CORPORATE POLICY OF THE BWT GROUP

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 even 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

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 targets here.

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

Our strategy: Growth through innovation, geographical expansion and optimisation.

In the BWT Group, we are pursuing a clear growth strategy: growth through innovation, geographical expansion and 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 only possible with motivated, trained employees who are involved in decision-making processes. We see social 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 emphasise sharing our expectations and the 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 social development potential here for our long-term leading edge through innovation across the entire value chain. This ensures sustained success for our company.

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 characterized by fairness, respect and reliability.

ENVIRONMENT AND ENERGY

Our corporate policy states that we strive to use approximately 100% of the global water resources and that also a key role in saving the problem of water shortage. With our actions, processes and products, we aim to reduce energy consumption and environmental pollution, thus maximising 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 ensuring customers’ requirements, ensuring employees’ protection and safety and preserving the environment are essential conditions for our company’s efficiency and commercial success. We firmly believe that shared corporate and brand values create an open, congenial and motivated 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 protection. 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 accept suggestions and work towards further improvements, including to our management system.

COMPLIANCE WITH LEGAL REQUIREMENTS

The management declares that all relevant statutory 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 ABOUT WATER

Over 70% of the earth’s surface is covered with water. At birth, the human body itself 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 magnet” therefore increasingly focuses on the daily source of 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.