METHIS

Cooperation between Methis and Kuei has led to the application of regenerated Bagigi rubber to the panels of the EVOsystem walls. The result was superior soundproofing and an exclusive decoration by Kuei on Maravee film, which plays on the glossy and opaque tones of black emphasising the material, tactile and aesthetic values of the wall collection from Methis, designed by Danilo Premoli with Methis R&D.

Regenerated Bagigi rubber is made entirely from recycled tyres by means of an innovative process with zero environmental impact, which does not use water and is free from liquid and gaseous emissions. It is a 100% sustainable solution that combines the ductility of the rubber with the flexibility of the mould to obtain a perfect result that is highly customisable.

WHIRLPOOL'S GREENKITCHEN

Since 1970, Whirlpool has had a long-term commitment to environmental protection and natural resource efficiency.

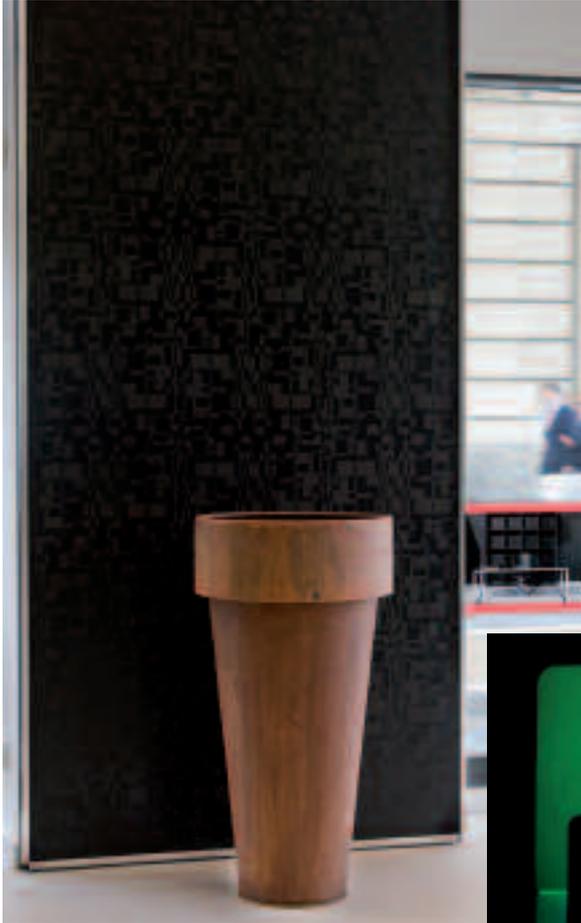


Manhattan table, Sturm und Plastic

As the company has grown globally, it has developed and applied global environmental standards that are based on the protection of the environment, even when existing laws in some countries would allow the company to perform at levels below its global standards.

In Europe the company is working on the GREENKITCHEN project, an integrated eco-system concept delivering ecological benefits of adapting, reducing and recycling. Through the integrated use of appliances, the concept takes its model from the cycle of nature, optimizing the use of heat and water with processes that increase energy efficiency up to 70%. The GREENKITCHEN concept focuses on four distinctive areas to achieve savings: Products, Eco-system, Behaviour and Co-generation.

In each of the above areas it is possible to obtain significant results. By adding up the individual efficiencies in every area, it



Evosystem by Methis

is possible to obtain a total potential energy saving of up to 50%, resulting in a reduction of up to 70% in the energy bill.

Looking to the future, consumers will embrace an even greater ecological mindset, which will further challenge them to adapt their consumption habits. The challenge for providers will be to design products that bring together the ecological function and consumer demands for style, innovation, intelligence and simplicity.

According to Giuseppe Perucchetti, Senior Vice President, Market Operations, Whirlpool Europe: "True innovation lies in the creative way of using technology that already exists, or will be available in the future, and of thinking differently about how appliances interact in an integrated system".

PANASONIC. IDEAS FOR LIFE

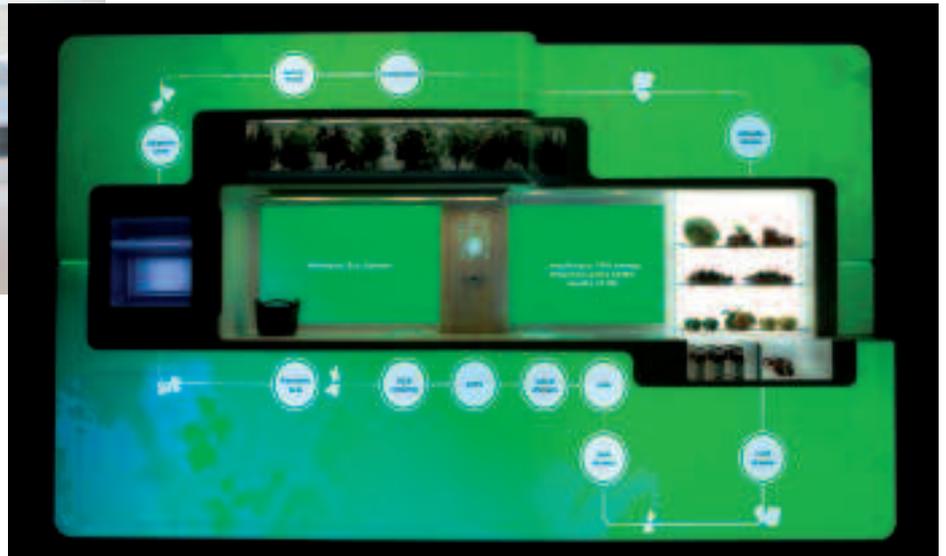
In October 2007 Panasonic announced its commitment to climate change with its global "eco ideas" declaration.

Through this initiative the company has been promoting environmental sustainability management and accelerating its efforts to combat global warming by focusing its activities on delivering more energy efficient products, reducing CO2 emissions in all its worldwide activities, and encouraging its employees to participate in environmental activities throughout the world.

Based on this strategy, in April 2009 Panasonic opened an eco-themed showroom called the "eco ideas" House in Tokyo, Japan.

The eco ideas House envisions an ecological lifestyle that contributes to reducing CO2 emissions by integrating the latest energy-efficient appliances and eco-friendly products such as home-use fuel cells, solar panels and rechargeable batteries to save, create and store energy in the home. In realising a house with virtually zero CO2 emissions, the new facility represents the Panasonic Group's continued efforts to provide solutions for the entire home.

The eco ideas House is on the company website: <http://panasonic.co.jp/ecoideas/en/>



GK-WH Ecosystem (Frontal)

Eco ideas House Tokyo

