

PRESS RELEASE

Sales record in 2019, CO₂-neutral by 2021

Kärcher starts the 2020s full of determination

Winnenden, March 2020 – With 2,578 billion euros, Kärcher increased its turnover 2019 by 2.1 percent compared to the previous year. A good prerequisite for continued investment – 150 million euros was invested in the last year. Completely new accents in the customer address will have a share: 2020 sees the start of an extremely emotionally charged brand identity on a global scale. A special company focus is on the new sustainability strategy, which plans that all plants worldwide will be CO₂-neutral by 2021.

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Sustainability creates added value

"Kärcher continues to grow. In 2019 we once again achieved the highest turnover in our company's history", says Hartmut Jenner, Chief Executive Officer and Chairman of the Board of Management of Alfred Kärcher SE & Co. KG. The employees are still an important basis for sustainable corporate growth at Kärcher. The number of employees at the turn of the year was 13,500 (up 500). Five new national subsidiaries were also set up in order to further adapt the corporate structure to current market developments. New capacities were also created in the Board of Management on 1 January 2020 with Stefan Patzke (43) for Finance and Michael Häusermann (59) for Special Business Units.

"Since the beginning of 2010 we have doubled our turnover. One reason for this extraordinary development is certainly the fact that our family business essentially stands for value preservation and sustainable management", adds Hartmut Jenner. For a long time now Kärcher has been focussing on increasing the efficiency of its products and saving resources. Apart from the CO₂ neutrality, the reuse and recycling of raw materials, as well as the reduction of plastics in packaging materials, are on the sustainability agenda.

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Innovation creates added value

Anyone who wants to be successful in the future needs convincing innovations:

Kärcher launched 150 new products on the market in 2019 – more than ever before in one year. The "Kärcher Battery Universe" with 43 new products from garden tools through to the first battery-powered high-pressure cleaner for professional users is one of the key topics. The integration of suitable companies in the company network is also part of the innovation strategy. In 2019 Kärcher acquired the Berlin-based IT company SoniQ Services GmbH: it provides building service contractors with intuitive software for the efficient planning and control of their entire service process. Since last September the market leader for multifunctional municipal vehicles Max Holder is also a part of the Kärcher Group.

Responsibility creates added value

Kärcher has always been committed to people and society. In 2019 the company restored eleven structures worldwide from Vietnam to the Philippines and Israel through to Germany. The cleaning specialist gets involved on the social front as a sponsor of the One Earth – One Ocean environment organisation, which campaigns against the littering of the oceans. In cooperation with the Global Nature Fund, in the last eight years Kärcher has built green filter systems for water treatment in 15 village communities on three continents, the most recent was in Jordan in 2019.

Green light for 2020: time for the wow factor

A new brand identity from spring 2020 should create enhanced visibility for Kärcher as a company and the various product categories. "We are now placing a greater emphasis on the emotional effect when addressing our target groups", explains Hartmut Jenner.

The focus is on value preservation – whether it is garden maintenance, the restoration of a vintage car or the maintenance of an industrial system.

Alfred Kärcher SE & Co. KG

KÄRCHER

The Kärcher logo consists of the word "KÄRCHER" in a bold, black, sans-serif font. Below the text is a thick, horizontal yellow bar.

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Kärcher is a world-leading solution provider in cleaning and maintenance. The portfolio includes high-pressure cleaners and ultra high-pressure cleaners, vacuum cleaners for various applications, steam cleaners, sweepers and scrubber driers, vehicle wash systems including self-service technology, industrial cleaning technology for special applications, cleaning agents, systems for the treatment of drinking water and reclaim water, water dispensers and air purifiers, software for fleet and process management, pumps and watering systems, as well as machines for garden maintenance. Perfectly matched products and accessories are accompanied by comprehensive advice and service geared towards specific target groups.

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GRAPHIC OF ANNUAL FIGURES

Kärcher starts 2020 with a sales record, 500 new employees and more innovations than ever before.



The Emperor William monument in Porta Westfalica, Germany, was one of the monuments cleaned in 2019. The workers abseiled against a spectacular backdrop and removed dirt from the monument dating back several decades.

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An extremely emotionally charged brand identity with new imagery starts in 2020.



The "Kärcher Battery Universe" with 43 new products includes high-pressure cleaners, vacuum cleaners and garden maintenance machines.

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