

Sub-Zero Commitment to Green

Sub-Zero has been committed to being compatible with the environment since its inception more than 60 years ago. As pioneers in Dual Refrigeration, we know that our operating system is the best in the industry. We created it to keep food fresher while using less energy in the long run.

For instance, with Dual Refrigeration, if an item is removed from the refrigerator, a dedicated compressor restores the ideal temperature and humidity without taxing the freezer side. Foods are treated equal and last much longer.

- Research has shown that the average family throws away more than £600 annually with single compressor units. With Sub-Zero Dual Refrigeration, that number is cut in half.
- Fourteen of our more popular units – BI-36R, the BI36F, BI-30U, BI-36U, BI-42S, BI-48S, 736TR, 736TFI, IC-27R, IC-27F, 700BR, 700BC, 700BF, – that are Energy Star compliant.
- Our largest units only cost pennies a day to operate. The largest unit even uses less power than a 100-watt light bulb.

Our commitment to the environment extends even further to our manufacturing process. We are good stewards for the environment.

75% of stainless steel and 30% of galvanized steel used in our products is made from recycled materials.

- All scrap plastic used in manufacturing is reused, while 50 percent of the plastic used in our units is recycled content as well.
- Our manufacturing facilities use a chilled water storage system to charge building cooling systems at night when utilities are operating most efficiently, reducing greenhouse gas emissions.
- We work with numerous vendors to ensure their compliance and adherence to “green” initiatives. One of the more innovative programs involves our printers of literature and shipping containers and the Forest Stewardship Council to prevent the depletion of our natural forests.
- Electric vehicles are used to reduce the use of fossil fuels.

Sub-Zero has accomplished the following:

- Implemented the Restriction of Hazardous Substances (RoHS) compliance for all products sold internationally.
- Significantly reducing VOC emissions at all of our manufacturing facilities by eliminating painting and utilizing more environmentally responsible coatings.
- Obtaining a category rating of “Small Quantity Generator” by the EPA, based on the small amount of hazardous waste generated in our manufacturing process.
- Substantially reducing the use of ozone forming hydrocarbon solvents in our facilities.
- Adhering to the International Plant Protection Convention’s (IPPC) ISPM 15 guidelines governing the treatment of solid wood packaging, which was designed to standardize requirements and meet the pest eradication needs of the 118 countries that were the original signatories to the agreement.
- Participated in the EPA’s 33/50 program, a voluntary business/government environmental partnership program.
- Partnering with international distributors to become aligned with the international WEEE recycling standard.
- Recycling of all aluminium, cardboard, plastics and office paper in all office environments.

Again, we could list many other activities we have identified as priorities. We want you to understand how complicated these tasks are for any company and how we are addressing them in a systematic way to improve the environment and protect it for all of our children's children.

Sub-Zero - Rated Top Green Brand

For Sub-Zero, it's easy to be green. It's a part of our heritage, the way we do business, as a privately held, family-owned company. For over 60 years, Sub-Zero has been a leader in food preservation and green products. Sub-Zero invented Dual Refrigeration; we created it to keep food fresher while using less energy in the long run.

For Sub-Zero, green is more than just an Energy Star rating. Even our largest refrigeration product, the Sub-Zero PRO 48, uses less energy per month than a 100-watt light bulb. From being built in the USA, to supporting organic farmers and food artisans, to using renewable energy, to extensive recycling, to sourcing environmentally friendly materials and supplies, to providing living wages to our factory workers - Sub-Zero & Wolf have been 'green' long before the term even existed.

As a result of more than 60 years of being green, Sub-Zero was ranked on the Top 10 list of Green Brands in 2007 by the ImagePower Green Brands Survey. In this independent, 3rd party research, more than 3000 consumers in the United States and the United Kingdom were polled to rate the most 'green' brands. They were asked to rank only the brands they were familiar with. The survey also indicated that an increased number of Americans are displaying positive green attitudes and behaviors, which illustrates that consumers are demanding that more companies implement sustainable business practices.

Top 10 Green Brands according to the ImagePower Green Brands Survey:

1. Whole Foods Market
2. Wild Oats Markets
3. Trader Joe's
4. Toyota
5. Honda
6. Sub-Zero
7. Ikea
8. Body Shop
9. G.E.
10. Aveda

Built to Last

Sub-Zero & Wolf's appliances are built to last, not be land-filled. All Sub-Zero & Wolf appliances show their value through reliability year after year.

It is common for customers to be using the same Sub-Zero refrigeration after 20 years. With products built from the highest quality materials and designed to provide unbeatable performance, customers can feel at ease knowing every product bearing the Sub-Zero & Wolf name is not only an investment for your kitchen, but an investment for life.

In fact, if you move house, Sub-Zero will collect your Built-in Refrigerator, Wine Storage or Range cooker, refurbish it, then deliver it to your new home, absolutely free of charge. That really is – An Investment for Life!

