



GE APPLIANCES
a Haier company

GE Appliances Named one of the Best Workplaces for Innovators by *Fast Company*

The company was recognized for its leadership in bringing life-enhancing digital technology to consumers, its unique approach to co-creation and for building a culture that celebrates and promotes curiosity.

LOUISVILLE, KY – (August 1, 2023) –GE Appliances (GEA), a Haier company, was named one of the **Best Workplaces for Innovators** by *Fast Company* magazine for demonstrating an inspiring commitment to encourage and develop innovation at all levels. The company is being recognized for its leadership in bringing life-enhancing digital technology to consumers, unlocking innovation via co-creation, and creating a culture that promotes and values curiosity.

“At GE Appliances, we are relentlessly focused on making great products for and with our consumers,” says Kevin Nolan, president and CEO for GE Appliances. “Over the past six years, our investments in new product development, digital technologies and advanced manufacturing have helped us deliver industry-leading innovation. This award acknowledges the remarkable work we have accomplished as a company. Our team’s passion, expertise, and unwavering commitment to creating new possibilities for life at home and in the workplace has positioned us at the forefront of innovation.”

Investments in cutting-edge digital technology and co-creating with employees, consumers and the community have transformed GEA’s approach to designing and manufacturing products, allowing the company to turn ideas and insights into product innovation faster than ever before. In 2021, GEA was the first major appliance manufacturer to enhance existing products already in consumer homes when the company pushed Air Fry mode to more than 60 smart oven models via over-the-air software upgrades. In 2023, engineers leveraged digital technology to design the GE Profile™ Smart Mixer with Auto Sense. The smart mixer, winner of the 2023 Consumer Electronic Show Innovation Award, was designed with revolutionary features including a first-of-its-kind, built-in smart scale, auto sense technology to optimize performance, a timer with automatic shut-off feature and voice control capabilities. WiFi capabilities mean new features and upgrades via over-the-air updates and GEA’s SmartHQ app offers guided recipes with step-by-step instructions connected to the mixer to take users through an entire recipe. The smart mixer is being manufactured at FirstBuild, GEA’s first co-creation space and micro-factory in Louisville, KY. In 2022, the company announced [CoCREATE Stamford](#), the company’s second makerspace and micro-factory, in Stamford, CT.

Inside GE Appliances’ nine U.S. factories, investments in the latest advanced manufacturing technology have increased capacity, efficiency and have created new career pathways for employees. The company has invested \$2 billion in its U.S. manufacturing operations, technology, and distribution network since 2016, and added 4,000 new jobs.

About GE Appliances

At GE Appliances we make the world a better place, and our team is committed to leading in the communities where we live and work. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We are a purpose-rooted and passion-driven organization that believes there is always a better way. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier, and Hotpoint brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners and water filtration systems. For more information on our company, brands, and corporate citizenship, visit www.geappliancesco.com.