InPlanet selected as the Brazilian supplier in Whirlpool Corporation's durable carbon removal portfolio

InPlanet, a pioneer in Enhanced Rock Weathering, has been selected by the Whirlpool Corporation (NYSE: WHR) for a diversified portfolio structured by ClimeFi.



A team member at one of InPlanet's partner farms inspects freshly harvested citrus fruit to assess its quality

SãO PAULO, BRAZIL, September 11, 2026 /EINPresswire.com/ -- InPlanet, a pioneer in Enhanced Rock Weathering (ERW), today announced it has been selected by Whirlpool Corporation (NYSE: WHR) for a diversified carbon removal portfolio structured by ClimeFi. The agreement combines a firm offtake for delivery in 2030 with standalone options that reserve access to additional volume as Whirlpool works toward its climate targets.

A Portfolio Anchored in Local Impact and Agricultural Sustainability

> We are thrilled to be able to support projects that share our core values and ambition to improve life across communities where we do business around the world"
>
> *Samantha Truesdell, Enterprise Sustainability Manager*

Whirlpool Corporation has manufactured in Brazil for more than seven decades. By selecting a Brazilian ERW project, Whirlpool aligns its carbon removal commitments with the ecosystems and agricultural communities surrounding its own operations, a criterion ClimeFi and Whirlpool built into the portfolio strategy from the start.

InPlanet's process uses finely crushed basalt, sourced as a byproduct from certified mining operations, to permanently sequester atmospheric carbon while replenishing essential nutrients in depleted farmland. Treated fields have shown measurable gains in soil fertility alongside reduced reliance on synthetic fertilizers and limestone. Brazil's warm, humid climate

allows weathering to proceed up to ten times faster than in temperate zones.

"Two years ago we were explaining why enhanced rock weathering works. Today buyers are placing it in diversified portfolios on the same terms as every other durable pathway," said Felix Harteneck, Founder & CEO of InPlanet. "Each new buyer moves ERW further from novelty and closer to standard procurement. Whirlpool Corporation is committing to that in a country where it manufactures, employs people, and sells its products, which is what lets us bring rock powder to more farmers and remove more carbon."



Remineralizer integrated into the soil following field application, beginning the enhanced rock weathering process



Citrus-growing area on one of our partner farms in Brazil

A Flexible Structure for Long-Term Carbon Removal

The agreement combines two complementary structures designed to balance Whirlpool's long-term carbon removal needs with InPlanet's financing and scaling requirements. The offtake secures Whirlpool a committed purchase of high-quality carbon removals for delivery in 2030, supporting its future climate targets. For InPlanet, that commitment provides the revenue certainty needed to underwrite project investment and scale operations across Brazilian farmland.

Samantha Truesdell, Enterprise Sustainability Manager at Whirlpool Corporation said: "We are thrilled to be able to support projects that share our core values and ambition to improve life across communities where we do business around the world."

By pairing firm 2030 delivery with optionality for future purchases, the agreement creates a balanced structure: committed demand supports InPlanet's growth, while flexibility allows Whirlpool to adapt its carbon removal strategy as the market evolves.

Verified to a Standard InPlanet Helped Establish

Credits delivered under the agreement will be issued under Isometric's Enhanced Weathering

Protocol and publicly listed on the Isometric Registry, with anonymized project data shared through Cascade Climate's ERW Data Quarry. In December 2024, InPlanet delivered the world's first independently verified ERW carbon removal credits, a transaction facilitated by ClimeFi that subsequently received an "A" rating from BeZero Carbon.

About Whirlpool

Whirlpool Corporation (NYSE: WHR) is a leading home appliance company, in constant pursuit of improving life at home. As the only major U.S.-based manufacturer of kitchen and laundry appliances, the company is driving meaningful innovation to meet the evolving needs of consumers through its iconic brand portfolio, including Whirlpool, KitchenAid, JennAir, Maytag, Amana, Brastemp, Consul, and InSinkErator. In 2025, the company reported approximately $16 billion in annual net sales - close to 90% of which were in the Americas - 41,000 employees, and 35 manufacturing and technology research centers.

About ClimeFi

ClimeFi is the leading portfolio manager for durable carbon removals and SAF Certificates. The company provides comprehensive intelligence and asset management tools for contracting, purchasing, and managing purchases across all pathways, helping global organisations to scale their carbon removal efforts to meet climate goals.

About InPlanet

InPlanet is an AgTech company pioneering Enhanced Rock Weathering (ERW) as a scalable pathway for durable carbon dioxide removal and regenerative agriculture. By applying finely crushed silicate rock to tropical soils, InPlanet accelerates natural weathering to remove CO while improving soil health, supporting crop productivity, and reducing reliance on agricultural inputs. Its operations are powered by Bedrock OS, InPlanet’s proprietary digital infrastructure layer. Founded in 2022, InPlanet operates across Brazil and Germany, with more than 70% of its team based in Brazil. In December 2024, InPlanet delivered the world’s first independently verified ERW carbon removal credits, which subsequently received a post-issuance “A” rating from BeZero Carbon.

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