

CORPORATE POLICY OF THE BWT GROUP

For You and Planet Blue.



WATER IS OUR ELIXIR OF LIFE – and its increasing pollution and scarcity are among the biggest challenges to humanity in the 21st century. A growing global population, changed consumer behaviour with rising water consumption, increasing water pollution and fast-growing urbanisation require ever more sensible use of this vital resource and practical, environmentally sound approaches and solutions for ensuring a sustainable water supply and safeguarding water quality. The Best Water Technology Group (BWT) makes a valuable contribution here with its innovative, globally recognised products and services.

OUR MISSION

WATER – OUR MISSION

All these challenges result in our corporate goal of ensuring hygiene, safety and health in day-to-day contact with the elixir of life: water. Enjoyment, protection and economic efficiency are the top priorities in terms of convenience and sustainability. The Best Water Technology Group's vision is to become the world's leading water technology group. With this in mind, we are pursuing a clear growth strategy: growth through innovation, geographical expansion and in existing markets through existing technologies and continuous process optimisation.

OUR PHILOSOPHY „BWT – FOR YOU AND PLANET BLUE.“

Based on these findings, we gear our operations towards people and their need for high-quality water, while also taking ecological and economic aspects into account. The BWT Group is Europe's leading water technology company. BWT provides modern treatment systems and services for drinking water and mineral water, the pharmaceutical and biotechnology industry, boiler, cooling water and water for air-conditioning systems, process water and heating water as well as water for swimming pools for customers in private homes, industry, business, hotels and municipalities. One key aspect here is compliance with all statutory requirements, as water is the most strictly controlled comestible in many countries. BWT's pioneering, economically and ecologically optimised products are used in almost every area that relates to water.

Energy efficiency, continuous reliability, sustainable economic efficiency, occupational health and safety and value retention of assets are part of our company's philosophy and make a valuable, lasting contribution to our success.

To achieve technological superiority in all areas of water treatment, BWT's innovation centres are continuously researching, developing and optimising processes for filtration, filter media, ion-exchanger systems for demineralisation, softening, decarbonisation, membrane technologies (microfiltration, ultrafiltration, nanofiltration, reverse osmosis), mineralisation of drinking water, pure steam generators, pure-water distillation, UV systems, ozone generators, ion-exchange membranes, electrolysis, electrodialysis, electrodeionisation, chlorine-dioxide generators and metering pumps that are used worldwide to attain required water-quality standards. With unique high-performance membranes for fuel cells, BWT is helping to shape clean and sustainable energy supply for the 21st century.

Continuous improvement of energy efficiency and environmental impacts in the entire product lifecycle, and consequently also minimisation of CO₂ emissions, is an important aspect in the enhancement and development of our products and services. Through our ecological, economical and social responsibility as well as the use of state-of-the-art technologies and our constant product enhancement, we have been synonymous with responsible water treatment in many sectors for decades.

To help guide our customers, business partners, employees and managers, in recent years, we have established the following principles in the company. They describe and set out the business policy and dealings with our partners on the basis of BWT's philosophy:

PRINCIPLES, OBJECTIVES AND STRATEGY

In the BWT group, around 4,000 employees work to provide customers in private households, industry, trade, hotels and municipalities with the maximum possible safety, hygiene and health in their daily contact with water – the elixir of life – by using innovative, economic and ecological treatment technologies. Establishing and strengthening the „BWT“ brand is one of the core tasks here.

Our vision: BWT – the world's leading water technology group

OUR STRATEGY:

Growth through innovation, geographical expansion and growth in existing markets with existing technologies as well as through continuous process optimisation, which also enables large-scale reduction of risks and the utilisation of opportunities. As a company with a focus on sustainability, BWT formulates all stakeholder targets and strategies in line with the motto „BWT – For You and Planet Blue.“

SOCIETY:

Safety, health and environmental protection must always be ensured. We are totally committed to the principle of sustainable development. This is an integral part of our thinking and action. We give equal consideration to economic, ecological and social factors here. Compliance with statutory and more stringent in-house regulations is a basic requirement here.

CUSTOMERS:

With BWT's products and processes, our customers can be sure that they always receive ultra-high safety, hygiene and health in using the elixir of life that is water. That is why customer-oriented thinking and action based on long-term partnership, and meeting of customer requirements with the aim of delivering an economically and ecologically optimised solution are our main concerns. To us, combining technically perfect products and services with outstanding customer service lays the foundation for long-term customer satisfaction.

SERVICE:

Evaluating the expectations and satisfaction of our customers and partners is an ongoing process of open communication. Performing services that exceed expectations is only possible with motivated, trained employees who are involved in decision-making processes. We see crucial development potential here for our long-term leading edge through innovation across the entire value chain. This ensures sustained success for our company.

EMPLOYEES:

Our employees form the basis for our success. Our corporate success is built on the strong bond between qualified employees and the company. In particular, we achieve this bond through value-oriented, sustainable thinking, conduct and action. The challenge for our staffing policy is not only to create the organisational framework, but primarily to take the skills and needs of every single employee into account.

PARTNER NETWORK:

With our suppliers and sales partners – wholesalers and installers, hygiene experts, planners and architects – we are expanding the BWT water-expert network worldwide, enabling us to offer a unique array of services with training, advertising and sales support, partner areas on our websites and the largest and most innovative product range in the industry. Our partnerships are characterised by fairness, respect and reliability.

ENVIRONMENT AND ENERGY:

Our products and processes allow us to treat almost 100% of the global water reserves and thus play a key role in easing the problem of water shortage. With our actions, processes and products, we aim to reduce energy consumption and environmental pollution, thus minimising the ecological footprint in the entire product lifecycle.

Health is our greatest asset, and an intact environment is a vital factor in quality of life. Our objectives are adherence to deadlines, optimum service and top quality of our products and services. That is why meeting customers' requirements, ensuring employees' protection and safety and preserving the environment are the essential conditions for our company's efficiency and commercial success. We firmly believe that shared corporate and brand values create an open, congenial and growth-oriented corporate culture that motivates our employees to perform to the best of their ability.

To achieve these fundamental goals, we strive to continuously improve our products and services, environmental protection, the health and safety of our employees and system safety. The management provides the resources required to achieve the goals and enhance the integrated management system (IMS), consisting of quality, energy efficiency, economic efficiency, environmental protection, sustainability and occupational health and safety. Furthermore, the management representatives are given the authority and independence to develop, implement and enhance our management system.

All BWT employees are expressly asked to play an active part in ensuring and improving the quality of products and services and in continuous improvement of the environmental impact, energy efficiency, accident and damage prevention and improvement of health protection in the workplace. The management is willing to take up and acknowledge suggestions and work towards further improvements, including to our management system.

COMPLIANCE WITH LEGAL REQUIREMENTS:

The management adheres to the relevant laws and conditions and ensures they are complied with in the company. Our corporate policy detailed above is a binding basis for action for all managers and employees and is constantly revised to ensure it is appropriate, and is adapted and published as required.

INTERESTING FACTS

INTERESTING FACTS ABOUT WATER

Over 70% of the earth's surface is covered with water. At birth, the human body itself is approx. 75% water, and the proportion of H₂O in adults is still more than half. This means that people can only survive for a few days without fluid intake; nature also needs an adequate and regular supply of water in order to survive and thrive.

Water also provides the body with numerous minerals that affect the taste of food and drink as well as the acid-base balance. In addition, water comes into daily contact with the human skin. The „water megatrend“ is therefore increasingly the focus of modern nutrition, vitality, health and fitness.

Quality management in food, pharmaceutical and many other production processes increasingly requires globally standardisable water quality as well as maximum hygiene and water safety.

Water is the essential medium in energy transfer in cooling and heating processes. There is growing recognition of the importance of good water quality to energy efficiency and protection of costly investments in households and businesses, resulting in a sharp rise in demand for heating-water treatment. The use of process water and cooling water in industry also has to be optimised in terms of resources.

These days, water packaging such as plastic bottles is among the fastest-growing packaging waste, while water transportation also is also harmful to the environment. The alternative is on-site water treatment.

There are alternative energy sources, but there is no alternative to water

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