

Kärcher – a worldwide leader in cleaning devices

Kärcher is a German premium manufacturer for cleaning devices and systems. The company is known for its high-pressure cleaners and its floor care equipment. Founded in 1935, Kärcher products are sold in Taiwan now for over 40 years and are well-known for their premium quality and their good applicability. We talked with Klaus Pühmeyer and Lawrence Chen about the advantages of being a German company, the topics of digitalization and sustainability and the cleaning of historical sites.

KÄRCHER

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About Klaus Pühmeyer:

- Regional President ASEAN, Korea & Taiwan
- Has been working for Kärcher in Hongkong, Shanghai and Singapore and now in Thailand
- Nearly 19 years of working experience with Kärcher

About Lawrence Chen:

- General Manager of Kärcher Taiwan
- Has been working for Kärcher for over 18 years

GTO: Since when has Kärcher been in Taiwan and how many employees do you have?

Klaus & Lawrence: Kärcher is selling its products in Taiwan for 40 years now. 26 years ago, we have established our own organization here. We have our main office in Taipei and two more offices in Taichung and Kaohsiung. In total we employ 41 people in Taiwan.

GTO: Who are your biggest competitors in the Taiwanese market?

Klaus & Lawrence: Kärcher is a family business with a distinctive corporate culture, with a clear customer focus, high quality - Made in Germany, a strong brand, and broad product range as well as innovative capability. These issues set us apart from potential competitors and that is why we are the world market leader. Of course, we have different market competitors in different areas for different product categories, but there is basically no company that has a portfolio like ours.

GTO: Do you profit from being a German brand? Do your customers recognize the “German” quality of your products?

Klaus & Lawrence: German products are for sure associated with high quality and good applicability in Taiwan. We have an advantage here compared to other brands as we also carry the name “Germany” in our company’s Chinese name, which makes it more clear for the customers that we are a German company. But also, our employees value working for a German company. Even if we produce in China, it is still produced with the same level of quality as in Germany, because we take care that the quality procedures in the factories have German standards. The products are still engineered in Germany and the machines for the production are also the same like in Europe.

GTO: Is digitalization and connectivity of different devices an issue for Kärcher?

Klaus & Lawrence: Complete connectivity of all our products and devices would be the ideal world for us. We are right now working towards this situation. There are a couple of components involved in this. On the one hand you have autonomous moving robots and on the other hand you still have manual cleaners. The key is to connect those together with smart data. You could use those components together for example at an airport or in a big supermarket. Moreover, when labor costs are going up there will be an increased usage of autonomous cleaning robots. There will be only one person needed to control 10-20 cleaning robots in the future and this will also increase the efficiency. This is our future goal.

GTO: Is sustainability with water and energy saving a topic for Kärcher?

Klaus & Lawrence: At Kärcher, sustainability begins with product development, continues through the production and supply chain to proper disposal - and thus does not end at our and thus does not end at our factory gates; The aim is to recycle as much as possible in our innovative cleaning solutions and to possible and to avoid potentially hazardous substances as far as possible.

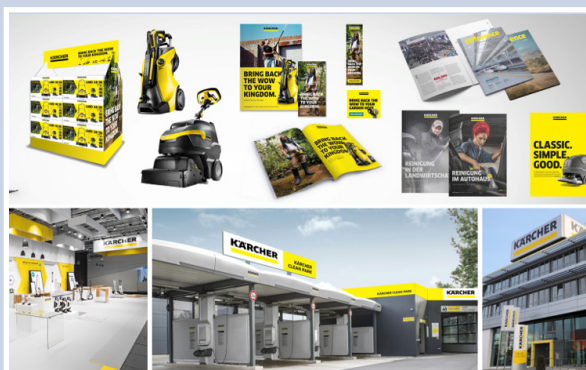
GTO: Could you tell us about the historical site(s) you cleaned in Taiwan?

Klaus & Lawrence: The cleaning of these monuments is part of our CSR projects. With these, we want to pay back to the society. Around the world, we already cleaned over 150 sights like the Brandenburg Gate or the London Eye. We encourage every subsidiary of Kärcher in every country to do such a project. Each of these projects from deciding the location to finishing the whole project usually takes about 1-2 years. We cleaned Fort Anping in Tainan in 15 days after preparing the whole project for two years. Without chemical additives, the facade was gently freed from its impurities with 150 °C hot steam and a pressure of 0.5 - 1 bar. This not only averted further damage, but also extended the life of the cultural site. As part of cultural sponsorship, Kärcher works closely with the owners of monuments, restoration experts and art historians and continuously develops new environmentally friendly cleaning methods that are appropriate for monuments. Careful preparations are also an important part of this commitment: The most suitable cleaning parameters were already selected during test cleaning in October 2015 in order to remove the layer of dirt from Fort Anping.

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We interact with customers & stay up-to-date to give people the opportunity to experience Kärcher products.



ONE LANGUAGE: Kärcher brand is one-of-a-kind throughout the world, offering a strong experience.



ONE BIG FAMILY: 14,000 employees, 120 nations, one family-owned company.



PRESERVING CULTURAL MONUMENTS: Over 30 years. More than 150 campaigns. One legacy.