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# A CLEAR FOCUS

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As a family-owned company driven by innovation, we produce and develop our products with a clear focus on environmentally friendly, efficient and convenient building service systems. Because we want to shape the future full of energy.

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## **A CLEAR FOCUS:**

We have the energy to change things. And as a company we have a clear focus.

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## A CLEAR FOCUS: New perspectives for the home



### FORWARD THINKING IS OUR DRIVING FORCE

STIEBEL ELTRON is one of the market leaders in the fields of building services and renewable energies. We have run our family-owned company along clear lines since it was founded back in 1924.

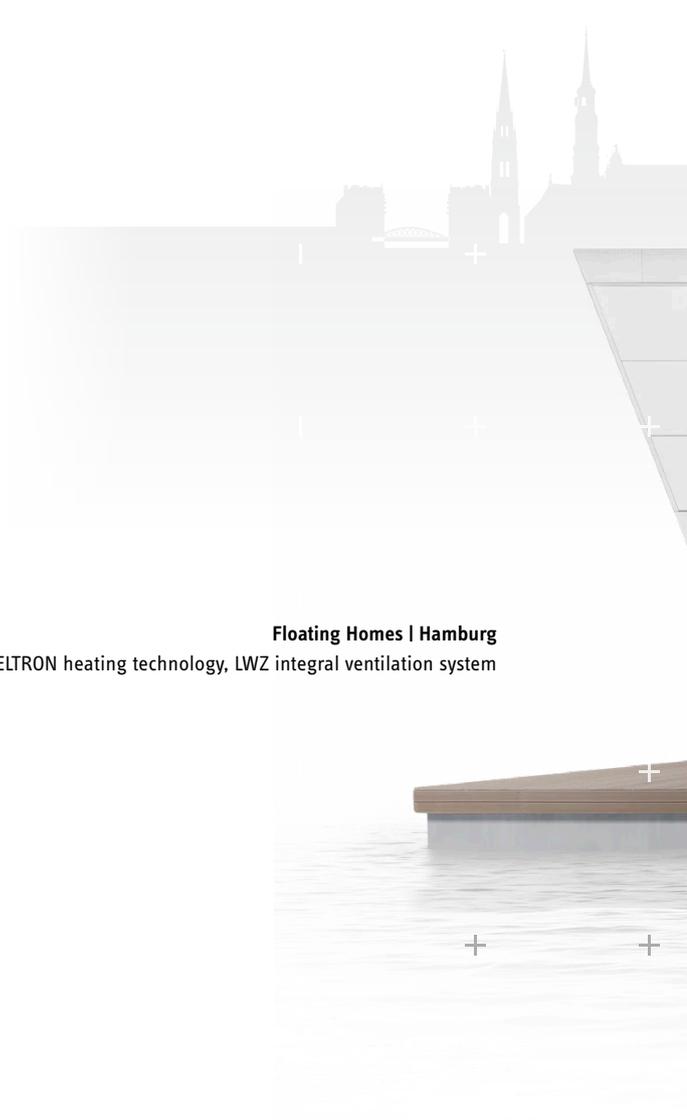
This means that it is second nature to us to think a little further ahead – in order to be able to provide tomorrow's solutions today.

### THE FUTURE BELONGS TO GREEN TECH

The way we live our lives and run our homes is changing, as is our relationship with energy. As ever-increasing energy efficiency is required by law, we need to further reduce our energy requirements at home for heating and hot water. There is no question for us that buildings need innovative heating, ventilation and air-conditioning based on renewable energies and, in turn, on green electricity. Our company has set a clear course for the future: green tech instead of oil and gas.

### SHAPING THE FUTURE – FULL OF ENERGY

STIEBEL ELTRON is also clear in its focus on working in a spirit of partnership with market partners and end customers. This is not only rooted in our brand promise, but also in our company and its history. Which may explain why we were among the first to meet the need for highly efficient appliances among end customers. A key advantage – and for our market partners, too.



**Floating Homes | Hamburg**  
STIEBEL ELTRON heating technology, LWZ integral ventilation system

By embracing the future, you can live tomorrow  
today. A clear focus for quality of life



“A lot is at stake: a warm, cosy home,  
hot water and our environment. And we  
are happy to channel our entire energy  
into providing this for you.”

Dr Ulrich Stiebel



STIEBEL ELTRON offers  
“feel-good” technology:  
for hot water, heating,  
ventilation and cooling.

**A clear focus for quality  
of life**

## **HOT WATER**

Along with room heating, water heating requires a lot of energy. Reducing the amount of energy required is a question of technology. Our water heaters perform this task all over the world with maximum efficiency – for the best domestic water heating in the kitchen and bathroom.

## **ROOM HEATING**

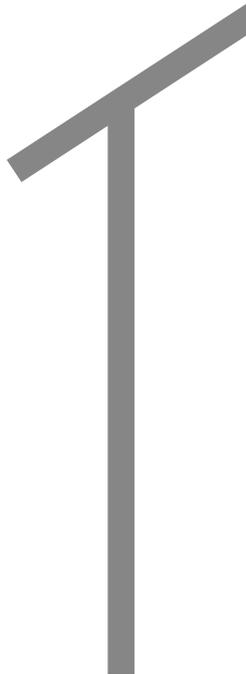
Our heat-pump heaters, based on renewable energies, tap into the most natural energy sources in the world with maximum efficiency – for the warmth of the future. In addition, our product range includes electric space heaters for heating individual rooms.

## **VENTILATION**

Our intelligent ventilation systems recover up to 93% of the heat which would otherwise be lost, saving energy and ensuring a healthy room climate. Centrally – for example, with powerful integral ventilation systems for hot water, heating, ventilation and cooling – or decentrally, for retrofitting.

## **COOLING**

Our mobile or permanently installed air-conditioning units ensure a refreshing room temperature on hot days. Our heat pumps are particularly efficient at cooling: active cooling is achieved by reversing the refrigerant circuit.





“Technology is becoming increasingly complex these days. But does this mean its use needs to get more complicated? We work towards ensuring that our technology manages everything in the background. This way our customers can better relax at home.”

Frank Stiebel

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**A CLEAR FOCUS:**  
A pioneering  
company driven  
by passion

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**HOW EXPERIENCE IS  
TRANSFORMED INTO  
THE FUTURE**

**1987**

DHE – the world's first fully electronic instantaneous water heater

**Today**

DHE Connect – further developed into the first instantaneous water heater with Wi-Fi and Bluetooth

**1999**

LWZ – the world's first integral device for ventilation, hot water and room heating

**Today**

LWZ 8 CS Premium – further developed into an integral device with in-vertertechnology and passive house certification



## “EFFICIENCY AND COMFORT ARE NOT CONTRADICTIONARY.”

In conversation with Dr Kai Schiefelbein, Director of Technology

### What is the significance of “a clear focus” with regard to implementing the energy transition?

At STIEBEL ELTRON our clear focus is what motivates us; we are people of conviction. We are driving forward the energy transition with real passion. This applies to me, too! When I started at STIEBEL ELTRON as a developer 20 years ago, I wanted to develop efficient and future-proof technology for people and their homes.

### What does “a clear focus” mean in relation to innovation?

Since the company was founded, we have set standards with our products and, as technology leaders, we have shaped entire markets. Here, too, our focus is clear. Because for us, innovations are not just futuristic visions, but very real products and systems that can be used in every household.

It is our goal to shape the future with smart and intelligent products. In order to achieve this, we rely on our own home-grown expertise, from product development through to production. Since 1924, STIEBEL ELTRON has filed more than 1,700 patent applications and registered designs, the first of which was the coil immersion heater.

### STIEBEL ELTRON products are constantly becoming more efficient. At the same time, people’s desire for comfort and convenience is growing. Is this a contradiction?

Using energy efficiency, and thereby economising, has negative connotations for many building developers. They believe that it means sacrificing comfort. But we have proven time and again that with STIEBEL ELTRON, efficiency and comfort are perfectly compatible.

In concrete terms: in order to offer our customers a high-quality product, we invest a lot of time in the development, including things that customers don’t see. But they feel the effect: for example, in our comfort water heaters we have combined three sensors with an engine valve; this means that the inlet temperature, outlet temperature and flow rate are being measured at all times. This technology enables the temperature to remain constant and pleasantly warm, even if the amount of water increases. The desired temperature is precisely retained, making it unnecessary to add cold water. And so it is possible to achieve correspondingly high efficiency values because only the energy that is really required is used.

### You seem to have a clear focus, in particular with regard to innovations in the area of renewable energies?

Yes, since 1999, our integral ventilation unit LWZ has shown that only around 2.5 m<sup>2</sup> is required for a piece of highly efficient technology that produces reliably good air, hot water and heating. Perfect comfort and outstanding efficiency are combined.

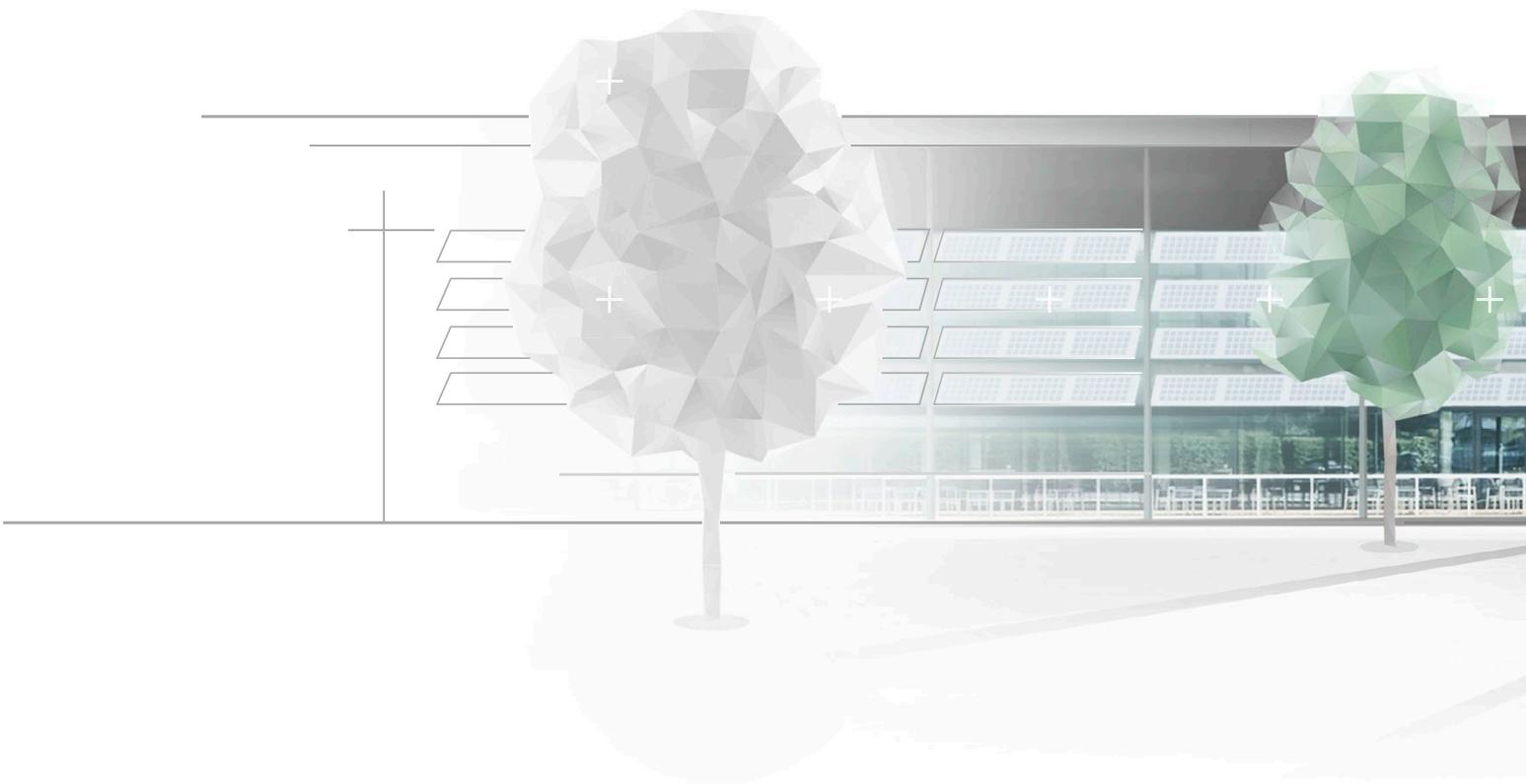
The possibilities of increasingly networking a building are particularly exciting. The key phrase here is “Smart Home”. STIEBEL ELTRON already offers technologies needed to thermally store surplus energy from a photovoltaic system.



Since 1924, STIEBEL ELTRON has filed more than 1,700 patent applications and registered designs.

**A clear focus on innovation**

We set standards, for example in the implementation of pilot projects for buildings of the future. **A clear focus on innovative architecture**



**Do you see pilot projects in your own company as a good opportunity to venture something new?**

With our latest flagship project we are also proving how efficient green technology is. The Energy Campus at our headquarters in Holzminden is pioneering and has received the highest possible rating from the German Sustainable Building Council: the DGNB Platinum Certificate. At the same time, the training and communication centre also boasts impressive architectural qualities. This is how we fulfil our brand promise “full of energy” – and have created a space in which STIEBEL ELTRON can be experienced in theory as well as in practice.

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**STIEBEL ELTRON Energy Campus**  
Our own laboratory for the energy transition

“The Energy Campus combines high-quality architecture and communication – and as a Plus Energy building, it generates more energy than it consumes.”

Dr Kai Schiefelbein



## **A CLEAR FOCUS:** Green energy is the energy source of the future



### **OUR IMPETUS IS GREEN – AND HIGHLY EFFICIENT**

Earlier than others, we recognised that electricity is the energy source of the future. Green electricity from the sun, wind and water power is regenerative and environmentally friendly. That's why we pursue a clear focus: we develop and produce electrically run heating and ventilation systems that are environmentally friendly and highly efficient.

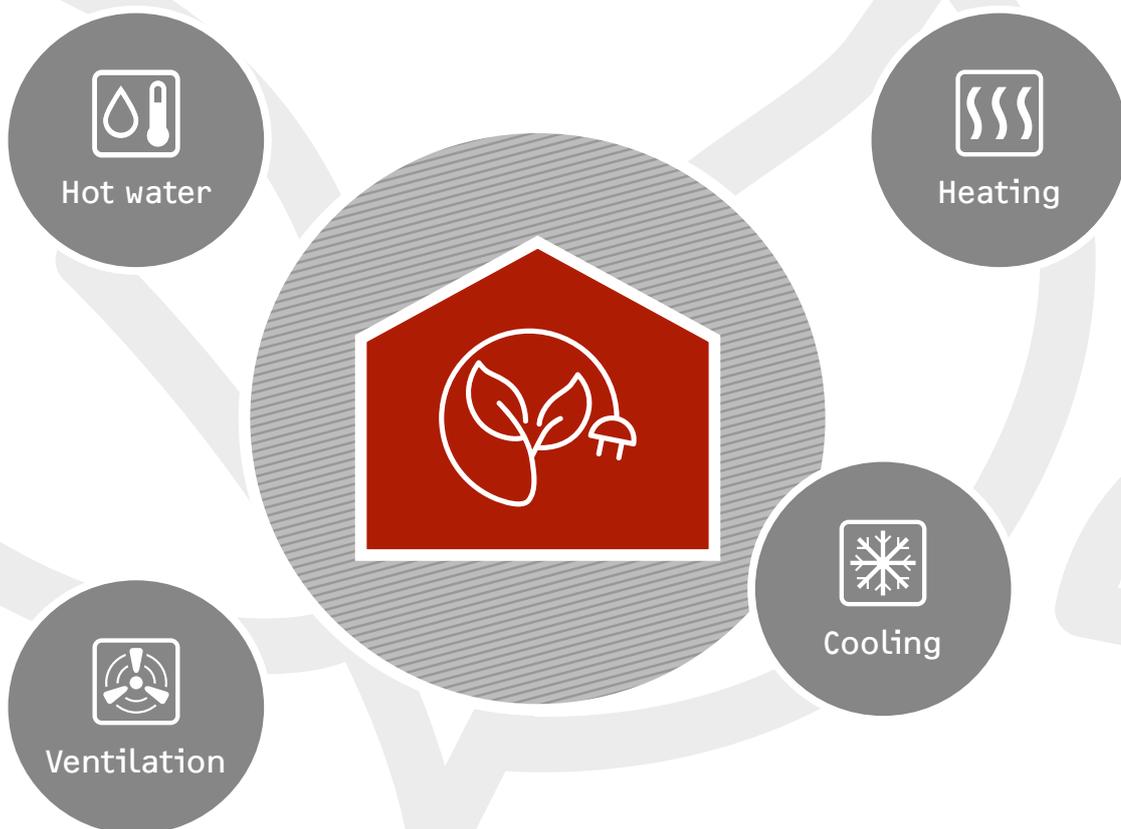
### **GREEN TECH INSTEAD OF OIL AND GAS**

Heat pumps will play a key role in the implementation of the energy transition. They are the only renewable-energy heating technology that can produce heat from renewable energies year round and, theoretically, limitlessly – because environmental energy from the air, earth or water is always there and available. A clever and future-proof solution.

### **A PIONEERING FORM OF INDEPENDENCE**

Hot water, heating, ventilation, air-conditioning – all the functions of modern building services can be implemented with renewable energy. For even more independence, STIEBEL ELTRON heat pumps can be networked with photovoltaic and energy management systems to form one intelligent system. You can perfectly align heating and self-generated electricity and optimise your personal consumption of solar power.

And other appliances in the household can also be controlled and run cost-effectively with privately generated solar power. This reduces energy costs, CO<sub>2</sub> emissions and, at the same time, makes you more independent and ensures the future viability of your energy consumption.



We take the energy transition seriously and focus consistently on green electricity as the energy source of the future. A clear focus on green tech

## STIEBEL ELTRON – THEN AS NOW ALWAYS AHEAD OF ITS TIME

› **2000 | HOFANLAGE BROMBEERWEG** As an Expo 2000 project, STIEBEL ELTRON installed 20 different building service systems in a real housing estate. The experience gained from this provided important impetus for further product development.

› **2005 | SCHAUFELDERSTRASSE MULTIFAMILY RESIDENCE** A pioneering conversion of a vacant multifamily residence into a modern passive building. Heating demand dropped from 230 kWh/m<sup>2</sup> to 15 kWh/m<sup>2</sup> per year.

› **2007 | PLUS ENERGY HOUSE DARMSTADT** Developed by students of the Technical University Darmstadt, the building won the Solar Decathlon in Washington before going on tour in Germany. The centrepiece: heating and ventilation systems from STIEBEL ELTRON.

With our pioneering building services solutions, we ensure that buildings become increasingly energy-efficient. **A clear focus on green tech**



**Climate-protection housing estate | Greven**  
System technology by STIEBEL ELTRON, brine | water heat pump WPF,  
PV module TEGREON, hot water tank SBB WP Sol, heating  
buffer SBP, central air handling unit LWZ 70, air distribution system LVE

## CONVINCED BY GREEN ELECTRICITY

Electricity in Germany is becoming greener all the time, so it is the perfect source of energy for our green-tech solutions - instantaneous water heaters, ventilation systems, heat pumps, air-conditioning systems and electric room heaters.

We have a clear focus on efficient products that run on electricity - for hot water, heating, good indoor air quality and, in summer, pleasant coolness; in single and multifamily residences, but also in housing estates and high-rises.



### Single-family home, Upper Austria

A photovoltaic system supplies the intelligently managed ventilation system with electricity - and contributes to the most-effective energy standard.

### Climate-protection housing estate Greven

The four multifamily residential buildings are not only officially recognised as a "climate protection housing estate", they were also nominated for the Heat Pump City of the Year Award 2015.

### Aquarius Hotels & Resorts Bangkok

The decentralised hot water supply provides the hotel with an efficient solution and contributes to the overall comfort of the guests.

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**A CLEAR FOCUS:**  
Highest standards  
meet reliability

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“STIEBEL ELTRON knows only one  
measure of quality: the satisfaction  
of its partners and customers.”

Dr Nicholas Matten



## MARKET QUALITY

STIEBEL ELTRON is active in over 120 countries – and this number is rising. This also means dealing with a wide variety of climatic and legal requirements, as well as building types and customer needs. Our commitment is the same everywhere: we see ourselves as a partner in the local market and act according to local requirements. In order to do so, we develop products that suit the respective market and living conditions of the local population – for the success of our partners and the satisfaction of our customers.



## MANUFACTURING QUALITY

Our success story is closely linked to our high-quality workmanship. All over the world we rely on German engineering skills. Because the best solutions are created in a traditional environment characterised by top-class engineering and highly qualified workers. After all, the only way to become a technology pioneer is if the technology itself is pioneering.

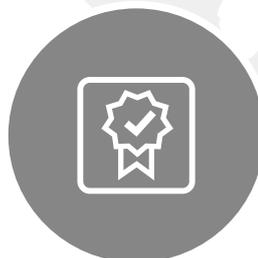


# STIEBEL ELTRON



## ENTERPRISING QUALITY

As an owner-managed company in Germany, we have very high standards when it comes to compliance and conduct. Our strict Code of Conduct and our leadership guidelines give us a clear focus – with regards to ethics, collaborations, partnerships and our products. The regularly verified ISO certifications confirm that our high quality standards apply throughout our company and are firmly rooted in it.



## PRODUCT QUALITY

A precise interplay of all aspects is required to create what defines us: high-quality, durable products that meet all modern requirements, as well as the requirements of the respective country, our customers and partners. Because with the brand STIEBEL ELTRON, our customers buy first-class reliability – and fast service in the unlikely event that a product does not run perfectly.

Producing first-class quality is not a coincidence, it is the result of precisely defined processes. **A clear focus on quality**

## **WE DON'T LEAVE ANYTHING TO CHANCE**

### **High-class production, multiple checks:**

Through systematic checks of the delivered materials, proven manufacturing processes and motivated and dedicated employees, STIEBEL ELTRON achieves exceptionally high production quality. In addition, we check every single device for safety and functionality before it is packed.

### **Quality assurance of newly developed products:**

To ensure that newly developed products meet our high quality standards, we carry out comprehensive material and life-cycle tests. Before one of our innovative products is delivered to the first customers, so-called "field test devices" are installed and tested in a real environment, e.g. by employees. With our new instantaneous water heaters, DHE Connect and DHE Touch, we were thus able to gather experiences with over 500 devices and spare our customers annoying teething problems.

### **Systematic tests for higher standards:**

In 2016 alone, 2,541 randomly selected, ready-to-ship products were systematically reviewed from a customer's point of view in order to gain ideas as to how the delivery quality could be further improved.

### **Excellent service for first-class products:**

Product and service quality cannot be separated. STIEBEL ELTRON is always at the side of its partners in the specialist trade, in architecture and in the construction industry, from consulting and planning to installation and maintenance.

**AWARD WINNER**

› Superbrand



› Architects' Darling



› Red Dot Design Award





## FOR US, QUALITY IS THE NORM

### ISO 9001

We plan our business processes in accordance with the requirements of the quality-management standard.

### ISO 14001

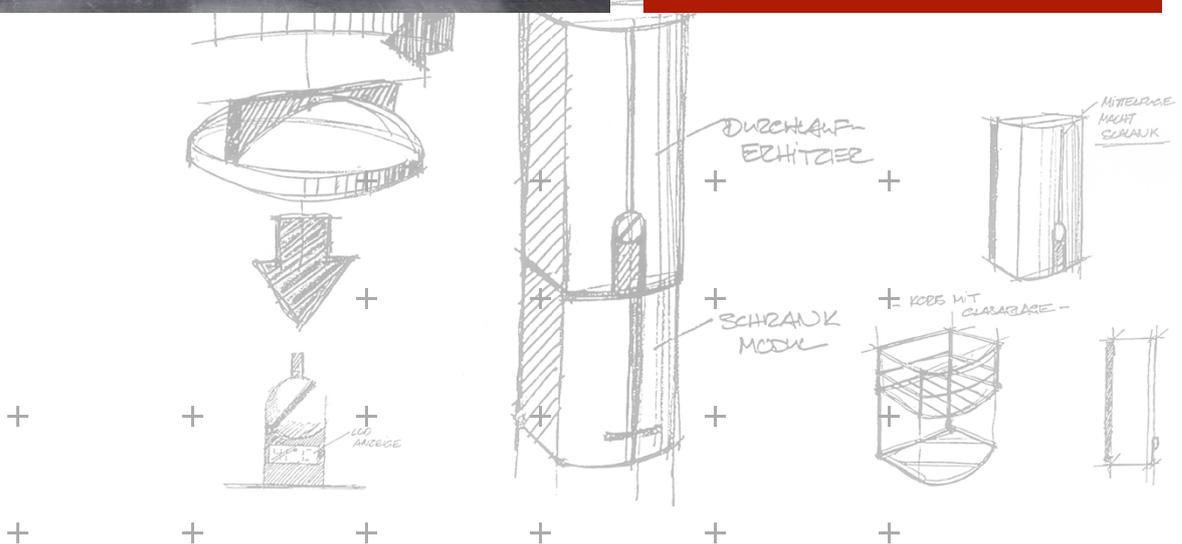
STIEBEL ELTRON undergoes a continuous optimisation process in line with the environmental management standard.

### ISO 50001

We consistently record and manage the energy flows in the company in order to sustainably reduce consumption.

### BS OHSAS 18001

STIEBEL ELTRON works in line with this occupational health and safety management system.



# A CLEAR FOCUS: So that our origins have a future

## FULL OF ENERGY SINCE 1924

From the inventor of the coil immersion heater, we have grown to become the global market leader in instantaneous water heaters and one of the largest providers in the heating market. As a pioneer in the field of renewable energies, we started producing heat pumps and solar collectors as early as the 1970s. We have always had a clear focus.

We consistently focus on engineering quality made in Germany. The majority of our products are manufactured in Germany at our main location in Holzminden, in Lower Saxony, or in Eschwege. In addition, STIEBEL ELTRON has four further production sites abroad.

› 1924



The beginning of a success story: The company ELTRON is founded on 5 May 1924 by Dr Theodor Stiebel in Berlin.



› 1944

Production is relocated to Holzminden. The following year sees the start of production on non-electrical appliances such as saucepans, frying pans, laundry sprinklers and irons.



› 1949

With the DH 18, the first hydraulic instantaneous water heater is developed and produced.



› 1976

As one of the first manufacturers, STIEBEL ELTRON begins with the development and production of heat pumps – and has remained an innovation leader in this area to this day.



› 1980

The US subsidiary is founded. Highlight of the first hour: a specially developed instantaneous water heater for the American market.

› 1981

From the design to the finished product: STIEBEL ELTRON puts the first hot water heat pumps on the market – the WWK 200 with a static evaporator and the split unit WWS 18.



› 1987

With the world's first fully electronic instantaneous water heater (DHE), STIEBEL ELTRON revolutionises the hot water market and becomes a global market leader.



› 1999

The LWZ integral unit combines all heating, ventilation and water heating needs in one device – the foundation of many further developments that increase efficiency and comfort in the home.



› 2004

The production site in Poprad, Slovakia, is acquired – the biggest STIEBEL ELTRON factory outside of Germany.



**THE COMPANY –  
FACTS AND FIGURES 2018**

|                                     |              |
|-------------------------------------|--------------|
| Employees worldwide (approx.)       | <b>3,700</b> |
| Group turnover (in € million, net)  | <b>550</b>   |
| German production facilities        | <b>2</b>     |
| International production facilities | <b>4</b>     |
| Subsidiaries                        | <b>26</b>    |
| Representatives worldwide           | <b>120</b>   |

› 2011

From a single product to a networked system: the marketing of the Internet Service Gateway (ISG) begins, connecting heat pumps with their respective home networks. To date, around 5,000 systems are online.



› 2012

The modulating air|water heat pump WPL 15/25 for new and renovated buildings sets new standards in terms of annual energy consumption, temperature level and noise emissions.



The Australian subsidiary is founded, enlarging the STIEBEL ELTRON family. Especially popular down under are heat pumps and instantaneous water heaters.



› 2015

A pilot project for buildings of the future: the training and communication centre “Energy Campus” opens. As a Plus Energy building, it generates more energy than it consumes.



› 2017

STIEBEL ELTRON produces decentralised ventilation units for the retrofitting market and thereby expands its product portfolio in the field of ventilation.



Tailor-made recommendations with a few clicks: the customised heat pump service goes online and creates individual offers for interested customers.



At STIEBEL ELTRON we have always had a clear focus on technological progress. What drives us is our attitude of never being satisfied with what we have already achieved. Because only new, innovative thinking can take us as a company, and you as our partners and clients, forward into the future.

[www.stiebel-eltron.com/aclearfocus](http://www.stiebel-eltron.com/aclearfocus)

