

**Haiti, 12th January 2010:** At 16:53h local time the ground began to tremble, roads broke open, buildings collapsed like houses of cards. The earthquake that struck the Caribbean country was one of the worst in the history of the entire American continent; the country's infrastructure was almost completely destroyed in many places – hundreds of thousands of people died in the rubble, and well over a million were made homeless.

Fast international aid, in which Kärcher participated, was all the more important for the disaster area. The German THW (Federal Agency for Technical Relief), which dispatched its rapid response unit (SEEWA) to the capital Port-au-Prince, was given a WRC 500-RO drinking water treatment plant. Together with the Rems-Murr district and the Kreissparkasse Waiblingen, Kärcher donated a mobile catering system worth €42,800 to the German Red Cross.

“We see solidarity with the people of Haiti as imperative,” said CEO Hartmut Jenner at the handover ceremony. “As in the case of the Elbe floods in 2002 and the Indian Ocean tsunami at the end of 2004, we recognise our corporate responsibility in the aftermath of this disaster too and want to help with our know-how and technology.”



## Kärcher helps victims of earthquake and floods

*Water treatment plant and mobile catering system donated*

» A few hours after the donation was handed over, the German Red Cross airlifted the Kärcher kitchen module and the Typ CD 10 combi-steamer to Haiti. They are part of a field clinic for 120 patients which was erected twenty kilometres outside Port-au-Prince. The units are powered by diesel fuel or gas and are therefore completely independent of the electricity supply. Up to 300 meals can be prepared in about an hour.



» Apart from the THW, other relief organisations use Kärcher water treatment plants. For example, a team from arche noVa has two WTC 500-RO plants in operation in Petit Goave. It provides 5,000 people with drinking water in the town located 60 kilometres to the west of Port-au-Prince.

» A WTC 500-RO treats up to 12,000 litres of drinking water per day. It transforms seawater, spring, river and surface water into pure drinking water.

» At the core of the plant are two membrane filters which operate on the physical principle of reverse osmosis. Their pores are so fine that only water molecules can pass through. They reliably trap bacteria, viruses, lime, heavy metals and pesticides. Drinking water treatment is performed completely without the use of chemicals. Chlorine or minerals may be added subsequently to guarantee the storability of the treated drinking water.

In the aftermath of the massive earthquake in Chile this year, the drinking water and power supplies broke down completely in many areas; the coastal region of Constitución in particular was severely hit. Kärcher, together with its dealer Emasa, donated a WPC 5000 SW drinking water treatment plant. "As in Haiti, we wanted to support the people in Chile in their time of need. By donating this plant we have been able to provide help directly to those afflicted," says CEO Hartmut Jenner.

"In 2008 we installed a water treatment plant on an island in Patagonia. For this reason our dealer Emasa was aware of our expertise in this area," reports Sabine von Winckler, Area Sales Manager for South America and Portugal. "When Emasa contacted us after the earthquake and reported on the dramatic situation in the area, we quickly decided that we would help the people in Constitución."

**5,000 litres of pure drinking water every hour**

Roland Hollerung, Category Manager in Water Treatment, outlines the capabilities of the plant: "The WPC 5000 SW donated to Chile produces up to 5,000 litres of pure drinking water from seawater every hour. That is enough to supply about 3,000 people in the area stricken by the earthquake."



*Chilean aid workers set up the Kärcher water treatment plant together with Emasa staff.*

Nina Blumenstock from Customer Support took care of shipment of the machine, which was airlifted free-of-

charge from Frankfurt to Santiago de Chile by the LANChile airline. where the quality of the water available is inadequate. In the treatment process the water passes through three

## Kärcher donates water treatment plant to Chile

charge from Frankfurt to Santiago de Chile by the LANChile airline.

The plant can be installed in any location where there is no access to the public drinking water system or

filters, which reliably retain suspended matter and chemical pollutants. Not even bacteria, viruses, lime, heavy metals and pesticides can get through the fine pores of the filters.

Vast stretches of Poland were severely affected by devastating floods in May and June. The Oder and Vistula rivers broke their banks, whole communities were under water and tens of thousands of people had to make their way to safety.

## Kärcher Poland helps after floods

"It was a great concern for us at Kärcher Poland to alleviate the distress of our fellow-countrymen and also limit the damage," reports general manager Jacek Olko. "We there-



*Kärcher Poland made available thirty pressure washers and wet and dry vacuums to the fire service for post-flood clearing-up operations.*

fore made available thirty high-pressure cleaners and wet-and-dry vacuums to the State Fire Service for the clearing-up operations."

The machines were used in the provinces hardest hit by the floods to clean the muddy water and contamination from the buildings.

Poland's Kärcher dealers also demonstrated solidarity: The MJM company in Warsaw sold high-pressure cleaners at favourable prices to Caritas Poland. The Caritas relief organisation lends the machines free of charge to flood victims who want to clean up their homes themselves.