

Sustainability that pays off.

KÄRCHER

Alfred Kärcher GmbH & Co. KG Company premises redesigned with nature in mind



The nature-friendly courtyard is the perfect place to sit and relax.

When planning the new Kärcher site in Winnenden, the specialist cleaning company's main focus was to create nature-friendly indoor areas and open spaces while ensuring the careful use of available resources and high energy efficiency throughout the premises. These plans resulted in a company site that combines an attractive working environment with energy efficiency and, in doing so, makes a key contribution to the protection of the environment.

Located at the headquarters of the world's market leader in cleaning technology, the new premises were designed as part of the Greening of Company Premises project jointly run by the Heinz Sielmann Foundation, the Lake Constance Foundation and the Global Nature Fund. The aim of the project is to integrate the new site into the region, minimise any adverse effects on the natural surroundings and help to conserve resources and energy – at the same time, modern ergonomic developments were incorporated into the design.

By way of example, the courtyard – inspired by the natural surroundings – is an excellent setting for employees

to meet and chat with members of staff from other departments. During the design phase, much emphasis was placed on ensuring that the courtyard's appearance reflected the features of the surrounding natural environment. As a result, the vegetation consists almost exclusively of regional wild plants, copses, ferns, moss and ground cover. Deadwood tree trunks were integrated to give flora and fauna additional living space. Trees were also planted in the entrance area and in the car park. As a compensatory measure, the site also features a 20,000 m² biotope with green areas, dry zones and several ponds. A positive side effect of this nature-friendly design is that the space requires very little maintenance.

BLUECOMPETENCE

Alliance Member



Natural stone ravines form an escarpment which is typical of the region.

“The new Kärcher site combines a nature-friendly design concept with resource-efficient technology and the latest developments in workplace design.”

Andreas Mayer,
Head of Sustainability Management
at Kärcher

A photovoltaic system has been installed to enhance energy efficiency – it covers half of the new roof surface and supplies green electricity to the office’s air conditioning system. Furthermore, the company’s waste timber from pallets can be fed into the woodchip heating plant as a means of generating carbon-neutral energy. The renovation project also saw the efficient use of materials, with over 110,000 tonnes of construction waste being recycled and reused.

At over 130,000 m² in size, the modern company premises with its nature-friendly design demonstrates Kärcher’s commitment to the environment. It constitutes a natural habitat for plants and animals alike and provides ample space for work, meetings and new ideas. As a result, Kärcher has made major progress towards achieving its

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corporate objective with regard to sustainability: CO₂ emissions are to be reduced by 20% by 2020 compared to 2012 levels.

Facts:

- The new office houses a total of 700 workstations; the auditorium can hold up to 800 people
- The premises improve on the requirements set out in the Energy Saving Ordinance by an additional 20%
- The company’s own waste timber from pallets is used to generate carbon-neutral energy
- Over 110,000 tonnes of construction waste was recycled and reused
- The 20,000 m² biotope is home to the largest population of green toads in Baden-Württemberg