

difference

THE KÄRCHER MAGAZINE

01 | 2022

UNDER THE DUBAI SUN

A never-ending
source

CLOAKED IN ARTISTRY

The Luxor Obelisk
in Paris

FINALLY SWAPPING BUCKETS FOR SCHOOLBOOKS

A drinking water project
in Burundi





01 | 2022

Dear readers,

All around the world, people are using our machines to improve their living environment.

In our cover story from the United Arab Emirates, you can discover how solar panels in Dubai are kept free of sand, making them even more efficient in the process. Find out how a young artist's design enriched our latest cleaning project, the Luxor Obelisk on the Place de la Concorde in the French capital, and read about how our water treatment systems have given schoolchildren in the East African nation of Burundi the opportunity to focus on their studies rather than having to go to great lengths to fetch water from a river.

I wish you an exciting and inspiring read!
With kind Kärcher regards,

Hartmut Jenner
Chief Executive Officer and Chairman
of the Board of Management
Alfred Kärcher SE & Co. KG



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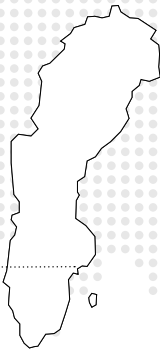
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Kärcher cultural sponsorship
Visit our website to find out more about how the Avicii Arena was cleaned
[kaercher.com/CSR](https://www.kaercher.com/CSR)

KÄRCHER has cleaned more than 150 buildings and monuments world-wide since launching its cultural sponsorship programme in 1980, including the Avicii Arena in Stockholm, Sweden.

AVICII ARENA



85

FOR THE SECOND TIME SINCE 2016, Kärcher has joined forces with Swedish climbing partners Klätterservice AB to clean the Avicii Arena in Stockholm, Sweden. With a little help from our hot water high-pressure cleaners, years of dirt caused by emissions were removed from the 22,000 m² surface of the arena's 85-metre-high dome – without the use of any chemicals.

A never-ending source

UNDER THE DUBAI SUN

Whilst many nations are still searching for alternative energy options, those in the Middle East are striving to make the most of one particular resource that they have an abundance of: the sun. It provides more energy than is needed. For solar power expert Thibaud Duchateau, the sun is the key to clean energy for the future and thus a more habitable world for the generations to come.





»I WANT TO MAKE A
REAL DIFFERENCE
THROUGH MY WORK.«

THIBAUD DUCHATEAU



.....
The installation, cleaning
and maintenance of solar
solutions requires exten-
sive expertise. Thibaud
Duchateau has to regularly
inspect the plant equip-
ment and make continuous
improvements.

Even as a structural engineering student, Thibaud Duchateau set about acquiring the skills and knowledge he would need for a career that would first and foremost help him to protect the environment and shape a better future for mankind. He opted for the solar energy sector, and thereby became part of a movement that works tirelessly towards making energy clean and affordable and protecting the planet for the long term: “I am fascinated by everything related to alternative energy and want to make a real difference with my work. Within the solar sector, I am lucky enough to work every day with people who share my enthusiasm.”

Battling with sand and dust

His interest in renewable energies was sparked as a young child. Born in the

French city of Toulouse, he travelled the world with his family from a young age and lived in many different countries. His primary school years were

MORE THAN
190
SOLAR PLANTS
ARE CURRENTLY MAINTAINED AND CLEANED
BY SIRAJPOWER IN DUBAI.

spent in Morocco, before later moving with his parents and younger siblings to Abu Dhabi, capital of the United Arab Emirates (UAE), for seven years.

His father worked as an engineer and his mother as a teacher. These days, Thibaud Duchateau’s family are back living in France, where he visits them twice a year. “From my many travels, it became clear to me, even as a child, the devastating impact climate change has on the world, and I soon realised that I wanted to be part of a sector that helps tackle this global challenge.”

For the past three years, he has been living in the desert city of Dubai, where he works as Head of Operations and Maintenance for SirajPower. The company provides comprehensive solutions for the development, construction and operation of solar rooftops, which convert sunlight into electricity for commercial and industrial applications. There are several aspects of his job that the Frenchman loves: inter-

acting with people, such as clients and suppliers, for instance. Or making sure that the in-house team is in sync and understands how to continuously improve the products. What’s more, Thibaud Duchateau is able to contribute pioneering work to the new projects his company is developing – and thereby play an active part in developing a greener future. SirajPower is currently responsible for the installation, cleaning and maintenance of over 190 solar plants, covering 600,000 square metres and totalling 100 megawatts of installed capacity. The plants are spread right across the city. Every day, SirajPower’s plants generate some 274,000 kWh of energy, which equates to the energy needed to drive roughly 25.5 petrol-powered cars continuously for a year.



5 FACTS ABOUT THE UAE

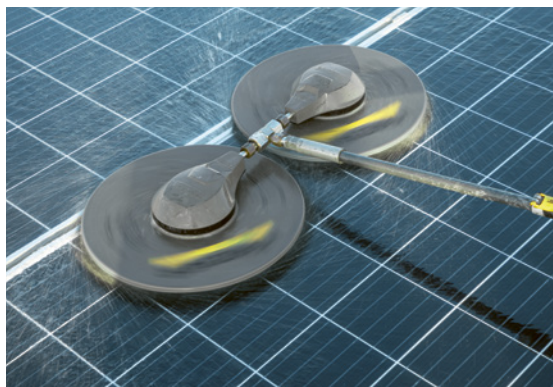
- The United Arab Emirates is a federation of seven emirates in the east of the Arabian Peninsula: Abu Dhabi, Ajman, Dubai, Fujairah, Ras Al Khaimah, Sharjah and Umm Al Quwain.
- The country covers 83,600 km² in total and has a coast stretching 1,381 km. The capital city is Abu Dhabi, and the national currency is the United Arab Emirates dirham.
- In 1833, the Al Maktoum tribe founded the fishing settlement of Dubai, and the Al Maktoum dynasty governs the emirate to this day.
- “Marhaba”: this short greeting means “welcome” in Arabic, the official language of the UAE.
- The national animal of the UAE is the Arabian oryx antelope.



»WHAT IS BEING DONE HERE HAS THE POTENTIAL TO BE REPLICATED WORLDWIDE.«

THIBAUD DUCHATEAU

To keep its systems clean, SirajPower relies on the iSolar system from Kärcher. Right: kitesurfing in his downtime serves as the perfect counterpoint to Thibaud Duchateau's work at SirajPower.



CITY OF SUPERLATIVES

Situated on the Persian Gulf, Dubai is the capital city of the Arabic Emirate of Dubai. This desert city has evolved into a global centre for trade, logistics, tourism and finance and is widely considered a hub between the East and West. The city is home to countless sightseeing attractions, including the Burj Khalifa. Measuring in at 828 metres, the skyscraper is currently the tallest building in the world.

The weather conditions in sun-drenched Dubai bring with them some very specific challenges: "There is just so much dust here, and occasional sandstorms too," explains Thibaud Duchateau, before adding: "To ensure our complex plant equipment is always performing at its best, it's vital that it is cleaned regularly." This is why the company uses the iSolar system from Kärcher to clean its solar panels. "Our relationship with Kärcher is one of our longest-standing relationships," he points out. "The relationship started with performing maintenance on sites. However, we quickly realised that we had high maintenance needs due to the harsh weather conditions in the UAE. That's when we started speaking with Kärcher about developing customised solutions, which we still use to this day. iSolar can be used every-

where where solar and photovoltaic plants are installed to harness energy from the sun."

The power of nature also plays a big part in Thibaud Duchateau's life outside work. His weekends are reserved for outdoor adventures that get his adrenaline pumping. The athletic executive loves climbing, diving or kitesurfing on Dubai's endless sandy beaches. He loves to see the colourful kites dance about the sky, and nothing brings him more joy than tearing across the water kitesurfing and feeling the pure power of the wind. Thibaud Duchateau firmly believes that nature gives him more vitality and helps him to replenish his own energy levels for the day ahead. For him, this balance in life is a key factor to success.

Green energy for the world

SirajPower not only offers solar solutions but also develops completely new ways of producing energy. Thibaud

enable them to transfer unused energy from the solar systems to construction sites through batteries. "Instead of using a diesel generator, we can offer an entirely new type of solution. Through this hybrid solution, we will be able to power a much larger part of the UAE and the Middle East in the coming years," Thibaud Duchateau explains. "What is being done here has the potential to be replicated worldwide."

It is precisely this spirit of innovation that drives him day in and day out: "I am always striving to advocate for more renewable energies, because if we don't move towards greener energy production, we simply have no future. Every day, I come to work knowing that I'm contributing to a more sustainable future. And that really spurs me on. For

me, it is important to be a part of the solution and help more people make the switch to green energy." ■



To find out more about how solar plants in Dubai are kept free of sand and dust, visit: www.kaercher.com/difference

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EMIRATES
JOINED TOGETHER TO FORM THE
UNITED ARAB EMIRATES.

Duchateau plays a key role here as his job is to develop efficient processes for upcoming operations. For instance, the company has developed solutions that

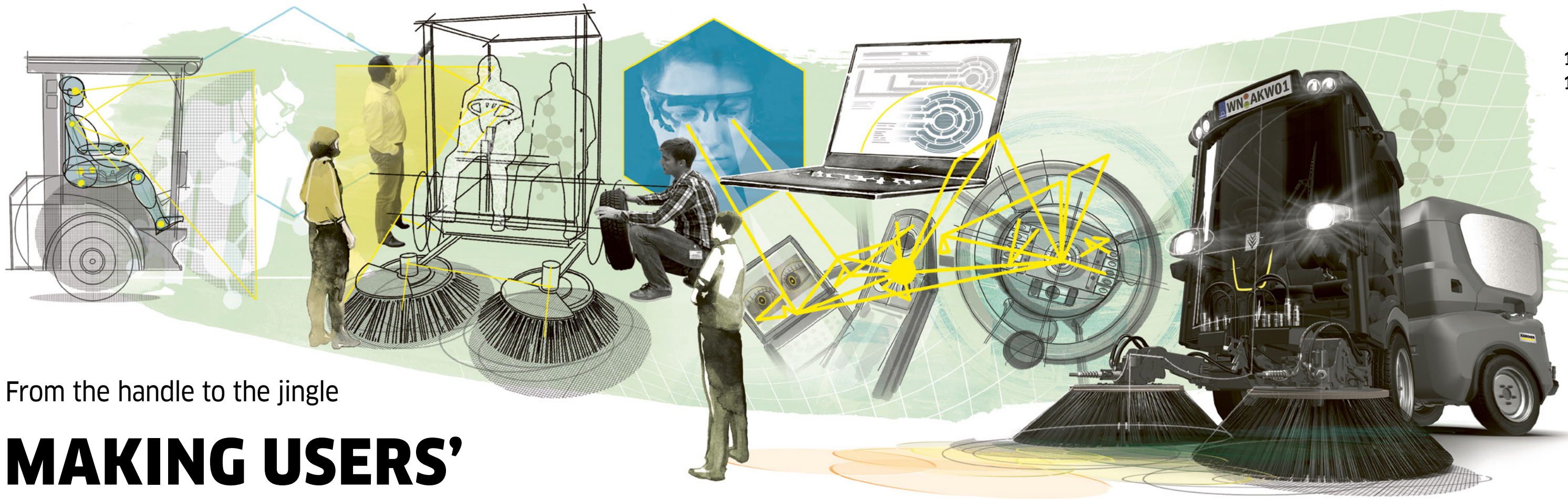




The fascinating work of an ergonomist

WHO SAYS ERGONOMICS CAN'T BE COOL?

Remember the days when people used to carry a ghetto blaster around on their shoulder? It certainly didn't do their backs any favours. A poor ergonomist would solve the problem with a trolley, whilst a good ergonomist would invent the Walkman. This simple example demonstrates that, in an ideal scenario, ergonomics places the person and their needs front and centre – it's a fascinating branch of science that Kärcher attaches much importance to when developing all its products.



From the handle to the jingle

MAKING USERS' LIVES SIMPLER

Sometimes in life, no praise is the highest praise of all. Ergonomics often receives little recognition because users only give it any thought when it's lacking, for instance when their back starts to ache or they get scratched by a sharp edge. Sadly, few people realise just how much effort goes into making a product that is ergonomically designed.

➤ **Back to the roots:** the term "ergonomics" was first coined in 1857 by Wojciech Jastrzębowski. He saw the opportunity to use the minimum of exertion to "reap the fruits of life's labours – for one's own good and for the greater good." Some 100 years later, W.E. Woodson took the concept further to design a product that achieved maximum efficiency with minimum strain. In 2011, the DIN EN ISO 26800 became the first standard to collate all the principles on the ergonomic handling of machines by users.

What makes a good ergonomist?

If you discuss the subject with Kärcher's custodians of ergonomics, you get an instant sense of their passion for making users' lives easier. Both experts sum it up in much the same way. Denis Dammköhler, Director of Industrial Design Professional, explains: "If someone says, 'oh, that's really handy,' that means we've done our job well." While Michael Meyer, Director of Design Consumer Products, says: "If a customer has

achieved their objective and had a positive experience in the process, then we have created a good ambassador for the Kärcher brand."

Ergonomics

The key thing is to understand the user's needs and to mould this knowledge into a coherent product. There are different areas to consider here. Organisational ergonomics focuses on work processes, such as minimising hand movements or journeys, whilst physical ergonomics focuses on the strain on the body – by means of adjustable elements, correctly proportioned handles, etc.

Lastly, cognitive ergonomics ensures that every product from the same manufacturer is consistently simple in its handling. And under the heading of "user experience", aspects of digital interactions are increasingly becoming the focus of attention. This might include easily understandable icons, standardised operator menus, recognisable sound jingles and light effects that enable users to quickly familiarise themselves with how to work a product.

The journey to the product (1): Experiencing the daily grind for yourself

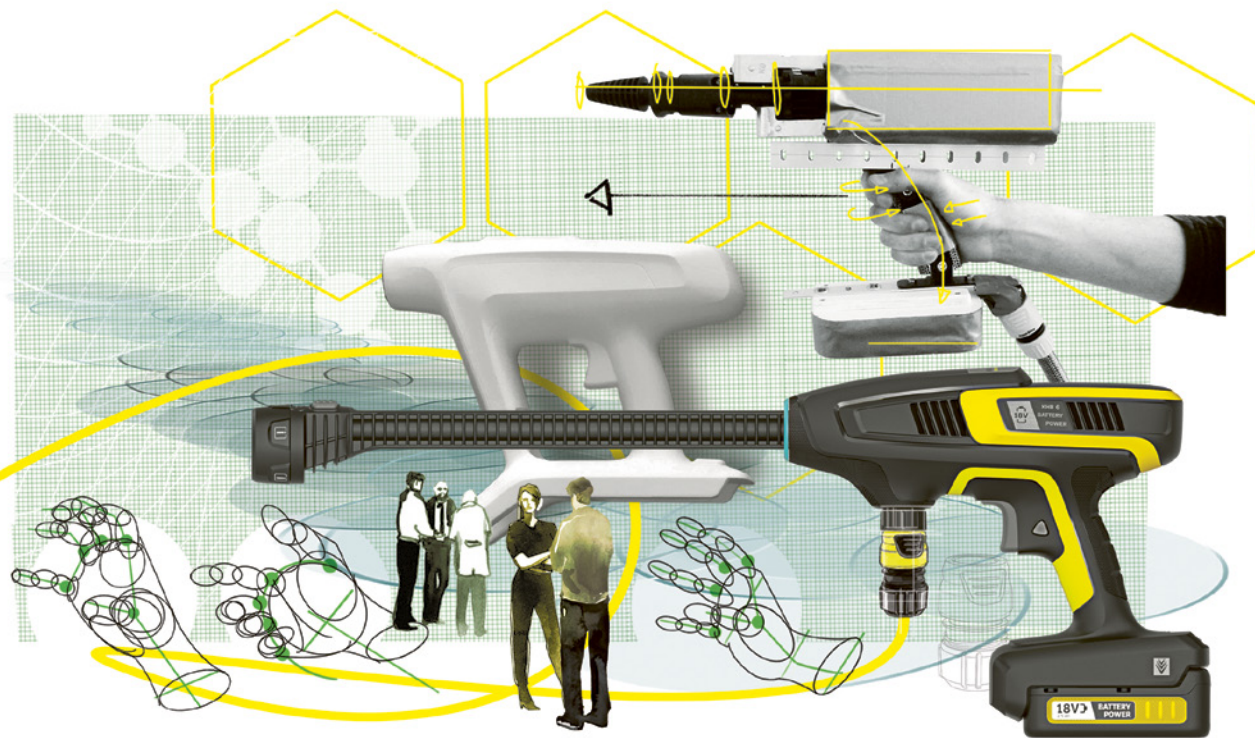
"One day, a colleague of mine asked me why there was a meeting on my calendar scheduled for 2 a.m. at the airport, and another at 4 a.m. in a bakery; surely it was a mistake? But it wasn't. Our central question is always: how do they do it?" This is how Denis Dammköhler describes his team's working method; it is all about experi-

ERGONOMICS AT KÄRCHER (1): DENIS DAMMKÖHLER

Denis Dammköhler has been with Kärcher for 25 years. Before that, he was an assistant in the Ergonomics department at the Burg Giebichenstein University of Art and Design Halle, where he collaborated with companies in a wide range of research areas. In 1998, Dammköhler established Kärcher's Industrial Design Professional department, which operates worldwide. "It was important to us that our colleagues didn't see our input as meddling, but rather as long-term value growth for the products and the brand." As a member of the Ergonomic Competence Network, Dammköhler maintains links with experts around the world.



.....
Denis Dammköhler,
Director of Industrial Design
Professional



encing first-hand a day in the working life of professional users. "Once you've cleaned a cow stall with a high-pressure cleaner, you get a real understanding of the importance of the principle of the angle of incidence and the angle of reflection!"

That's why it's so important to observe, listen to and speak with workers during these work shifts. Notebooks, cameras and an alert mind are the most important tools for the job. Methods such as eye tracking are also utilised to identify where the user's eye lingers the longest or when the user is intently searching for something. "Afterwards, we can deduce which people are involved in a particular application and identify the elements that combine to create a product usage cycle – what's known as the user journey."

This is the basis of the product design, which always has to factor in different perspectives. For instance, the customer of a self-service car wash facility has different needs to the operator, and the cleaning staff have different priorities again compared to the client. "In the end, ideas, concepts and mock-ups emerge that can undergo intensive final testing, both internally and from customers, before a product enters series production."

The journey to the product (2): User, strength, function and much more

"When we're developing products for the consumer market, we envisage different usage scenarios to those for products aimed at the professional sector, but whatever the market, we always consider every last detail to create a truly ergonomic design," explains Michael Meyer. For instance, on a high-pressure cleaner used sporadically by domestic users, we focus on selected aspects such as the handle of the trigger gun or the operating position. By contrast, for a vacuum cleaner that is used day in, day out, ergonomics is fundamental to the design of the whole product.

The central question is: who uses the device or the machine? "Is it a man? A woman? A tall person with large hands or a petite person with

small hands? That can vary from region to region," explains Meyer. "In Asia, for instance, handles are made smaller than in Europe." Regional customs also have an influence on product design. The ability to stow away accessories is a decisive factor in Japan, where they attach great importance to a tidy home.

Other key aspects are the force the user has to apply to operate the machine, which should be kept as low as possible, plus the type of activity. For so-called "stick devices", what matters is that they feel light in the hand. Any products weighing over 7 kilograms are generally given wheels and a trolley handle because they might otherwise be cumbersome to carry. "To keep design costs within reason, we now have ergonomics modules that serve as the building blocks of our design," explains Meyer. "So, for push machines

for example, we have developed standard elements for shifting the weight and for changing the leverage or angles, so that we don't have to go back to the drawing board every time." ■



Find out more on the subject:
www.kaercher.com/difference

ERGONOMICS IN ACTION: TWO EXEMPLARY PRODUCTS

At the heart of the **MC 130** sweeper is a comfortable workspace, namely its cab. Operators can switch between functions with ease using the control in the left-hand arm rest. The forward-sloping windscreen provides shade, while a sprung seat, climate control and 360° all-round visibility make it a joy to work with.

The **KHB 6** battery medium-pressure washer sits comfortably in the hand because its weight is evenly distributed, similarly to a dumbbell. The one-finger trigger also makes it almost effortless to use. Simply insert the battery, connect the garden hose and say goodbye to dirt on your bike or garden fence.

ERGONOMICS AT KÄRCHER (2): MICHAEL MEYER

Michael Meyer studied Industrial Design in Halle (Saale), where his focus soon turned to the design of consumer goods. In 1999 to 2000, he specialised as a Designer for Consumer Electronics at Native Design in London, UK. In 2000, Michael Meyer joined Kärcher as a Designer for Home & Garden products and, over the past 22 years, he has developed the Design Consumer Products department into a multidisciplinary global team. It now consists of 20 designers in Winnenden, Germany, and Changshu, China, working alongside design agencies in China, Korea, Japan, Brazil and the USA.

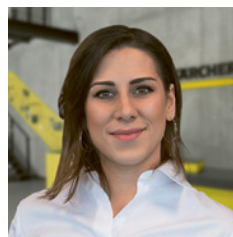


Michael Meyer,
Director of Industrial Design
Consumer Products



OUR HIGHLIGHTS FROM THE KÄRCHER RANGE

The sales training specialists at the Kärcher Campus are the experts when it comes to machines, maintenance, cleaning and hygiene. In this issue, they present their current favourite products and give specific tips for their use.



Sofia Stratidou,
Sales Training Specialist



Jörg Wagner,
Sales Training Specialist

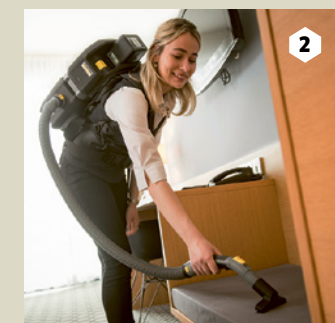
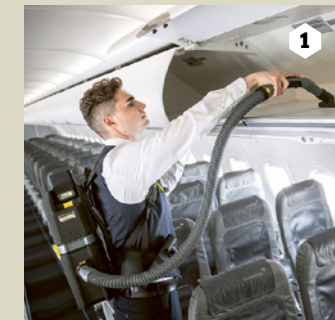
Professional

» POWERFUL AND LIGHTWEIGHT FOR MAXIMUM FLEXIBILITY«

JÖRG WAGNER, SALES TRAINING SPECIALIST



THE CARRYING FRAME can be adapted to the user's height and is equally suitable for left-handed and right-handed individuals.



The **BVL 5/1 Bp Pack** battery-powered backpack vacuum boasts a runtime of up to 64 minutes (Battery Power+ 36/75).

1 TIP 1: CLEANING IN TIGHT SPACES

Whether you're working in the narrow gaps between rows of seats, on a staircase or up a ladder, the backpack vacuum is my number-one choice for anywhere that's a bit of a squeeze or whenever you need both hands free to work safely. Plus, it means no more dragging the vacuum along or searching for a socket.

2 TIP 2: POWERFUL AND BUILT TO LAST

This backpack vacuum is 5 kg lighter than its predecessor – but still just as powerful! And as an added bonus, the EPP material is ultra-lightweight, robust and 100% recyclable.

More product information
online at:
[kaercher.com/professional](https://www.kaercher.com/professional)



»FULL CONTROL WITH JUST ONE HAND«

SOFIA STRATIDOU, SALES TRAINING SPECIALIST



NO MATTER WHETHER THE SOFT DUSTING BRUSH, crevice nozzle or floor nozzle is attached, the VC 4 Cordless myHome is suitable for a wide range of jobs around the house.

Not only is the **VC 4 CORDLESS MYHOME** exceptionally quiet, it also takes the hard work out of vacuuming in small households thanks to its low weight.

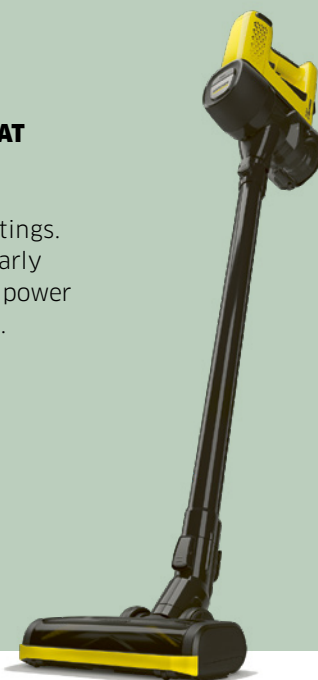
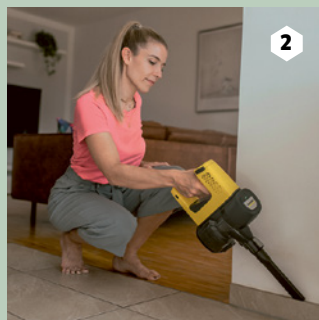
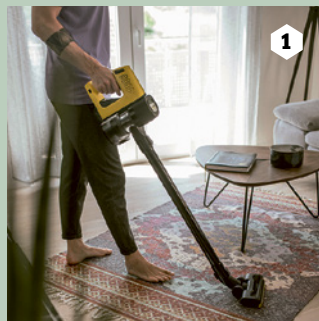
1 TIP 1: EASY HANDLING AND ERGONOMIC DESIGN

The vacuum cleaner is highly manoeuvrable, and I can even get to those hard-to-reach areas like under the sofa or my bed. Weighing in at just 1.55 kg, it makes very light work of cleaning my apartment. And once I've finished vacuuming, stowing it away in the wall bracket couldn't be simpler.

2 TIP 2: MAXIMUM POWER AT THE PUSH OF A BUTTON

I also love the two power settings. For dirtier surfaces or particularly stubborn spots, I can press the power boost button to tackle any job.

More product information
online at:
[kaercher.com/home-garden](https://www.kaercher.com/home-garden)



»THIS MACHINE IS A FIRM FAVOURITE WITH CUSTOMERS«

JÖRG WAGNER, SALES TRAINING SPECIALIST

THE KM 100/120 R G is the new medium-sized vacuum sweeper from Kärcher with automatic high container emptying up to 152 cm, allowing it to be emptied into most conventional containers with ease.

1 TIP 1: SUITABLE FOR A WIDE RANGE OF APPLICATIONS

Because our sweeper features a 6 m² round filter with automatic cleaning function, it can effortlessly pick up even large amounts of fine dust. The roller brush and filter can be replaced easily with no need for tools and the side brush is protected against impacts – thoughtful features to make your job simpler.

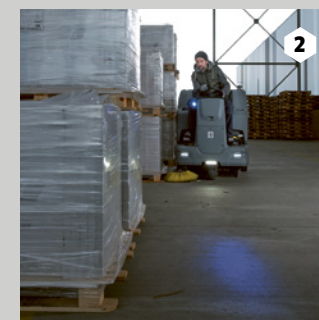
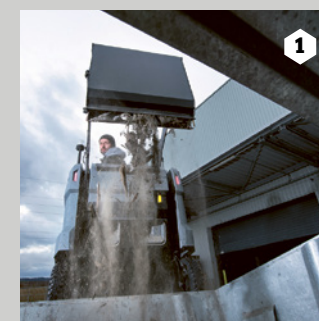
2 TIP 2: TAKES LARGE AREAS IN ITS STRIDE

Thanks to its floating roller brush, the KM 100/120 R G is well equipped for variable floor textures, and with a working width of 100 centimetres, it can make quick work of large spaces, cleaning an impressive 7000 m²/h.

More product information
online at:
[kaercher.com/professional](https://www.kaercher.com/professional)



EVEN LARGE VOLUMES OF DIRT pose no problem to the 120-litre waste container and coarse dirt flap. A second side brush is also available as an optional extra.



»EASY OPERATION FOR TRICKY JOBS«

SOFIA STRATIDOU, SALES TRAINING SPECIALIST

Intuitive operation and practical design make the **SG 4/2 CLASSIC** the ideal introduction to steam cleaners in the professional sector.

1 TIP 1: COMPACT, LIGHTWEIGHT AND YET ROBUST

What I love about the steam cleaner is how easy it is to handle. With just three settings, it is intuitive to control – it really couldn't be simpler. Its compact proportions mean I can carry it and all its accessories easily in the box.

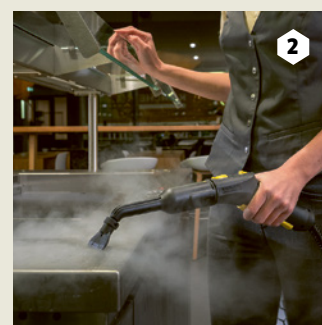
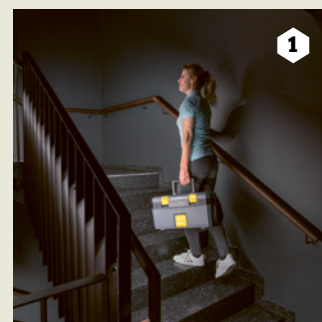
2 TIP 2: DON'T WASTE TIME SEARCHING FOR ACCESSORIES

For every type of dirt, we have the perfect accessory. With the new steam scraper nozzle, even dried-on dirt is no contest. And best of all, I can store all the accessory parts inside or on the machine itself, including the hose.

More product information online at:
[kaercher.com/professional](https://www.kaercher.com/professional)



WITH THE **SG 4/2 CLASSIC** applying the tool box principle, all the accessory parts you might need are always to hand.

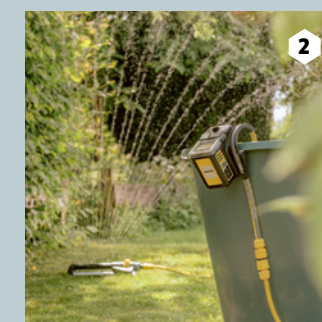
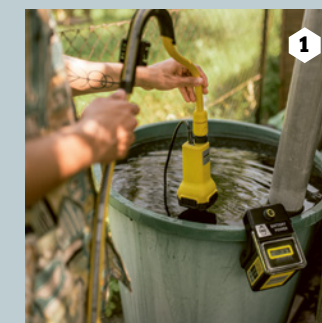


»GENTLE ON YOUR BACK AND YOUR WALLET«

SOFIA STRATIDOU, SALES TRAINING SPECIALIST



THE **BP 2.000 18** IS A BATTERY-POWERED SUBMERSIBLE PUMP that has been specially developed for watering gardens with rainwater.



The cordless design of the **BP 2.000 18** means it can be used everywhere, with no reliance on plug sockets, leaving me free to focus on watering my garden.

1 TIP 1: NO MORE LUGGING AROUND WATERING CANS

Lower the pump in, hang the hose over and switch on – that's how easy gardening can be. Watering my plants with rainwater has never been simpler. Not only does it save tap water, it also saves you cash. I can switch the submersible pump on and off easily using the controls on the barrel mounting clamp.

2 TIP 2: ONE PUMP FOR EVERY JOB

What I particularly like about the BP 2.000 18 is its flexibility: the hose can be attached in three different positions on the edge of the water butt, enabling me to use the pump on different-sized containers.

More product information online at:
[kaercher.com/home-garden](https://www.kaercher.com/home-garden)



WOW. IT HAS TWO BUTTONS...

...and no, we're not talking about the olive green double-breasted jacket, but rather our new VC 4 Cordless myHome vacuum cleaner. With ultra-simple handling, it and the other models in the series do exactly what they're designed to do: vacuum. In an eye-catching marketing campaign, Kärcher shines a tongue-in-cheek spotlight on the features of its vacuum cleaners, which are neither unique nor specialist – and proves that vacuuming can still be “en vogue”!





WOW. WHAT A LOOK. The new VC 7 Cordless yourMax is a veritable supermodel. Attractively designed, the machine houses all of its technology in the compact handle - battery, suction turbine, filter and waste container. But the best thing about the VC 7 Cordless yourMax is: it can vacuum. Under the sofa, next to the sofa and beyond. Impressive, huh?

WOW. TRÈS CHIC! Vacuuming can actually be a pretty laid-back affair... but how do you achieve this? By using the perfectly formed VC 6 Cordless ourFamily - packed with features, it makes housework a lint-free visual delight. Tip: For smaller cleaning tasks, the device can quickly be converted into a handheld vacuum cleaner by detaching the suction tube.



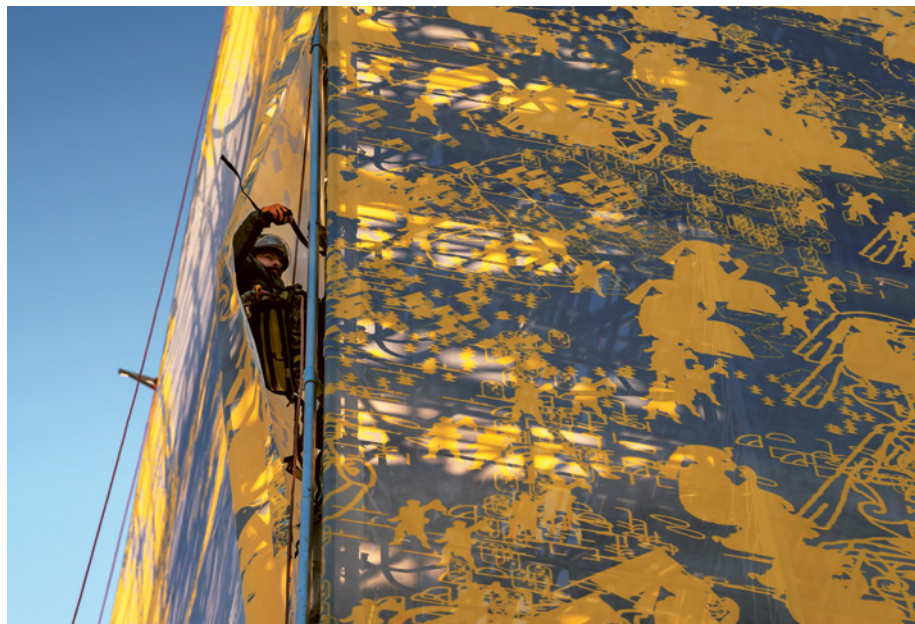
CLOAKED IN ARTISTRY

A synthesis of contrasting elements

The Place de la Concorde is a very special place for young artist Jonathan Sobel: a graduate of the celebrated Beaux-Arts de Paris art school, he was given the opportunity to design a scaffold tarpaulin to cover the Luxor Obelisk in his home city of Paris during extensive restoration works. Kärcher invited the students of the art school to submit their proposals for an artistic tarpaulin design. In this interview, Jonathan tells us more about the project.



.....
On the day of installation, Jonathan Sobel could finally relax – everything went perfectly to plan.



.....
At 32 metres tall and 14 metres wide, the young artist's work packs an impressive punch.

➤ Illustration, comics and manga but also animation and jewellery – you like to explore a range of art forms, but all of them are quite far removed from Ancient Egypt. What was it about the competition that appealed to you?

Jonathan Sobel: It was an ideal opportunity to step into the real world, to do something outside art school and to reach people outside the arts. Even though there were requirements to meet, I was able to bring my own interpretations, inspirations and ambitions to the project. Another reason is that one of the recurring themes in my work is my passion for language and storytelling. If you look at the people shown in Renaissance paintings or observe how the subjects are positioned, for example, you can uncover hidden stories. It's the same with hieroglyphics, which are so much more than just people drawn in profile! They're loaded with meaning and significance.

How did you develop your project?

Jonathan Sobel: I took a lot from everything I could find on the monument's incredible history. On each section of the tarpaulin, I decided to feature one of the four historical figures who contributed to the obelisk and its arrival at the Place de la Concorde: Ramesses II, the commissioner, Muhammad Ali Pascha, who gifted the monument to France, King Charles X and of course Jean-François Champollion, the founding father of Egyptology.

With these four portraits, which can be seen from very far away, I wanted a strong visual impact. But I also worked on deciphering symbols, such as hieroglyphs. As you get closer to the monument, a multifaceted world is revealed. That's why

»AS YOU GET CLOSER
TO THE MONUMENT,
A MULTIFACETED WORLD
IS REVEALED.«

JONATHAN SOBEL

I created the piece to be like a screen print with layer effects. The image, which looks simple and obvious from a distance, is formed by overlaid symbols that came out of my research. Close up, you can see the seal of Ramesses II, the map of Luxor, the boat specially converted to take the obelisk to France and references to Marie Antoinette's beheading, which happened at the very spot where the monument is now positioned on the Place de la Concorde. I won't say any more – I want passers-by to form their own impression and create their own story.

The specifications included some technical limitations. How did you tackle those?

Jonathan Sobel: The first requirement was to reflect the monument's unique history. But the tarpaulin also needed to protect the work of the restoration team – this was a very important factor for me. My biggest fear was that the people working on it wouldn't like it. I was able to watch

the tarpaulin going up and was so pleased to see that the teams on-site liked it.

It was also a requirement to use Kärcher yellow. The colour was essential. Especially as it matches the idea we have of Egypt (sun, sand, etc.) but also for the religious significance of the obelisk, which originally stood in the Temple of Amun. And to tell the full story, I combined the yellow with a grey background made up of photos of the Paris sky, which is undoubtedly part of the Place de la Concorde's majesty.

What did you personally take away from the project?

Jonathan Sobel: The obelisk is 3,300 years old and has stood on the Place de la Concorde in Paris for 200 years. My work will be seen for only a few months. I like that fleeting aspect a lot. I have learned a lot and met a lot of people: from the Ministry of Culture, from the Louvre Museum, from the Kärcher teams and many more besides. I was able to present my work in a different way and exhibit it on one of the most famous squares in the most visited city in the world. Nothing will ever come close to that. ■

EXPERT SPONSORSHIP TO PROTECT HISTORICAL MONUMENTS

With the obelisk in Paris, Kärcher for the first time took full responsibility for a historical monument restoration project, including the financing, and completed the cleaning themselves. This saw Kärcher working closely with the French Ministry of Culture, the Research Laboratory for Historical Monuments, independent restorers and the Louvre Museum.



Watch the video of our interview with Jonathan Sobel at: www.kaercher.com/difference



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The six-month restoration project coincided with the 200th anniversary of Jean-François Champollion deciphering the hieroglyphs.

FINALLY SWAPPING BUCKETS FOR SCHOOLBOOKS

Through the “Clean Water for the World” initiative, the Global Nature Fund and Kärcher have pledged their commitment to improving drinking water quality in emerging and developing nations. At a school in the East African nation of Burundi, a new Kärcher water treatment product was put into action for the first time.



Having drinking water from a tap makes a huge difference to the daily lives of schoolchildren in Burundi.



Previously, Kärcher had primarily contributed funding to such drinking water projects. Now, in Burundi, for the first time they have also contributed their technical expertise and one of their own products, in the form of the WPC 120 UF water treatment system. The secondary school in the central Burundian district of Gisozi, in the province of Mwaro, fitted the bill perfectly for the pilot project. A new water infrastructure had recently been completed there, which collects rainwater and stores it in a 5,000-litre water tank.

Better sanitation for a better learning environment

In partnership with the Global Nature Fund (GNF) and the Burundian non-governmental organisation Biraturaba,

the WPC 120 UF water treatment system was then installed in November 2021 to enhance the quality of the drinking water. The system does not need electricity to function, which is a fundamental requirement in countries such as Burundi where energy supply is not extensive. The four-stage filter system, comprising particle filter, active carbon filter and ultra-filtration membrane, removes germs, chlorine, heavy metals and other residues while leaving the minerals in the water. The system functions using pressure, requiring 1.5 bar.

Eddy Gahungu works at Biraturaba. Being responsible for the local organisation in Gisozi, he knows the people there and knows all too well the conditions the 250 schoolgirls and

150 schoolboys live in. He stresses just how important this project is: “The water project improves the sanitary facilities and therefore the living conditions and learning environment of the schoolchildren enormously.”

Just how big an impact it has is clear to see from the reaction of students like Lionel Niyonkuru. The 21-year-old has been at the school for four years and next year will complete his studies in social sciences. He explains how, until now, getting water was an arduous, time-consuming and unhygienic process. “We had to fetch water from a river a really long way away. We would be left feeling exhausted whenever we had to climb back uphill to school carrying a canister on our head.” And this situation is not unique. In



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Each and every day, Eddy Gahungu sees the difference water makes to people's quality of life.

BURUNDI

BURUNDI

This small landlocked nation in East Africa is a tormented country. For decades, it has experienced the political instability of civil war, coup attempts and corruption. Almost half of the 12 million inhabitants live in hunger, and the Global Hunger Index by aid agency Welthungerhilfe even classifies Burundi as the poorest nation on Earth. Time and time again, various organisations report crimes against humanity. Further to this, the impact of climate change is easy to see in East Africa. Around 100,000 people are already thought to have fled their homes because regular floods are destroying the crops increasingly often.

Rweza, where he went to primary school, there was only one tap, which the school had to share with hundreds of households in the surrounding area. "With the clean water we have available now, we can keep everything clean, wash our hands and flush toilets. Plus, in the face of the coronavirus pandemic, it really helps us to follow good hygiene practice."

His classmate Nadine Niragira is just as excited by the new project. "This water really has changed my life. We used to have to form a queue at the little river where we went to collect water. Now, we have no trouble getting hold of clean drinking water without having to walk long distances." To lighten the school's burden, Jean

Bosco Manirakunda, the school governor, had even ordered extra water canisters. "But now we don't need them any more because we have water on tap in our own school," he explains. Thanks to the project, good hygiene and fully working sanitary facilities are the new normal at the school. Finally, the school can focus on the main task at hand. Nadine Niragira puts it very succinctly: "My goal here is to learn – not to collect water." ■



More information about the topic can be found here:
www.kaercher.com/CSR

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Sustainability at Kärcher

kaercher.com/CSR

KÄRCHER is the world's leading provider of cleaning technology. With high- and ultra high-pressure cleaners, vacuum and steam cleaners, sweepers and scrubber dryers, vehicle wash, detergents, dry ice blasters, drinking and waste water treatment systems, water dispensers, pumps and watering systems for home and garden, Kärcher offers a range of innovative solutions. These include compatible products and accessories, along with advice, service and numerous digital applications. In 2021, Alfred Kärcher SE & Co. KG achieved a turnover of 3.092 billion euros, the highest in its history. The family-run company employs 14,400 staff in more than 150 companies in 78 countries. Over 50,000 service outlets provide comprehensive service for customers all over the world. Innovation is the most important growth factor for the company, and it has been a pillar of our corporate culture since our founding in 1935: around 90 per cent of all products are five years old or younger. A total of more than 950 employees work in research and development at the cleaning machine manufacturer.



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