

## Inovant introduces New Environmental Initiative, delays product announcement to Q2, maintains Q3 production target

March 22, 2021  
San Jose, California

American appliance manufacturer Inovant announced today its Environmental Initiative and commitment to reducing its long-term environmental impact, and will move its initial product line announcement to Q2 2021 while maintaining production target for Summer 2021.

As part of Inovant's new Environmental Initiative, Inovant will offer free pick up and comprehensive recycling of Inovant products directly to customers. At the end of a product's useful lifespan, users can request for a postage-free shipping box and free pick up to return their product to Inovant in California, where it will be disassembled and recycled.

With Inovant's new Environmental Initiative, Inovant's line of innovative home appliances, which are both designed and made in California, will now also be recycled in-house by the manufacturer. Inovant is committed to designing products with long-term environmental footprint and recyclability in mind, and is actively working to simplify the recycling and disassembly process in a way that is meaningful to both Inovant customers and the planet. This initiative will help limit and prevent discharge in landfills, reduce Inovant appliances' environmental impact, and avoid shipping electronic products to outsourced foreign e-waste processing facilities whose recycling processes will not be as thorough as if the product were disassembled by the product's manufacturer, who is more intimately familiar with the product, its construction and parts than anyone.

This marks an ambitious initiative that will pave the way for Inovant to become a leader in environmental awareness in the home appliance space, particularly in the small appliance segment where thousands end in landfills every day. Inovant is deeply committed to its environmental impact, and is taking significant measures to reduce its footprint while the manufacturer is in its earliest stages of formation.

Inovant's initial product line is now set to be revealed during Q2 2021. Inovant is still on schedule to open its home appliance factory in Fresno, California during Summer 2021, and early pre-production tests are currently ongoing.

—

For press inquiries, contact Irene Sherwood at (877) 300-0347, ext. 120 or [irene.sherwood@inovantappliances.com](mailto:irene.sherwood@inovantappliances.com)