

FULL OF ENERGY

USING PAST EXPERIENCE TO SHAPE THE FUTURE

STIEBEL ELTRON

Dear Business Associates, Friends and Members of Staff,

we have the energy it takes to change things.

We deliberately chose this maxim to help guide you through this brochure as the central theme. On the one hand, this reflects the fact that since 1924 we have specialised in developing products that combine energy efficiency with convenience and quality. And on the other hand, it stands for the fact that we are considered one of the pioneers in renewable energy. Today we harness this expertise, which gives us a competitive edge over our rivals, when developing new products. Our in-house research and involvement in scientific projects at institutes give us a keener eye for technical solutions and their efficiency.

At the “heart” of this brochure are the interviews with our staff on subjects that are particularly important to us. They convey both an in-depth view of our way of working and our corporate culture – so you can learn how our energy generates a part of the future.

We hope you enjoy reading this brochure and find plenty to interest you.

90 years full of energy

STIEBEL ELTRON is one of the leading suppliers in the market for heating, ventilation and air-conditioning. The family business has been characterised, since it was founded in 1924, by the expertise and drive for innovation shown by its engineers and staff – motivated by the goal to develop products for greater energy efficiency, convenience and reliability. Today more than ever, this philosophy means we are in line with the trend. This is demonstrated by the high degree of customer satisfaction that we achieve.

With boundless energy, we have grown to become one of the largest suppliers in the heating sector and the global market leader for instantaneous water heaters. As a forerunner where renewables are concerned, we started on the production of heat pumps and solar panels right back in the 1970s.

STIEBEL ELTRON is one of the market leaders in major European countries when it comes to heat pumps. Ventilation systems with heat recovery constitute another part of our extensive product portfolio. Today, STIEBEL ELTRON manufactures at its headquarters in Holzminden in Lower Saxony, in Eschwege and at three further manufacturing facilities abroad.


Frank Stiebel


Dr. Ulrich Stiebel





› 1924

In a Berlin workshop, Dr Stiebel starts manufacturing the coil immersion heater he invented.



› 1924

"ELTRON" is founded in Berlin on 5 May 1924.

› 1927

The first small instantaneous water heater featuring the revolutionary "2-phase technology" goes into production.



› 1938

Dr Stiebel files a series of new patents and starts manufacturing large instantaneous water heaters.

› 1949

With the DH 18, STIEBEL ELTRON brings the first hydraulic instantaneous water heater onto the market.



› 1957

The first SNU 5 small water heater sets new standards for supplying hot water in kitchens and bathrooms.



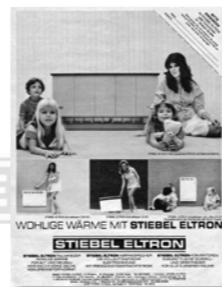
› 1958

The first EBK 5 water boiler from STIEBEL ELTRON enters serial production - and is immediately a resounding success.



› 1968

Its first electric storage heaters confirm STIEBEL ELTRON as a pioneer of advanced electric heating.



› 1977

STIEBEL ELTRON invests in advanced technology and develops high-grade solar collectors.



› 1987

With the DHE, STIEBEL ELTRON launches the world's first fully electronic instantaneous water heater.



› 1999

The LWZ 303 is the first STIEBEL ELTRON appliance that combines all building services, such as ventilation, central heating and DHW in a single appliance.



› 2006

Booming international sales enable STIEBEL ELTRON to double its manufacturing capacity in Bangkok.



› 2014

The new WPC heat pump achieves the highest ever energy efficiency ratings in its class.



Innovation is the force that drives markets: forwards

» ELTRO «
ELTRON



STIEBEL ELTRON



STIEBEL ELTRON's management (left to right): Dr Kai Schiefelbein, Rudolf Sonnemann (Chairman of the Management Board), Karlheinz Reitze, Ivo Huhmann



Australia
Austria
Belgium
China
Czech Republic
Finland
France
Germany
Hungary
Japan
Poland
Russia
Slovakia
Switzerland
Thailand
Netherlands
United Kingdom
USA

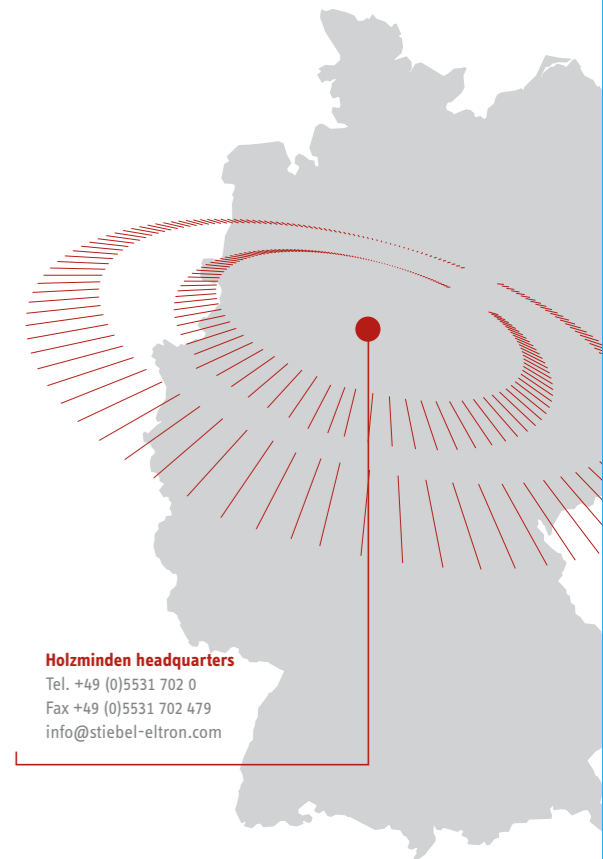
WE HAVE LEFT OUR MARK ON ENTIRE MARKETS WITH OUR INNOVATIVE STRENGTH

It is our firm conviction that in order to be a leader in a market with your products, as a business you fundamentally only need to satisfy two conditions. You need to know the market and its requirements inside out – and you have to be more innovative than your rivals. This not only applies to the quality standard of products, but is also equally true for product efficiency, functionality and durability in particular.

FUTURE-ORIENTED SOLUTIONS ARE DEVELOPED TODAY

STIEBEL ELTRON has satisfied all those requirements for years thanks to its high level of innovative strength. In many product sectors and on the most diverse national and international markets, always tailored exactly to the specific needs and requirements of each country. For instance, we are the leaders in Central Europe for water heaters, both in terms of market share and technology.

Moreover, we face tomorrow's challenges today with pioneering solutions for building services, as we also view ourselves as trailblazers when it comes to sustainability. As progressive thinkers, developers and suppliers of solutions in the field of renewable energies, we have set benchmarks with our end-to-end systems and thus tapped into the huge potential for innovation in many international markets.



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Tel. +49 (0)5531 702 0
Fax +49 (0)5531 702 479
info@stiebel-eltron.com

We speak one language the world over: German Engineering

We are represented in many key markets throughout the world with our products and solutions. This includes three international production facilities, 24 subsidiaries and agencies in over 120 countries. More than 40 per cent of turnover is now achieved internationally thanks to the high vertical range of manufacture of our products, the well-engineered quality “made in Germany” and in-depth knowledge of local markets.



- 1 |** The headquarters of the STIEBEL ELTRON Group is in Holzminden, Germany. This is also where our main production facility is to be found in addition to the global administration and sales organisation.
- 2 |** Water boilers, hand dryers and small water heaters, among other products, are made in the Eschwege factory in Germany. The main focus here is on plastics technology.
- 3 |** Since 2006, shower units and small-scale instantaneous water heaters have been manufactured in the production facility in Ayutthaya, Thailand, for the Asian market and export markets throughout the world.
- 4 |** Enamelled steel domestic water heaters with a capacity from 10 to 600 litres are manufactured in Poprad, Slovakia. The cylinders are manufactured for the Central European market.
- 5 |** The factory in the Chinese city of Tianjin has been manufacturing electric heaters destined for the Asian market, such as, for example, convection heaters and heat accumulators, since 2005.

Convincing, intelligent, a partner you can trust: STIEBEL ELTRON



STIEBEL ELTRON IS FULL OF ENERGY

This is an attitude, a promise and an offer, but at the same time a commitment. It refers to the energy that every single employee commits to the company, the brand and our customers. This energy has enabled us to develop and transform markets as a technological leader.

We act out of conviction. Since the company was founded in 1924, we have been developing and producing efficient solutions that are powered by electricity, protect the environment and conserve resources. And that still offer increasing levels of convenience. The way we think and act follows the principle of long-term strategies and sustainability.

We endeavour to find intelligent solutions. We are confident that the energy supply challenges of the future can be overcome with intelligent and networked building services. This is why we are putting all our energy into the quality and further development of our product ranges.

Our business relationships are based on mutual trust and cooperation. Maintaining close relationships with our trade partners and end users is important to us. By providing the best service, a sound sales organisation and cooperation that concentrates on the end result, we are a partner that our industry associates and end consumers can rely on.

As an independent, mid-sized family business, since 1924 we have invested our energy sustainably and single-mindedly. Using past experience is the only way to shape the future.

IMAGINING THE FUTURE: PROJECT ENERGY®

As one of the leading building services, STIEBEL ELTRON has a weighty responsibility. Project Energy® represents our initiative for the House of the Future. Project Energy® means STIEBEL ELTRON is developing future-proof and comprehensive building services.

STRONG BRANDS UNDER ONE UMBRELLA

The group is ideally positioned to serve the different national and international target groups and markets with the STIEBEL ELTRON, AEG Haustechnik, tecalor, Zanker and Tatramat brands.

Facts and figures 2013

Employees worldwide	3,000
Group turnover (in million €)	460
German production facilities	2
International production facilities	3
Subsidiaries	24
Representations worldwide	120

Strongly positioned in the worldwide market, close to customers worldwide

OUR PRODUCTS ARE AS INDIVIDUAL AS THE MARKETS

STIEBEL ELTRON pursues innovative solutions that relate to its key areas of expertise while maintaining high standards of quality. We meet the challenges from very diverse markets by making the most of our technical know-how, adapting our extensive product portfolio to the individual requirements of markets.

Direct access to the market is essential, as is the ensuing direct contact to local partner companies and customers. In Germany, we have positioned ourselves with six sales centres to serve our customers' regional requirements with short distances and to maintain close contact with installers and wholesalers locally. STIEBEL ELTRON is represented in Europe, America, Australia and Asia with 24 subsidiaries. Above and beyond this, there are exclusive distribution partnerships in over 40 countries, or otherwise sales are handled directly. We are thus represented in 120 countries in total.

What are the reasons for STIEBEL ELTRON's successful sales strategy?
Outstanding sales success is only achieved on the basis of a good relationship between business partners. High-calibre consulting plays just as important a role here as an in-depth understanding of the requirements and goals of customers. We earn a high level of confidence with expert advice, training, product concepts and extensive marketing support, which we develop with our customers on an equal footing.

Where do you identify future markets for STIEBEL ELTRON as a company?

Generally speaking, end-to-end solutions for heating, ventilation and air-conditioning, which exploit the optimum in energy management of buildings, represent a significant area for the future. This is why we initiated our Project Energy[®]. On the international level, we aim to build on our position in existing markets and to expand further in new countries.

How do you ensure that you are able to respond quickly to changes in the market?

Our goal is to be ready to face new market requirements – in order to be proactive ourselves, thus avoiding the need to react. We achieve this through our close ties with customers and farsighted market research, combined with our in-house development and production. We are actively involved in practical implementation of new market requirements on all major committees and associations.

What are the most important challenges for an international company like STIEBEL ELTRON?

The main challenge now is competitiveness while simultaneously maintaining the high standards of quality that we expect of our products. Another challenge is to convince our customers, who have different levels of knowledge and needs and also different standards of living, of the advantages of our products.

How does STIEBEL ELTRON adapt to the different requirements of international markets?

To be successful on an international scale, we need to be extremely flexible and demonstrate a broad base of knowledge. This starts with an understanding of the specific culture and the different conditions under which our products are used in the country, and extends to different statutory and technical regulations. We need to treat each market on an entirely individual basis.

What strategies do you pursue in international sales?

We keep a very close eye on the development of our product sectors in many countries in order to constantly reassess potential launches. In countries where we already operate, we gain recognition with our local presence and the related support in all areas. The sound combination of product quality, confidence in the company and ongoing customer support is a crucial factor in the worldwide success of STIEBEL ELTRON despite ever-more challenging competition.



Marcus Haferkamp (left), Head of Field Sales, and Andrea Klein, Head of Sales for the Middle East and Africa

Warenausgabe
outgoing goods

BIS ZU 50% HEIZ-
ENERGIEKOSTEN SPAREN
www.waermepumpen.de

“Because we know our customers,
we can operate successfully
throughout the world.”

If you install the future, you can already live in tomorrow today

SOLUTIONS THAT ARE CONVINCING WHATEVER THE PRODUCT

Anyone who chooses products and system solutions from STIEBEL ELTRON is installing part of the future. With some 2,000 different products, STIEBEL ELTRON offers the most diverse solutions covering all areas of water heating, renewables, air-conditioning and central heating.

The wide variety of our individual products makes it possible to combine many systems, which can be tailored exactly for every target group and building use. Our system solutions are used in the housing industry, in commercial property, in single-family homes and multi-occupancy properties – both in new buildings and as part of energy-saving measures in existing buildings. What is more, STIEBEL ELTRON offers its partners comprehensive service and extensive advice and assistance with planning on-site.

What is the over-arching idea behind all product development at STIEBEL ELTRON?

With all new developments, greater energy efficiency and high product quality are of paramount importance. In addition, we are constantly endeavouring to improve levels of convenience. This may mean easier installation and handling, which is to the advantage of the contractor – or it may concern the ultimate use by the end customer – with intuitive operation using smartphones or tablets, for example. STIEBEL ELTRON stands for extremely customer-friendly products – and it should stay just that way.

What criteria do products need to satisfy in order to remain successful in the future?

Ultimately, it comes down to our products meeting our customers' wishes and requirements. Where heating is concerned, priority is given to a desire for as much energy autonomy as possible, for an end to reliance on fossil fuels such as oil and gas.

Whether a product will be successful in the future, however, depends on numerous factors: on reliable, energy-efficient operation, on the ability to combine it with other appliances, on the ability to integrate it in higher-level control systems and, last but not least, on user-friendly operation. It goes without saying that it must also meet international requirements that vary very widely.



“In every stage of further development, we also improve quality and convenience in addition to the efficiency of the products.”

Dominik Golüke (left), Product Manager for Hot Water, and Matthias Kemper, Product Manager for Renewables



“STIEBEL ELTRON offers its customers an enormous portfolio of products with the ability to combine entire system solutions.”



Are there already products or system solutions today from STIEBEL ELTRON, which are ahead of their time?

The entire success of the company has always been founded on products that offer more than the current standard – greater efficiency, greater convenience, greater safety, higher quality. It was like that in the past, it is like that in the present day and will also be like that in future.

For instance, this is reflected in the very topical issue of the new energy efficiency labels. According to EU law, heat generators will also be given this label, similarly to other products such as fridges. Today, we already supply heat pumps that are better than, for example, the current top-ranking label of A++. These products already demonstrate an energy rating that would allow them to be ranked in the A+++ category, which will not even be available until 2019.

What makes STIEBEL ELTRON different to other suppliers of similar products and systems?

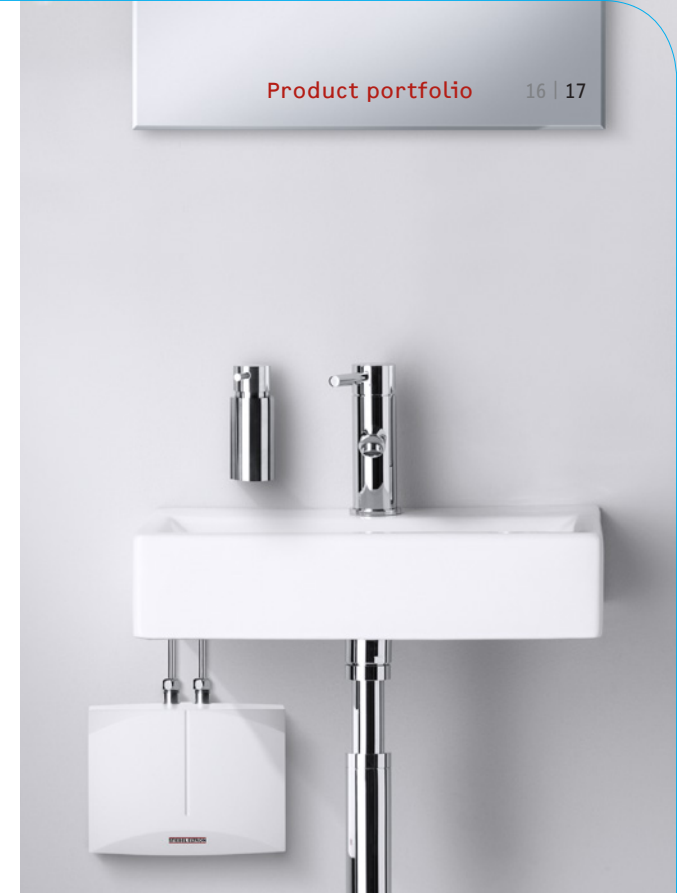
We concentrate on the areas where we are strong. We identify ourselves fully with our products and every day we endeavour to improve even further. And we have the advantage of our experience as a leading technology supplier: Dr Theodor Stiebel's invention of the coil immersion heater in 1924 revolutionised hot water supply, just as the DHE fully electronic instantaneous water heater did in 1987. When it comes to renewable energies, we started development and production of heat pumps back in 1976 as one of the first suppliers.

We provide customer service throughout Germany with highly qualified staff. We provide support to contractors, specifiers and architects in a multitude of ways, for example with intensive consultation from our sales department and an extensive training programme. Our comprehensive package thus includes not only individual product and system solutions, but also the important areas of service before and after installation. Our brand name represents a promise, based on which all our partner companies can expect the very highest quality. We keep this promise.

Are there concrete examples where the innovative technology from STIEBEL ELTRON has led to especially energy-efficient, pioneering solutions for building services?

There are already a large number of examples, and new ones are added every day. In the Energy Plus house at the German parliament, for example, a further development of the winning entry in the world-famous Solar Decathlon competition in 2009, which was on tour in Germany for one year as a prime example of energy-efficient and future-oriented building, a compact ventilation unit with integrated heat pump ensures highly efficient central heating, hot water supply and aeration and ventilation.

Or the “Tower 185” in Frankfurt, which is fitted with hot water solutions from mini instantaneous water heaters to large-scale ones, and exploits the advantages of a decentralised hot water supply to the full.



Comprehensive service: relating to all aspects of every product

THREE THINGS THAT MAKE THE DIFFERENCE

What makes our company virtually unique when it comes to customer service are mainly three things: the human aspect, expertise and farsightedness. Aside from all the technical and commercial aspects, business is conducted first and foremost between people. We set ourselves apart from the rest of the market very clearly with the professional and respectful manner that is typical of our collaboration with business associates.

RELIABILITY MEETS FARSIGHTEDNESS

We not only provide reliable technical solutions to our customers, they can also depend on extensive customer service covering all aspects of the entire product portfolio. From consulting to marketing support and through to maintenance, STIEBEL ELTRON accompanies its business associates and customers, for instance architects, specifiers, contractors, property developers and manufacturers, in every project.



Katharina Boeker (left), Sales Service Centre and Alexandra Peluzzi, Product Marketing and Planning

“We are not only expanding our training academy but also our range of services.”

Is it possible to talk of a worry-free package when it comes to STIEBEL ELTRON's range of services?

Anyone who is planning investments over a period of 15–25 years will worry. STIEBEL ELTRON's range of services can help to keep these worries to a minimum, however, and may even stop them altogether. We accompany our trade partners and property owners from the outset through all phases. For our trade partners, this starts with the initial meeting to give the end customer advice on planning and design, and later it includes servicing of the system.

As a result of extensive training and continuing professional education, our business associates are able to provide their customers with the right solution. Good planning prior to installation ensures that appliances will deliver the required function and convenience, and ultimately it is especially important for economical operation of the system. Once the system has been installed, the investor expects it to operate efficiently on a long-term basis. Our trade partners can guarantee this with an annual maintenance and efficiency check. We support them with special workshops at our training centres on the subjects of commissioning and servicing when our in-house customer service team is also available for advice. Thanks to specific planning and consulting services, we guarantee that the various stages of work will progress smoothly and appliances will operate efficiently and economically. Anyone who is planning with STIEBEL ELTRON can count on our customer service.

THE EARLIER THE PLANNING, THE BETTER THE IMPLEMENTATION

Planning of heating, ventilation and air-conditioning – for instance, central heating, domestic hot water or controlled home ventilation – should be carried out as early as possible in the project planning process as a whole. Just like the building, the system first only exists on paper after all. It is extremely important for property owners, architects and trade partners to be aware of the most important technical requirements in this phase of planning.

How do you accompany your customers during the buying process? Our consulting and planning service ensures that our customers will always be offered the most suitable solution. This is why we like being able to accompany many building projects in the very early stages. We promise our customers energy-efficient and ecologically sound system solutions. The prerequisite for this is careful selection and planning. It is not least for this reason that STIEBEL ELTRON provides various services that ensure optimum interplay with other technical aspects, for instance with its 3D planning for controlled home ventilation. What is more, we put various planning tools, such as the Heat Pump Navigator, at the disposal of our clients to enable fast and uncomplicated planning. Our range of services addressing all aspects of energy-saving regulations makes it possible, for example, to carry out checks even in the early phases of planning as to whether and how the customer's specifications and the statutory requirements can be satisfied in the best possible way.



STIEBEL ELTRON provides electronic assistance to its trade partners in all areas of heating, ventilation and air-conditioning.

What additional ranges of services are you working on right now?

STIEBEL ELTRON is currently building a new training and communications academy at the Holzminden site. This is where visitors will not only learn about products from STIEBEL ELTRON, but they will also gain an impression of the people who work in the company. Four rooms for practical work will allow us to offer participants hands-on training for commissioning, maintenance and troubleshooting, and demonstrate areas of application for their daily business. Apart from the familiar face-to-face training, new methods of teaching and learning will also be practised, such as blended learning. Blended learning stands for a combination of face-to-face training and online learning phases that is very instructive. Participants can therefore work through a lot of the course content at home and concentrate more on preparing themselves for the face-to-face training sessions. As a Plus-Energy building, the new academy will satisfy

the highest standards of architecture and energy efficiency and, as a beacon project, will also set new standards.

What distinguishes very good customer service?

STIEBEL ELTRON is a strong company with convincing customer services. For instance, our customer service is not only available around the clock in Germany, we can also supply 35,000 spare parts at short notice, that is within 24 hours. What is more, our 110 customer service technicians have a so-called German "refrigeration certificate" and can help to resolve problems quickly. Our guarantee terms are also something to be proud of. For example, in many countries we offer a full five-year guarantee for our complete heat pump systems.* And we supply original spare parts throughout the world up to 15 years after production ceases. So it is not just our product portfolio but also our customer service that is virtually unrivalled.

*According to the guarantee terms from STIEBEL ELTRON GmbH & Co. KG



"Anyone who is planning with STIEBEL ELTRON can count on our customer service."

Quality doesn't happen by chance – it is a matter of design



Ulrich Babenschneider (left), Head of the Heat Pump, Sheet Metal Production and Heater Assembly Divisions, and Werner Quade, Eschwege Factory Manager

THE KEY MEASURE OF QUALITY IS OUR CUSTOMERS' SATISFACTION

One of our company's goals is to develop and manufacture innovative, high-quality products that are geared to market requirements and to market them throughout the world. Development and manufacture should be sustainable and environmentally responsible. We understand quality to mean satisfying the requirements and expectations of customers. The benefit to the customers and their satisfaction are the measure of this.

In practice in the workplace, our "integrated management system (IMS)" makes a substantial contribution towards the ongoing improvement of the organisation within the company. By clearly defining the company's goals, workflows, responsibilities and processes, new specifications and innovative processes are adopted and thus enshrined in the company.

CONTINUOUS IMPROVEMENT MEANS CONTINUOUS CHANGE

What are the prerequisites for a continuous process of improvement in the company?

A continuous process of improvement requires constant change. So the question is not whether we need to change but how quickly we can change. The markets dictate the need, but our employees are the ones responsible for putting it into practice. The working atmosphere is all important in this. Our staff should not only enjoy their work but also the change itself. The will to do so must be the responsibility of all managerial staff on all levels of the workforce. The basis is full mutual trust – and of course removing bureaucratic hurdles so that ideas can be put into practice in the team successfully and fast.

What role do the staff play in this?


The staff themselves judge what benefit their suggestions have for the company. Respect and recognition create the social basis so that they get actively involved during the continuous improvement process and are rewarded for their commitment. And they are allowed to make mistakes. Mistakes do happen, it is only human. However you can view any mistake as an opportunity. This is because together we analyse how it happened and what measures need to be taken so that this error does not reoccur in future. This is how we ensure that our products grow better and better and our staff gain a deeper sense of what defines quality in the true sense of the word.

What is called for is not necessarily big, cohesive ideas, but rather the sum of myriad smaller suggestions from our staff. The strategy of continuous improvement means that staff from all areas and levels in the hierarchy are involved in solving operational problems. Any member of staff can get involved in the improvement process in the company wherever they can contribute special expertise. The solutions that are arrived at gain far more in quality through the greater diversity of knowledge.

Apart from the financial advantages, the outcomes are reflected in self-confidence, in the satisfaction and motivation of the staff, and lead to an even better understanding for the subject of product quality.

"The question isn't whether we need to change but how quickly we can change."





“There is only one standard of quality for us: the highest.”

QUALITY IS NO ACCIDENT FOR US BUT THE NORM

We do not leave the quality of our products to chance. This starts with the fact that we include preventive measures for quality and for process reliability in the plan, prior to actual production in our factories. This means we monitor and check each individual stage in the production workflow in meticulous detail. Added to this is the ongoing optimisation of all processes through constant automation. This is how lean production workflows are created, which are tailored exactly to materials planning.

Other major components in satisfying the standard of quality that we have set ourselves are the high vertical range of manufacture, exclusive use of superior components and working in well-organised teams. This is where the concept of craftsmanship, rather than the conveyor belt, steers the production flow.

We have been awarded numerous national and international accolades over the years for all these efforts in aid of consistently high product quality.

How is the quality of a product achieved at STIEBEL ELTRON?

You have to start early on. After all, quality is not only created in production, but early on in the development department, during the design of a product or system solution. This means we incorporate our production know-how in development so we can manufacture reliably in terms of process engineering at the end.

An example is if I am able, in terms of manufacturing, to produce a component with a tolerance of 1 mm in a reliable and controllable manner, I need to take this knowledge into account during development. So at STIEBEL ELTRON, quality is not created just during manufacture and maintained at a constant level there, but long beforehand.

How do you assure the famously high standard of quality?

On the one hand, we ensure quality production by using suitably qualified staff. This requirement is absolutely vital and is monitored again and again against the standards of our integrated management process, where each process step is established in work orders.

So employees know exactly what they have to do at each stage. Later, during the final assembly, each appliance undergoes performance testing at a test bench. This is how we know all the performance data for our appliances. If a fault does occur, we can trace this back at any time. Where quality assurance is concerned, at STIEBEL ELTRON we are really well positioned.

Only those at the front can see ahead

SETTING STANDARDS WITH INNOVATIONS

For STIEBEL ELTRON, innovations are not just visions of the future, but are first and foremost real products and systems that can be used in every household. This is why we offer a wide range of customer-focused solutions in the area of inverter heat pumps, made exclusively in Germany. In addition, we have an almost unrivalled range of system solutions on the market that stand out with excellent performance data, low acoustic emissions, unsurpassed workmanship and top-quality design. In a nutshell, if something changes that is to the consumer's advantage, STIEBEL ELTRON's innovative technology is almost always involved.



Olaf Diederich (left), Head of Instantaneous Water Heater and Control Technology, and Dr. Johannes Brugmann, Head of Renewables Technology and Development

What is one of the biggest technical challenges of the future?

Intelligent, even better interplay of all components in building services that integrates a maximum of renewable energies and yet is child's play to operate. Right now, for instance, the focus is on technical development of intelligent control and management systems for thermal and battery storage. The challenge lies in incorporating user behaviour intelligently in the technical concept. The devices must be as easy to operate as a smartphone. Only then can networking be used to improve efficiency.

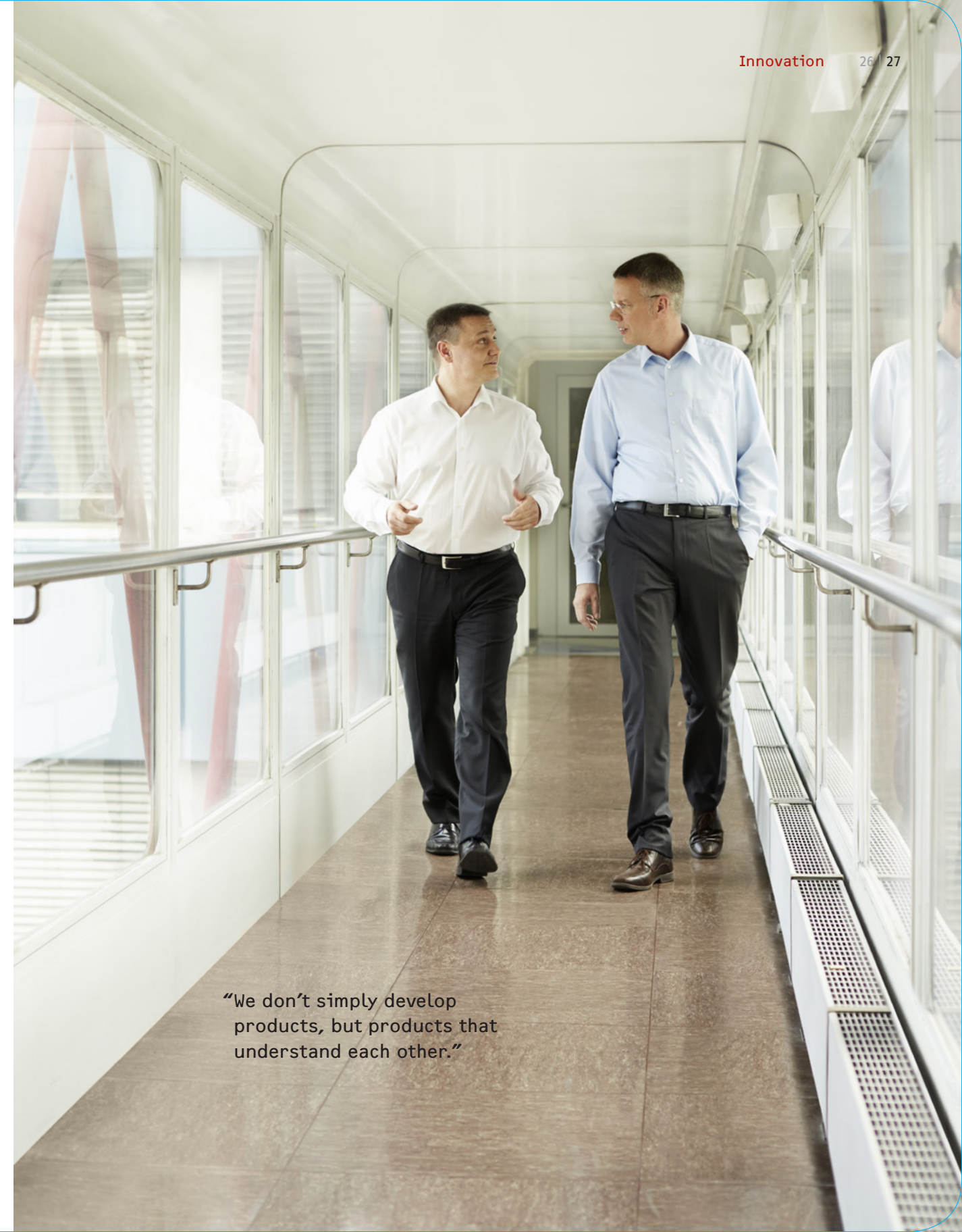
What should be taken as a given here?

Sophisticated technology combined with excellent product quality that satisfies the highest standards of safety. Although we are not only developing individual products, but largely comprehensive system solutions

that are sustainable and can thus be extended. Only in this way can we achieve maximum efficiency when managing the available resources.

How do things look when it comes to one of the main goals in the development of building services?

There are several major goals. One is to integrate building services with smart grids, in order to best exploit their advantages. This means planning electricity loads more uniformly and avoiding peaks. And making sensible use of electricity, generated, for instance, from renewable energies such as wind power or solar plants, exactly when there is an excess of it available. And to some extent, to take advantage of it at a later time. This is going to require new intelligent control systems that learn from their users' behaviour and can be implemented to use energy efficiently.



“We don't simply develop products, but products that understand each other.”

STIEBEL ELTRON – a high standard when it comes to sustainability

CHALLENGES EXIST TO BE OVERCOME

Our aim is to drive development forward step by step, to become a company with the highest standards in sustainability. This also means, for example, improving the sustainable use of resources in our company's operations to take it to a new level. We are committed to ongoing improvements in all areas. This responsibility inspires our intellectual curiosity to discover new things time and again, and tests our engineering ingenuity to deliver its best.



“On account of our product portfolio alone, we are passionately committed to the sustainable manufacture of our products.”

Sebastian Schmitt (left), Head of Quality Management, and Anke Grönnert, Environmental Manager, Waste, Water Pollution Control and Hazardous Materials Officer

Which measures has STIEBEL ELTRON taken to ensure that production is sustainable?
We have taken a series of measures to make sure that our production is sustainable. The implementation of these measures is demonstrated by the company obtaining certification of its environmental and energy management system in November 2013. Primarily, this involved saving energy and avoiding waste, for example, by reducing consumption of natural gas and electricity.

How do you monitor progress where sustainability in the production process is concerned?

In order to drive our efforts forward to achieve sustainable production, we provide the TEWI (Total Equivalent Warming Impact) value for all types of heat pump, for example. This figure specifies the overall impact of heat pump production on the greenhouse

effect. We calculate this value continuously to see what concrete achievements we have made in environmental management, and, of course, to identify where we need to redouble our efforts.

What role does conserving resources play in production at STIEBEL ELTRON?

We have developed programmes in all areas of production in order to use our energy as efficiently as possible. Many of these measures have already been implemented successfully. They include switching over to LED lighting in production in the Eschwege factory and also making considerable reductions in our gas consumption in the enamelling process of our DHW cylinders by making organisational changes. These examples show that it is not always necessary to make huge investments to make definite progress when it comes to sustainability.

“We encourage people
who can see the big picture.”



A company that has character needs characters who are independent

WE TAKE RESPONSIBILITY PERSONALLY

The corporate culture at STIEBEL ELTRON is not governed from the top down but is lived out on a daily basis as a partnership of equals. As a result, the company has agreed on the rules in its “Code of Conduct” and its management model. These rules form the fundamental understanding on which basis we work together and interact with one another as a whole. The consequence in everyday operations is that employees not only carry out their work with specialist skills and are highly motivated, but also feel personally responsible for their work.

SKILLS AND MOTIVATION: TWO MAINSTAYS OF ACTIVE CORPORATE CULTURE

Employees are given constant support in developing professionally, with in-house and external training programmes for example. This, together with high levels of autonomy in their areas of work, opens up new prospects within the company to employees – an important prerequisite in taking STIEBEL ELTRON to the forefront of an innovative market. Listening and being listened to, seeing and being seen – this not only builds expertise but also creates motivation.

What sets the people working at STIEBEL ELTRON apart?

Our employees need to have confidence in themselves, to be business-focussed in their thinking, unafraid to make decisions and to stand by their convictions. Even if their boss or colleagues might think differently on occasion.

At the same time, they look beyond the confines of their own experience, because they are able to think and act in terms of processes. We need characters like this because, as a company, we can only be successful if many creative minds and hands find solutions that our customers feel comfortable with.

What does it mean to be an equal partner at STIEBEL ELTRON?

It means that we have an open approach to working together and to dialogue that is characterised by a relationship that is based on mutual trust and cooperation and by mutual support and respect. It is important to us to hear the opinion of individuals. Working as equal partners also means being open to other people’s opinions and being carried by the team spirit. In order to achieve things together and to celebrate our successes together.

What value is placed on the people in the company?

At STIEBEL ELTRON, people are paramount. Because it is people who have ideas that drive us forward. And we support this every day. Because we are a company that is committed to its employees.

Long-term success, not short-term profit goals, is the standard by which everything is measured. This is why, as we act from conviction, we stand behind what we do: for energy efficiency, for renewable energies – for areas that we intend to keep developing in the years to come. And we do all this, demonstrating stamina and based on our firm convictions and a wealth of good ideas.



Gerhard Starke, Head of Human Resources

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STIEBEL ELTRON