



GE APPLIANCES
a Haier company

EMBARGOED UNTIL JUNE 26 @ 10:00 AM

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GE APPLIANCES 2024 ECONOMIC IMPACT REPORT HIGHLIGHTS COMMUNITY INVESTMENT AND CONTINUED GROWTH IN DECATUR, ALABAMA

6,700 Alabama families benefit from GE Appliances' expanding operations

LOUISVILLE, Ky., – June 26, 2025 — GE Appliances, a Haier company, today released its [2024 Economic Impact Report](#), underscoring the powerful role its Decatur refrigeration manufacturing facility plays in strengthening the economic and social fabric of North Alabama. As one of the largest employers with 1,550 employees in Morgan County, the Decatur plant continues to be a cornerstone of the region's prosperity, providing stable employment and generating growth across the local business ecosystem.

The Decatur manufacturing plant, which produces top-freezer refrigerators, creates a ripple effect throughout the region by supporting local suppliers, service providers, and retail operations. In 2024, GE Appliances deepened its commitment to Alabama through investment in advanced manufacturing technology and enhancements to the employee experience.

"From advanced technology and equipment to an exciting new jobs package for employees, GE Appliances continues to reinvest in its top-freezer refrigeration manufacturing site here in Decatur," said Jeff Asadorian, executive director and plant manager, who assumed operational responsibility for the plant in February 2025. "I was attracted to the company, and specifically the Decatur Plant, for its commitment to manufacturing excellence and its continuous efforts to foster a work environment that supports the wellbeing of our employees, customers, and communities."

As part of the plant's 2024 initiatives, GE Appliances introduced an expanded employee support package focused on wellness, resilience, and a more responsive workplace culture. These enhancements reflect the company's continued investment in its people and its long-term commitment to operational excellence.

Key Highlights for Alabama and the Decatur Plant:

- \$2.1 billion contributed annually to Alabama's GDP
- \$114 million spent annually with 194 Alabama suppliers
- \$95 million in generated state and local taxes

- \$9 million investment in new thermoforming equipment
- New on-site primary care clinic opening in 2025 for employees and their families
- Partnership with the AL FAME program, with nine graduates currently employed and eight students actively participating

GE Appliances' 2024 Economic Impact Report also highlights the company's national footprint, which drives the creation of more than 98,000 jobs across the U.S., spanning sectors from steel production and transportation to retail and healthcare. In Alabama, the Decatur plant remains a key part of that impact—serving as both a production hub and an economic engine for the local community.

To explore these highlights and more, view the full 2024 Economic Impact Report [here](#).

About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make good things, for life. Headquartered in Louisville, Kentucky, we are a leading U.S. manufacturer of home appliances with 15,500 team members nationwide. GE Appliances, found in half of all U.S. homes, is proud to be rated America's #1 Appliance Company¹, trusted by millions of families nationwide. We manufacture and sell products under the Monogram™, Café™, GE Profile™, GE®, Haier™, and Hotpoint™ brands. Our operations support nearly 98,000 additional American jobs and represent an investment of more than \$3.5 billion since 2016. We are deeply committed to the communities where we live and work, passionate about getting closer to our product users to understand their needs and driven by the belief that there's always a better way.

To learn more about our company, brands, career opportunities, and impact, visit geappliancesco.com or connect with us on [LinkedIn](#).

¹OpenBrand Consumer Tracking Survey, Q1 – Q4 2024, Based on Volume of Total Majors/MO/RAC – Retail Units

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