

KÄRCHER

makes a difference

**HOW WE MAKE
A DIFFERENCE
IN THE WORLD.**



4 Our cleaning campaigns
Who we are and what we do

8 Our family-owned company
What drives us

10 Our history
Why being close to our customers is so important

12 Innovation and quality
How we achieve top performance

14 Our solutions
The products with which we make daily life easier

14 Home & Garden - for private users

16 Professional - for commercial and industrial users

22 Kärcher Services
What else is part of our everyday life

24 Our employees
What makes us strong

26 Our brand environment
How we show the world who we are

28 Sustainability at Kärcher
How we maintain values

30 Addresses

SOMETIMES WE DO THINGS THAT NOBODY ELSE DOES.



Mount Rushmore

By cleaning the 18 metre high presidents' heads, we have made a valuable contribution towards preserving one of the most famous monuments in the USA. Hot water high-pressure cleaning protects the stone sculptures from biocorrosion.



Everyday, we at Kärcher work towards making a difference. Whether a simple driveway or Mount Rushmore – outstanding cleaning performance matters to us – down to the last centimetre.

✚ We place exceptional demands on our cleaning solutions and services to change the daily lives of our customers. Sometimes we do things that nobody else does. And because we enjoy mastering the the most monumental challenges, we have been cleaning historical

monuments and buildings for more than 30 years as part of our cultural sponsorship programme. From the colonnades in St. Peter's Square in Rome, the Colossi of Memnon in Egypt – dating back over 3,300 years – to the heads of the presidents on Mount Rushmore, we are happy to take on any challenge – no matter how monumental.

We have made cleaning our business. And, at the same time, make our contribution towards preserving values for people. Worldwide.



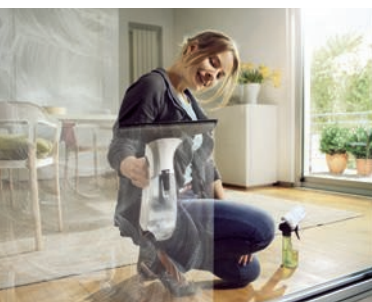


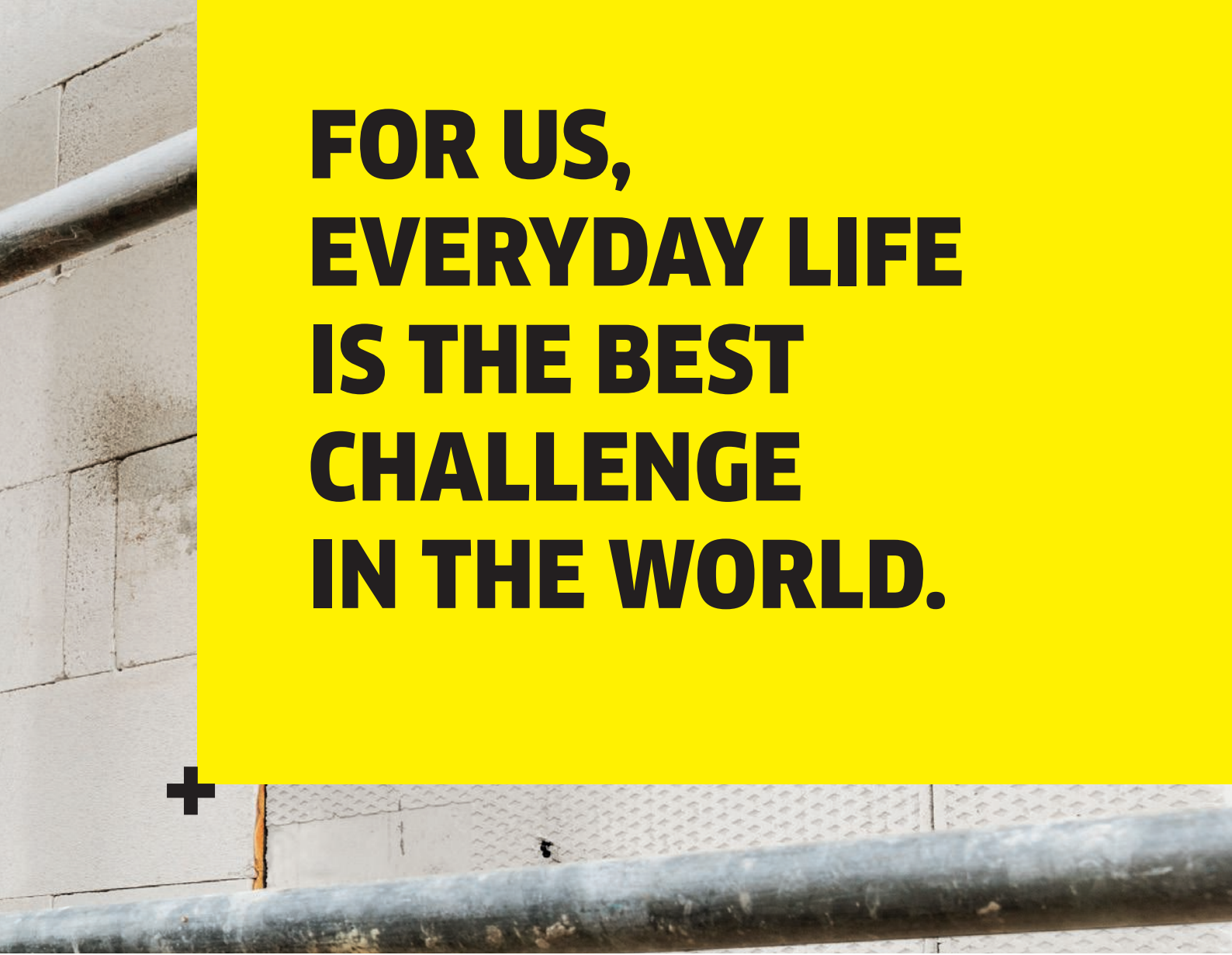
The London Eye

At the beginning of 2013, we started our campaign to clean the largest observation wheel in Europe: the 135 metre high London Eye was cleaned completely for the first time since it was erected in the year 2000.

Kaiser Wilhelm Memorial Church

After the Brandenburg Gate, St. Mary's Church and Friedrichstadt Palace, we turned our attention to another landmark in Berlin and cleaned over 16,000 window elements of the Kaiser Wilhelm Memorial Church. The cleaning campaign paved the way for a new, energy-saving lighting concept.





FOR US, EVERYDAY LIFE IS THE BEST CHALLENGE IN THE WORLD.



Everything we do, we do with our customers in mind. For us, their everyday life is the best challenge in the world. No matter what the cleaning problem, we find an effective solution. With products that we continue to develop further to make them easier to use, more efficient and more environmentally-friendly.

Because we do not simply clean. We do everything to make everyday life better. In this way, we help our customers to make a difference. Every day.

In order to know their precise needs, we are globally active. Meanwhile, a globally active company with more than 11 000 employees from over 130 countries. Nonetheless, we remain a family-owned company that knows its roots and responsibilities towards its employees and society. For us, active commitment to the environment, culture and sport is just as important as the cleaning performance of our products.

BY FOLLOWING WHAT PEOPLE WANT, WE REMAIN TRUE TO OURSELVES.



1935



Foundation of the company by Alfred Kärcher

1950



Development of the first European hot water high-pressure cleaner

1959



Irene Kärcher takes over the management of the company from her deceased husband and focuses on international alignment

2007



Expansion into garden products

2008



Launch of the new battery-powered Window Vac

2008



Expansion of expertise in the field of municipal services and industrial cleaning

Alfred Kärcher was highly talented: he was an innovative inventor who was never satisfied with the first available solution. Whether it was de-icing aircraft wings or cleaning large surfaces efficiently and thoroughly, he was always inventive and committed to providing outstanding products for his customers. Sometimes even before they knew what they needed.

It is our tradition to constantly observe and understand their needs in order to develop the innovative solutions for which Kärcher is renowned. They have made us world market leaders in cleaning technology – renowned for reliable, uncomplicated products that succeed again and again in being a step ahead of their time.

His secret was being particularly close to his customers. And they are still key to our success today. By following what people want, we remain true to ourselves.



1974



Concentration on high-pressure cleaning and change of colour from blue to yellow

1984



Entry into the consumer market with the first portable high-pressure cleaner

1993



Entry into indoor cleaning

2013



Change of colour of all products for professional users to anthracite

PRESENT



Global presence and over 3,000 products





Since our foundation, innovations are key to our success. And they are no coincidence. Every day our customers need answers to new problems. We are happy to provide them. Just a few examples: with the world's first portable high-pressure cleaner for private users, intelligent, autonomous cleaning robot for private households or the unique battery-powered Window Vac, we have repeatedly set standards in the area of cleaning technology.

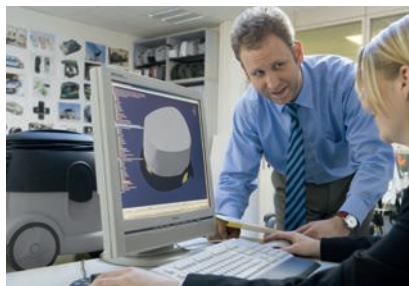
Our engineers and technicians work continuously on the further development of our products. These products are used not only because they are very efficient. Kärcher also attaches special importance to user-friendliness and attractive product design. In the meantime, we have received numerous design awards and developed countless patents and utility models. The majority of our products are only a few years old. One could say: the reason we are so innovative is down to our customers.

However, our customers can only make a difference themselves – every day – if the quality is right. Before a new machine is launched on to the market, it is thoroughly tested for perfect function and safety, environmental compatibility and low consumption values.

A new machine only goes into series production once it has passed every test. Only when all quality requirements have been fulfilled – from production to sales in Kärcher Centres and in our Services – is the product good enough to be called a top-class Kärcher product with which our customers have become familiar.



**OUR CUSTOMERS'
EVERYDAY NEEDS
DEMAND NEW
ANSWERS.
WE ARE HAPPY
TO PROVIDE THEM.**



reddot design award
best of the best 2015

2013
PREMIO INNOVAZIONE
INNOVATION AWARD



THE BIGGER THE TASK – THE GREATER THE ENJOYMENT.



High-pressure cleaners

Whether gentle care or powerful cleaning – Kärcher high-pressure cleaners offer the perfect solution for any cleaning task and help to keep the home in pristine condition.

Pumps

Whether it's for garden watering, washing machine or toilet – durable and intelligent Kärcher quality pumps are ideal to use with alternative water sources. Those who want more efficiency and economy can choose between multistage pumps or ecologic models.

Multi-purpose Vacs

These universal Kärcher multi-purpose vacuum cleaners offer exceptional suction power, low power consumption, specially developed floor nozzles and convenient machine accessories. Whether dry, wet, coarse or fine dirt: this machine generation always ensures optimum dirt removal and perfect cleaning results all round.

HOME & GARDEN – FOR PRIVATE USERS

+ With our Home and Garden solutions, we help to make the daily tasks of our customers easier. Our products are not only used because they are extremely quiet, energy-saving and efficient. They also look good and are easy to operate – so it goes without saying that: the bigger the task – the greater the enjoyment.

Our solutions, which include vacuum cleaners, window and steam cleaners, steam ironing stations and floor cleaning machines, help to clean floors and surfaces indoors within the shortest time. Kärcher high-pressure cleaners and sweepers clean outside areas efficiently.

Our high-pressure cleaners in particular have become indispensable in numerous households. They are ideal for use around the home, yard, garden and car and are environmentally friendly. Garden products complement the range and include pumps and watering systems that are highly efficient and conserve resources. With this range of products, we offer the right solution for every cleaning problem.



Steam cleaners

The new Kärcher steam cleaner range offers the right model for all requirements. These machines clean without chemicals and kill 99,99% of all household bacteria on hard surfaces. They are extremely versatile and ensure thorough cleanliness in bathrooms, kitchens and living rooms.

Window Vacs

Streak-free window cleaning has never been so easy with the new battery-powered Window Vacs from Kärcher: thanks to the practical vacuum function, dripping water is thing of the past. Easy to use, ideal for windows and smooth surfaces such as mirrors and tiles.

Cleaning agents and accessories

For perfect cleanliness: our highly efficient systems consisting of cleaning machines, accessories and specially formulated cleaning agents ensure optimum results indoors and outdoors.

PROFESSIONAL – FOR COMMERCIAL AND INDUSTRIAL USERS

In the area of professional cleaning in particular, diverse cleaning tasks with different needs require the use of specially developed Kärcher machines. Whether in small or large industrial companies, the commercial sector, catering industry or stables – Kärcher always offers the perfect solution for sustainable and environmentally-friendly cleaning.

High-pressure cleaners with high-performance features are also available for these sectors. High-pressure cleaners, vacuum sweepers and numerous other efficient, energy-saving cleaning machines with an extensive range of accessories also ensure perfect cleaning results.



Cold water high-pressure cleaners

Kärcher cold water high-pressure cleaners with automatic pressure relief are ideal for tradesmen: compact and lightweight – ideal for mobile use.



Hot water high-pressure cleaners

Kärcher hot water high-pressure cleaners greatly enhance the power of water pressure: they effortlessly remove encrusted and stubborn dirt such as oil, grease and protein. The ideal companions for clean, economical and environmentally-friendly results.

**Dry vacuum cleaners**

Compact and extremely quiet: These small, mobile Kärcher dry vacuum cleaners have been designed especially to meet the needs of professional customers.

**Wet and dry vacuum cleaners**

Wet and dry vacuum cleaners effortlessly pick up all kinds of dirt. Whether dry, wet or liquid: these machines pick up everything. Indispensable in continuous use.

PROFESSIONAL – FOR COMMERCIAL AND INDUSTRIAL USERS



Spray extraction machines

Powerful, handy and perfect for wet cleaning of upholstery, carpets, passenger seats and all other textile surfaces: Kärcher spray extraction machines dissolve and remove dirt in a single pass. With powerful suction turbines for unrivalled low residual moisture.

Scrubber driers

Kärcher scrubber driers are ideal for cleaning and care of hard and elastic floors from deep cleaning, maintenance care to polishing. Hygienic cleaning results – up to the edges – make these machines indispensable for professional contract cleaners.



Sweepers and vacuum sweepers

Economical, clean and efficient for medium-sized and large areas: thanks to the wide range of machines, Kärcher ride-on vacuum sweepers meet all requirements. These machines are easy to use, easily accessible and are equipped with the latest technology and reliable service.

PROFESSIONAL – FOR COMMERCIAL AND INDUSTRIAL USERS

Industry and municipal services face diverse challenges every day. Kärcher offers tailor-made solutions which are designed for continuous use in harsh environments: robust municipal machines which can be used to keep public areas clean. Economical washing bays for automatic vehicle cleaning or cleaning systems for gentle, eco-friendly cleaning in industrial companies. No matter what the requirements, we have the right solution.



Industrial vacuums

High suction power for all requirements: with the right accessories, Kärcher wet and dry vacuum cleaners can even pick up liquids and combustible dusts in industrial applications.

Water dispensers

For drinking water in food grade quality: Kärcher water dispensers feature a certified, automatic hygiene system and innovative filter system. The perfect, affordable and healthy drinking water-service for customers and staff.

Municipal technology

The solution for cleanliness in public areas. Municipal machines from Kärcher offer outstanding power for diverse applications. Whether using a rotary mower, flail mower, front roller brush, mower with container, snow blade, snow thrower, wash system or front loader – they are highly versatile, robust and ensure perfect cleaning results.



Washing bays

Our range of washing bays for cleaning cars and commercial vehicles: economical gantry and self-service wash systems are built to last and ensure perfect cleaning results inside and out.



Cleaning agents and accessories

For brilliant cleaning results: our highly efficient systems consisting of cleaning machines, accessories and specially formulated cleaning agents ensure brilliant results. Kärcher cleaning agents have been specially developed for our cleaning machines for optimum performance and efficiency.



Kärcher Services: the complete range of services from a world market leader – and the perfect enhancement of the advanced Kärcher System with innovative tools, tailor-made service packages and high-performance software solutions

**WHEN OUR
CUSTOMERS SHINE –
WE SHINE.**





Our work is not over when a perfect product leaves our company. When our customers shine – we shine. This means working in partnership with our customers and helping with problems – at any time and with a comprehensive customer service. Whether you have questions about a specific application, want to hire a machine or purchase a used one, whether you are interested in accessories, want to have a machine serviced or repaired: our contacts at over 50,000 service and sales centres worldwide will be happy to help. Kärcher Services combine our complete range of services, which include tailor-made service packages as well as highly efficient software solutions. This is our promise of partnership. From professionals for professionals.

In order to be able to offer our customers solutions quickly and flexibly, you can not only reach us when you want, but also where you want: online from home or around the world. With our companies and experienced trading partners worldwide, we are never far from our customers. Our Kärcher Centre and comprehensive network of dealers, ensure a high standard of customer care internationally including advice, service, leasing and finance packages.



THE MOST POWERFUL FORCE IN THE WORLD FOR US: OUR EMPLOYEES.



 World-wide almost everyone knows what our high-pressure cleaners are capable of – and this is all down to water, pressure – and the most important powerful force in the world for us: our employees. Their competence, but also their ambition, discipline and responsibility make Kärcher what we are. This is why we support their commitment and job satisfaction with attractive working conditions and an appreciative culture.

We have become a market leader for cleaning solutions because we are constantly developing new products and innovative solutions. As technically competent employees are decisive for our top performance products of tomorrow, we support them with extensive education and further training. With the Kärcher Academy, we do not only pass on information on the latest technology to our employees, but also to everyone else in the cleaning industry. We encounter new materials every day that require special cleaning solutions. Passing on our knowledge about efficient cleaning methods ensures cleanliness and fresh ideas worldwide.



Our brand is one of our most important success factors: without it, we would not have achieved strong growth in past years.

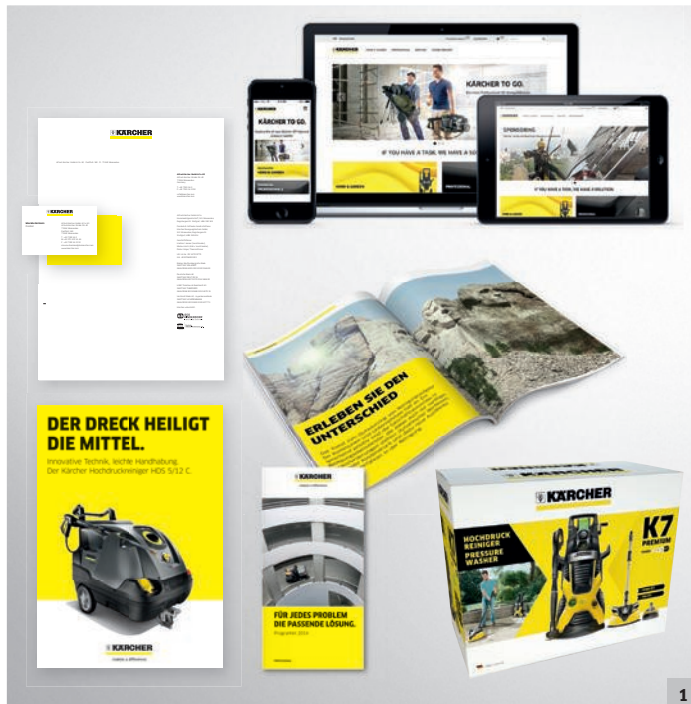
It is important that we concentrate more than ever today and in the future on the professional management of our brand and its further development. For this reason, we have updated and modernised our visual image to meet the changing needs of our customers worldwide.

We are proud to be a unique brand that is appreciated by our customers because they know that they can always expect something special from us. Whether with our products, our advertising, our presence at trade fairs or with our social commitment. With our campaigns, we show how we make a difference – Kärcher makes a difference.



We do everything to ensure top performance. Also that of others. This is why we sponsor different projects to do with culture, the environment and sport. We support these projects by providing machines free of charge or through the active support of our cleaning experts. With our Kärcher car washes, we ensure the cleanliness of vehicles, e.g. at the Dakar Rally. Our high-performance Kärcher systems have made a name for themselves after many thousands of washes. Another reason why our brand is becoming more well known from year to year. We live the difference.



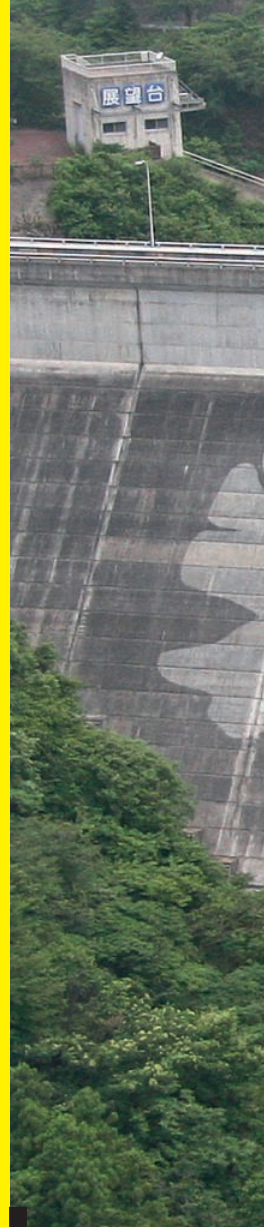


- 1 **Brand identity**
In 2015, a new corporate design was introduced at Kärcher. Our trademark, a brand-specific colour and our new corporate typeface transform the Kärcher brand identity into a visual image: powerful, refreshing and straightforward. This is how we have created a strong and individual brand awareness in the market.
- 2 **Art**
As part of a culture sponsorship project, Klaus Dauven created a work of art using high-pressure cleaners at the Eibenstock Dam in Germany.



**WITH OUR
CAMPAIGNS,
WE SHOW HOW
WE MAKE
A DIFFERENCE.**

WE WANT TO MAKE THE WORLD A BETTER PLACE. A LITTLE BETTER EVERYDAY.



eco!logic

With the eco!logic range, Kärcher has developed a new generation of Home & Garden machines that impressively combines refined technology, outstanding performance, user-friendly handling and ecological sense.

The result is highly efficient and resource-conversing quality machines that set standards.

eco!efficiency

The processes and products of the eco!efficiency range enable professionals to achieve lasting cleaning results. These products are particularly efficient, environmentally-friendly and more durable due to the use of optimised materials. Backed by a high level of service over the entire life cycle up to their return and professional recycling, they are ideal for heavy-duty continuous use.



Cleaning project at Matsudagawa Dam, Japan –
created together with the artist Klaus Dauven using high-pressure cleaners

For us, top performance means that we not only achieve success economically, but also socially and ecologically. This is our aspiration, because forward thinking is anchored in our company tradition. Alfred Kärcher and his wife recognised that economic performance cannot be sustained without taking social aspects into consideration. Since the 1970s, environmental protection has been of profound importance to us and influences our innovations today more than ever.

As a leading global provider of cleaning systems, we have a responsibility to develop high-quality cleaning products that are energy-saving and conserve resources. These do not only ensure maximum cleanliness, but also retain value. Without polluting the environment. With the eco!ogic product range for private users and the eco!efficiency product range for professional users, we have developed a particularly environmentally-friendly range for maximum efficiency. After all for us, innovative – just like sustainability – means thinking today about what could happen tomorrow. We are always searching for new solutions. We are improving our production processes in order to keep our CO₂ footprint to a minimum. And we aim to continue setting standards in technology and service in order to make life easier. In brief: We want to make the world a better place – a little better everyday.



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