

Responsibility for people and the environment.

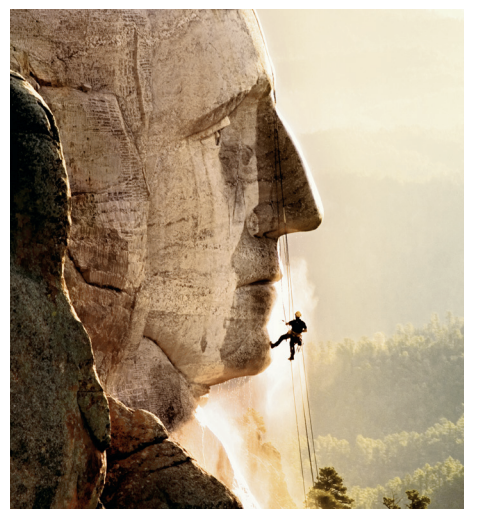




Table of contents	Page
Introduction	3
Timeline – sustainability at Kärcher	4/5
Environmental protection in the company	6 – 9
eco!ogic – products for domestic use	10/11
eco!efficiency – products for professional use	12/13
Responsibility for people	14/15
Social commitment	16/17
Cultural sponsorship	18/19



Dear Readers,

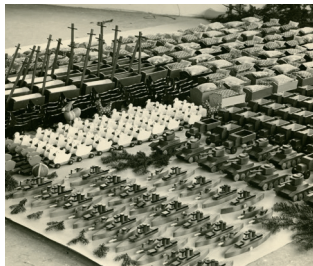
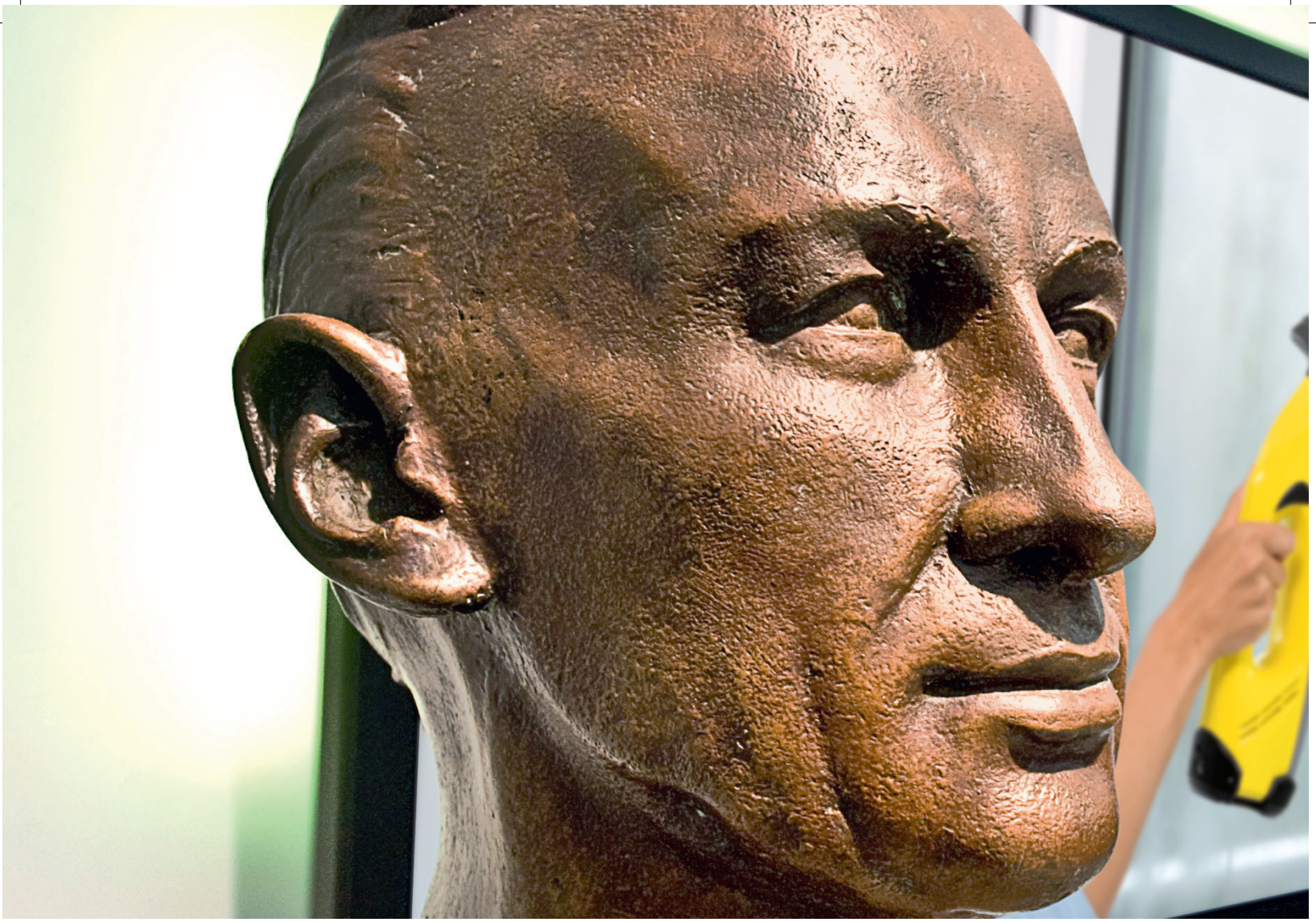
Responsibility for people and the environment has always been an important part of the corporate culture at Kärcher. Alfred Kärcher and his wife Irene were of the firm belief that sustainable economic success is only possible if social aspects are taken into consideration. The third pillar for sustainable company development, in addition to economic and social aspects, is environmental protection, which has played a key role at Kärcher since the 1970's.

It is our conviction that sustainable, human-oriented company development must be the central focus of our activities. Our primary goal is the creation of values for our customers, our employees and the company. This is why we invest heavily in research and development, modern production processes and high-quality training and further training of our employees. This enables us to focus on our social commitment over and above our daily activities – whether cultural projects, social institutions or protection of the environment.

The healthy growth of Kärcher in recent decades and the implementation of numerous charitable projects in the same period prove that we are on the right path. Thanks to our innovativeness, customer focus and the great commitment of our employees, our internationally oriented company has developed to become a global market and technology leader in the cleaning equipment sector and we have fully embraced our social responsibility. It is our responsibility to ensure the permanent harmonisation of economic and social concerns. This is a challenge we face every day.

In this brochure, we would like to give you a short overview of Kärcher's various activities. You can find more detailed information in our sustainability report, which is available on our homepage. We welcome your suggestions and ideas!

Hartmut Jenner
Chief Executive Officer
Chairman of the Management Board



1935

1939

Own sewage treatment works at the Winnenden site

1940

Alfred-Kärcher-Hilfe e.V. foundation is established for employees in need

1943 – 1948

The production of toys as Christmas presents for employees' children

1979

Introduction of company pension scheme (pension regulation)

1980

First major cleaning project: Statue of Christ in Rio de Janeiro

1985

The first heavy metal-free plastic covers for high-pressure cleaners

1991

Water recycling system for equipment tests at the Bühlertann site

1991

Start of sponsorship of the International Bachakademie Stuttgart

1993

Cooperation with Samariter-Stift/ Franconian workshops in Obersontheim

1996

Environmental management to ISO 14001: Kärcher is the first company in the industry to be certified

2001

First photovoltaic system at the Winnenden site

2002

Establishment of the Alfred Kärcher Foundation

2002

Elbe flood: Flood aid through donations and employee deployment in 2002

2002

Support of the Global Nature Fund's Living Lakes protection programme

2004

Tsunami in southeast Asia: Donation of water treatment systems

2004

Environmental prize of the Federal State of Baden-Württemberg

2004

Geothermal system at the Winnenden site



2011

2007

Introduction of allowance for childcare costs

2008

Publication of the Kärcher code of conduct

2008

Wood chip heating station in Upper Bühlertal

2009

Signing of the Copenhagen Communiqué on Climate Change

2009

Market launch of "EcoSilent" – the world's quietest high-pressure cleaner

2009

Participation in the action plan for biological diversity in Baden-Württemberg

2009

Research project with Fraunhofer IPA for energy efficiency in production: Annual savings of 52 t CO₂

2010

Signing of the Cancún Communiqué on Climate Change

2010

Earthquakes in Haiti and Chile: Donation of water treatment systems

2011

Introduction of "green" K 2.800 ecologic high-pressure cleaner

2011

Accolade of being named a bicycle-friendly company

2011

Introduction of energy-saving T 12/1 ecoefficiency vacuums

2011

Baden-Württemberg environmental technology prize for the K 4.00 EcoSilent high-pressure cleaner

2011

Start of cooperation with SOSKinderdorf e.V.

2011

Fund-raising campaign and water treatment system for Japanese colleagues after the earthquake disaster



Environmental protection in the company

As a world leading company in the development, production and distribution of cleaning solutions, Kärcher is conscious of its global responsibility for the preservation of natural basic resources and an intact environment. Kärcher recognised at a very early stage that in addition to economical and social aspects of environmental protection, as a third pillar sustainable, future-oriented company development is indispensable.

For this reason, Kärcher consistently implements environmental protection measures at its sites worldwide, keeping the consumption of resources and the impact on people and nature to a minimum.

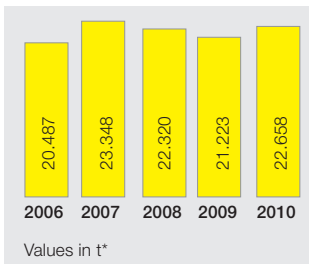


Certified environmental management system

Systematic environmental protection management has tradition at Kärcher. In 1996, the environmental management system at the Winnenden site was the first in the industry to be certified to the global standard ISO 14001. All European Kärcher production facilities and sites in Brazil and China operate according to this standard. Preparations for the certification of our facilities in the USA are in progress.

Copenhagen and Cancun Communiqués

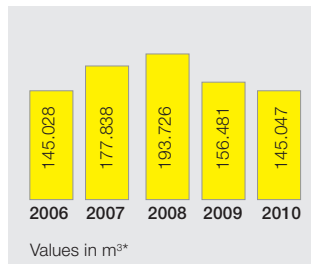
Kärcher is one of several hundred globally active companies that have signed the Copenhagen and Cancun Communiqués. Politicians were urged to take consequent measures against climate change and greenhouse gas emissions during the UN Climate Summit in December 2009 and December 2010. The communiqués are regarded as one of the greatest initiatives so far by international companies for global climate change.



* Kärcher sites in Germany

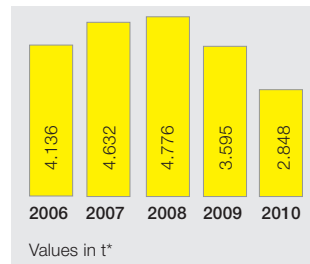
CO₂ emissions: Constant despite increased production

Although production output in the last four years rose by almost 25 %, CO₂ emissions have stayed almost the same. The wood chip heating station at the Upper Bühlerlertal site avoids about 1,000,000 kg of CO₂ emissions annually; two photovoltaic systems at the Winnenden site provide a further reduction of 20,000 kg. Building insulation, geothermics, heat recovery and the use of waste heat also make an important contribution towards climate change.



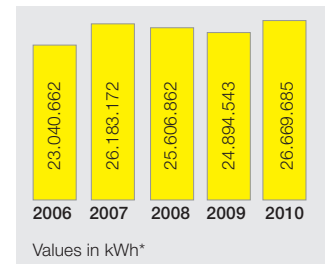
Consistently saving water

No Kärcher product leaves production without a final quality and function test, where high-pressure cleaners are tested using water. Water consumption is reduced significantly by recycling. At the Bühlerlertal site, a recycling ratio of 95 % is achieved for example. 75,000 m³ of treated ground water is used each year for product testing, which also saves valuable drinking water.



Waste: More than 95 % is recycled

Waste is avoided as far as possible, for example through the use of reusable packaging in the delivery of production material. Signs and information boards help people to separate waste correctly. More than 95 % is recycled, the remainder is disposed of in an environmentally-friendly manner.



Electrical energy:

Saving measures take effect

Despite increased production figures, energy consumption in the last three years remained largely constant. Various energy saving measures such as the use of energy-saving light bulbs and motion sensors, reduction of energy consumption in production and energy-saving tips for the office have been decisive factors.



Environmental protection in the company



Using energy efficiently

The best form of energy is energy which is not used. It is the declared aim of Kärcher to keep its primary energy needs as low as possible. Different heat recovery systems operate highly efficiently, e.g. the plastic injection moulding plant at Winnenden heats an adjacent building. Annual saving: 19,000 litres of fuel oil and 51,300 kg of CO₂, the equivalent of a mid-range car after travelling 225,000 kilometres.



Using our own sources of energy

The future belongs to renewable energy. At Kärcher, this future is already reality. Two 30 kWp solar power plants generate around 33,000 kWh annually. A geothermal system uses geothermal energy for heating in winter and cooling in summer. This makes it possible to cover 66% of the heating and 88% of the cooling requirements of this building, saving 20.8 tonnes of CO₂ annually. The wood chip heating station in Upper Bühlertal saves 340,000 litres of fuel oil annually.



Mobility management

In 1994, the Kärcher mobility management programme was introduced to highlight environmentally-friendly ways to travel to and from work. In Germany for example, Kärcher covers 50% of the costs for public transportation and encourages the use of bicycles. In 2011, the company was named a bicycle-friendly company.



Resource protection

We are reducing resource consumption at our sites through numerous measures; in Italy, for example, with the conversion from pneumatic to electric hand-held screwdrivers that use 97% less energy and new injection moulding machines with lower energy requirements. In our subsidiary company Leuco S.p.A. in Reggio Emilia and at other sites, savings of up to 70% of the water used for product tests are made with the aid of a water recycling system.



Preventing exhaust emissions

Kärcher production facilities and logistics centres worldwide keep the impact on the environment as low as possible. Measures are taken to ensure that no contaminants are released into the environment during the cleaning of systems and components. Injection moulds at the sites in Italy are cleaned using an ice blaster – without the use of cleaning agents.



Avoiding waste

Through recycling and consistent avoidance of waste, the amount of waste produced is kept to a minimum. For example, at the sites in North America, where reusable materials such as metal and glass, batteries or electronic components are recycled; packaging is recycled as a matter of principle.



eco!ogic – products for domestic use

Kärcher products for domestic use are characterised by ease of use, high efficiency and durability. Advanced pump and motor technology, in conjunction with patented Kärcher nozzle technology, ensures the best possible cleaning results within the shortest time, saving energy and water. EcoSilent machines are whisper quiet. Steam cleaners are ideal for cleaning bathrooms, kitchens, floors and windows – without the use of chemicals.



Eco-friendly eco!ogic high-pressure cleaners

Kärcher eco!ogic high-pressure cleaners feature an easily selectable eco mode. This allows the water consumption to be adjusted to suit the particular cleaning task, with an up to 20% reduction. In addition, all materials contain no PVC and phthalates; the eco!ogic models are produced from up to 60% recycled plastic. The company does not use polystyrene packaging, but cardboard boxes made from recycled material and wood from sustainable forests. RM 555 eco!ogic cleaning agent contains natural surfactants. The supplied suction hose can be used for water from alternative sources, e.g. cisterns or rainwater butts.





Steam cleaners: Cleanliness without chemicals

Kärcher steam cleaners generate hot, powerful steam. This removes dirt even from microscopically small pores, without the use of cleaning agents. This cleaning method is therefore particularly suitable for households with children as well as allergy sufferers.



Efficient: X-Range high-pressure cleaners

Cleaning efficiency certified by the renowned Fraunhofer Institute: Kärcher X-Range high-pressure cleaners feature advanced pump and motor technology in conjunction with patented Kärcher nozzle technology for optimal cleaning results. This saves up to 50 % time and up to 50 % energy and water.



Whisper quiet: EcoSilent highpressure cleaners

K 3.00 and K 4.00 EcoSilent high-pressure cleaners are 50 % quieter than conventional machines in the same class. This is achieved by using sound-proofed, water-cooled motors. At the Baden Württemberg Environmental Technology Awards 2011, the K 4.00 EcoSilent came first in the "Emissions reduction, processing and separation" category.



Phthalate-free garden hoses

Kärcher garden hoses contain no heavy metals and phthalates. These plasticisers are forbidden, for example, in children's toys. Although permitted by law, Kärcher voluntarily refrains from using phthalates in its hoses.



eco!efficiency – products for professional use

Kärcher attaches particular importance to reducing the energy consumption and increasing the cleaning performance and ease of use of its products. The reduction of water consumption and noise emissions also plays an important role, as does the efficient use of cleaning agents and the optimisation of products in terms of durability, recyclability and reparability in conjunction with secure spare parts supply. Kärcher products are ideal for contract cleaning, agriculture, municipalities, trades and industry.



The T 12/1 eco!efficiency vacuum – full suction power with 750 watts

The new, especially energy-efficient T 12/1 eco!efficiency dry vacuum cleaner only has 750 watts. Thanks to improved flow properties, it uses 40% less energy than comparable machines without compromising performance. With a noise level of only 56 dB(A), it is suitable for noise-sensitive areas and cleaning during business hours.



eco!efficiency



Resource-saving hot water high-pressure cleaners

For energy-efficient operation, all hot water high-pressure cleaners in the compact and medium duty class can be adjusted to a water temperature between 20 and 155 °C. As a large quantity of dirt can be easily removed at temperatures of about 60 °C, the ecoefficiency mode can be permanently selected at the main switch to reduce fuel consumption by 20%. Precise cleaning agent dosage between 0.5 and 6% also ensures economical operation.



Economical B 40 C/W scrubber dryers

The “Kärcher Intelligent Key” allows the best possible adjustment to cleaning tasks. Parameters such as travelling and brush speed, turbine power or cleaning agent dosage can be programmed to suit the particular cleaning task. This ensures that only the required amount of energy and cleaning agent is used. Working in the ecoefficiency mode ensures energy-saving and environmentally-friendly cleaning with reduced turbine power and a lower brush speed.



Reduced CO2 footprint: WPD water dispenser

The WPD water dispenser is designed for an 84% or 90% lower CO₂ footprint compared with water from gallon bottles or water from bottle vending machines. This has been confirmed in a study conducted by the Technische Universität Darmstadt. Particular attention was paid to the energy requirement of these systems in use and the energy input for the transport and provision of gallon or standard bottles as well as their cleaning, refilling and disposal.



Environmentally compatible: Kärcher cleaning agents

Thanks to their powerful cleaning action, ecoefficiency cleaning agents offer a saving of up to 25% compared to equivalent products. They contain no harmful raw materials such as NTA, allergens, e.g. limonenes or persistent surfactants. The formulations are in line with current raw material technology standards and the surfactants used are easily biodegradable in accordance with the Detergents Regulation.



Responsibility for people

From the very outset, social issues have been an important part of our corporate culture. Kärcher attaches great importance to an excellent working environment, compatibility of family and work, occupational health management and high-quality training and further training.



High-quality training and further training

At Kärcher, training and further training is key to securing the future. From draughtsman, chef, process mechanic and industrial business manager through to courses in business studies as well as mechanical and industrial engineering, Kärcher gives many young people the opportunity to take up an apprenticeship to give them the best start in their career.

Regular training seminars for all employees ensure a very high level of expertise; Kärcher's employees at the German sites spend an average of two days per year participating in advanced training.



Compatibility of family and work

It is important that Kärcher's employees are able to combine family and work. For this reason, the company supports its employees with numerous schemes: in addition to flexible working hours and workplace models, they offer advice, assistance in finding suitable childcare as well as financial assistance, like childcare allowance.



Workplace health management

Kärcher attaches great importance to a healthy working environment. As part of the workplace health management programme, the company has been organising regular health events since 1991, in order to promote health awareness among employees. The range of sports activities, such as cycling, volleyball and back gymnastics is just as important to Kärcher as is addiction counselling and psychosocial issues.



Company pension scheme

Kärcher supports its employees in providing a solid financial base for retirement. Year after year, the company saves capital that is paid out not just on entering retirement, but also for occupational disability as part of the state pension or in the event of death.



Co-operation with Samariter Stift/Franconian workshops

We have been co-operating with the Samariter Stift/Franconian workshops in Obersontheim since 1993. In the workshop and logistics centre there, therapy of mentally ill people is supported by regular daily work. 100 employees produce and package metal components and small electronic assemblies for Kärcher. This gives the workshop employees a position in society, affirmation and recognition.



Social commitment

Kärcher is conscious of its social responsibility and is involved worldwide in social projects – from local and regional initiatives to aid for victims of natural disasters. The Kärcher code of conduct, which is guided by the UN Global Compact, obligates all Kärcher employees worldwide to behave responsibly towards people and the environment and is also compulsory for all company suppliers.



Alfred Kärcher Foundation

With the establishment of the Alfred Kärcher Foundation, the company created an institution whose declared aim is to promote mechanisation and automation in manual cleaning and find new solutions for a clean environment. The foundation primarily supports young scientists, who carry out research on behalf of Alfred Kärcher. Excellent theses and research papers, dissertations and habilitation dissertations are awarded. Kärcher aims to permanently strengthen its dialogue with scientists and interlink the research landscape in order to exchange and expand knowledge.



Kärcher supports SOS-Kinderdorf e.V.

Within the framework of its social commitment, Kärcher has been co-operating with SOS-Kinderdorf since 2011 and supports the charitable association financially and with its own technology. The children's villages are provided with cleaning appliances, which they can choose to suit their cleaning needs. For more complex machines, training advisors give instructions on site.



Aid after earthquakes, tsunamis and floods

Disasters such as the tsunami in southeast Asia in 2004 and the severe earthquakes in Haiti and Chile in 2010 largely destroyed the infrastructure in the affected areas. Kärcher supported the helpers on site with water treatment systems and mobile catering systems. Kärcher also assisted in the earthquake and tsunami disaster in Japan in 2011 with money and commodity donations.



Support of social projects in South America

Employees of our Brazilian subsidiary carry out fundraising campaigns and collect clothing and toys for children in need; computers that are no longer needed are donated to schools. In addition, Kärcher Brazil supports a project to promote reading and a day of action, during which donations were collected for children and young people suffering from cancer.



Co-operation with the International Bachakademie Stuttgart

There is a long-standing partnership between Kärcher and the international Bachakademie Stuttgart, through which the company supports the global promotion of young musicians. The Bachakademie was founded in 1981 by Helmuth Rilling, who is also its artistic director. It organises concerts at home and abroad as well as workshops – so called "Bach academies" – for young musicians throughout the world.



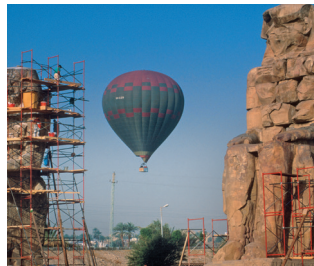
Cultural sponsorship

For more than 30 years, Kärcher has carried out cleaning projects on works of art and protected monuments around the world to preserve them for posterity – on 90 historical monuments to date. In 1998, the largest facade cleaning project in the world at that time was carried out on the colonnades of St. Peter's Square in Vatican City. In 2005, the cleaning of the presidents' heads on Mount Rushmore (above) also caused a stir. In 2010, the Nihonbashi Bridge in Tokyo was freed of pollution using the particle blasting procedure.



Space Needle – Seattle, USA

In 2008, with the aid of hot water high-pressure cleaners, the 184 metre-high Space Needle was freed of contamination from emissions, bird droppings and layers of grease. To avoid interrupting the use of the viewing tower, cleaning was undertaken at night.



**The statue of Christ –
Rio de Janeiro, Brazil**

Since 1980, the 30 m statue of Christ in Rio de Janeiro has been cleaned every ten years by Kärcher. As a result of the hot, humid city climate, rust and dust particles as well as algae, lichens and moss deposit on the statue's sensitive soapstone cladding.

**Colonnades on St. Peter's
Square – Vatican City, Italy**

The colonnades on St. Peter's Square in Vatican City were covered with a compact black coating, which was treated in 1998/99 using a particle blasting procedure. In this way, the original stone surface was completely uncovered again; calcium carbonate with a specially rounded grain was used as a blasting abrasive.

**Colossi of Memnon –
Luxor, Egypt**

The Colossi of Memnon in Upper Egyptian Luxor – built over 3,000 years ago – was coated in a layer of dirt which damages the stone. This was carefully removed with particle spray guns.

**Matsudagawa Dam –
Ashikaga, Japan**

"Hanazakari" (English: "In full bloom") is the name which the artist Klaus Dauven gave his work on the Matsudagawa dam in Japan. In 2008, together with a Kärcher team, he etched the outline of flowers on the 228 metre wide and 56 metre high dam wall by removing dirt in certain places and leaving it in others. The work shows that high-pressure cleaners can be used not only to maintain cultural assets and art, but also to create them.

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