STIEBEL ELTRON

A clear focus on sustainable wellbeing

Innovative and climate-friendly building services for hot water, heating, ventilation and cooling

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Electricity is the future.
With the development of green technologies, we advocate innovative, environmentally responsible and futureproof building services – so that you can enjoy sustainable wellbeing.
As a family business, we act for the future – yours and ours.

A pioneering company driven by passion

1924
Erfindung des
Ringtauchsieders –
Dr. Theodor Stiebel

Comfort through technology since 1924

A sense of comfort and wellbeing opens the door to life's really happy moments. But has our sense of wellbeing changed? Yes, we believe it has. Wellbeing is best brought about today with intelligent and efficient technology – and of course a commitment to sustainability. STIEBEL ELTRON turned this vision into reality sooner than others and has long been an adherent of innovative, environmentally responsible and futureproof building services. With reliable solutions for domestic hot water, heating, ventilation and cooling based on renewable energy, we are one of the leading providers on the market.

Green technologies are the future
As a company, we looked towards the future from an early stage and are committed to green technologies instead of oil and gas. Renewable energy gives us a cleaner lifestyle based on electricity. As a family business founded in 1924, we have had a clear focus right from the outset. Our vision is based on always thinking ahead in order to offer you tomorrow's solutions today.

Strong partnership for a shared goal
From the design and manufacture of appliances through to their maintenance, we systematically apply our expertise, innovative skill and experience. Closeness to our trade partners is also particularly important to us. Our service goes far beyond efficient appliances for supplying environmentally responsible hot water, heat and clean air. We also provide information, consulting and assistance, in order to ensure that people can enjoy a true sense of wellbeing in their homes – both now and in the future.

Watch video

Hot water

We require domestic hot water constantly throughout the day. It's great to have it always available when we need it – in the right quantity and at the right temperature. Our efficient solutions do just that and are ideal for bathrooms, kitchens, guest WCs or commercial hand washing stations. For optimum hot water convenience and maximum efficiency – and a relaxed feeling of wellbeing all day long.

Heating

There's nothing like warmth on cold days to boost the feel-good factor. The cleanest way to achieve this is with a heat pump. Heat pumps use environmental energy from the air, water and the ground and convert it into usable heat. This is not only efficient, but also futureproof. By choosing these types of building services, you can enjoy pleasant temperatures all the time and climate-friendly heating with a clear conscience. For even greater self-sufficiency, our heat pumps can be networked with photovoltaic modules and energy management tools to create intelligent systems. Economical electric heating appliances round off our product range.

Ventilation

Fresh air is a major contributor to our sense of wellbeing at home. The best method of ventilating the living space is with a ventilation system. This allows us to enjoy fresh, filtered indoor air at pleasant temperatures – without time consuming manual ventilation. Our ventilation units range from integral systems which also provide hot water, heating and cooling, to decentralised solutions. What all these solutions have in common is perfectly distributed fresh air with minimal outlay for a significantly better quality of life in your home.

Cooling

On hot summer days, we long for refreshing coolness in our homes and offices – not only in order to feel more comfortable, but also so that we can be more relaxed and productive. Whether mobile or permanently installed, our air conditioning units make for a pleasant living and working atmosphere. The efficient technology ensures a constant temperature level in the rooms. Our heat pumps offer particularly efficient cooling, allowing us to ensure ideal temperatures all year round with a single appliance.

Commitment to intelligent technology

Shaping the future

"With our innovations we have set new standards which are now used in highly marketable products and solutions all over the world."

Dr Kai Schiefelbein, Managing Director

What does "sustainable wellbeing" mean with regard to the energy transition?
Wellbeing plays a particularly important role in our homes. However, the technology that ensures hot water, pleasant temperatures and fresh, clean air needs to meet today's requirements. This is where sustainability comes in. Our solutions have been green and therefore futureproof for a long time.

How is this reflected within the company?
Here at STIEBEL ELTRON, we are driven by conviction. We are passionate supporters of the energy transition. This is true for me as well! When I started as a developer at STIEBEL ELTRON 20 years ago, I wanted to develop efficient and futureproof technology for people and their homes.

What goals do you set yourself for developing products?
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.

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.

Can you name a specific example?
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.

Do you have any other examples of innovations in the field of renewable energy?
Yes, since 1999, our integral ventilation unit LWZ has shown that only around 1.6 m^2 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.

In what other ways do you demonstrate all the things that sustainable building services can do?
With flagship projects 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 exemplifies our commitment to sustainable wellbeing for our employees, partners and customers alike.

Products that set benchmarks

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 invertertechnology and passive house certification

Applications of intelligent green building services
Our efficient, electrically powered products are suitable for:
- Family houses and apartment buildings
- Residential complexes
- Multi storey apartment buildings

They ensure hot water, heat, fresh air and pleasant coolness in summer. Since our solutions are based on renewables, the heating energy etc. is generated carbon neutrally.

Family home in Austria
Futureproof and environmentally responsible – modular new build
with WPL 15 ACS air source heat pump.

Residential complex in Grünstadt
Three single-family houses and three apartment buildings, masonry construction, each with three recessed storeys. An innovative energy concept in which the WPL 57 air source heat pump plays a key role.

Administrative building in Iserlohn
Schlüter-Systems relies on the WPF 66 ground source heat pump in this DGNB-certified administrative building and logistics centre

Exemplary flagship projects

- **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 | Schaufelder Straße multifamily residence |** A pioneering conversion of a vacant multifamily residence into a modern passive building. Heating demand dropped from 230 kWh/m² to 15 kWh/m² 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.

Full of energy in theory and practice

Technology for wellbeing – worldwide

"A clear focus on products, service and brand identity – that's the only logical approach and demonstrates where our strengths lie."

Dr Kai Schiefelbein, Managing Director

What sets a successful company apart?
Success is the result of precise interaction between various aspects. To create high grade and durable products which are used worldwide requires motivated employees, clear guidelines, flexibility regarding customer needs and, not least, a strong brand identity.

What form does this flexibility take?
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.

What does this mean for the brand identity?
Although – or rather because – the markets are different from each other, it is hugely important to establish a consistent company image. This ensures brand recognition and a convincing presentation of our mission and vision at an international level. A brand is more than just a logo, it's a promise. It must be immediately recognisable, at all touchpoints, worldwide. With our brand evolution, we have taken an important step in this direction.

Why is a clear brand image particularly important now?
The world is moving at an ever faster pace, with the next trend close on the heels of the last and the volume of information rapidly increasing due to advancing digitisation and the influence of social media. In the face of this development, a clear brand image is essential. It reflects our steadfast view of things and is the only logical approach. After all, our products and service have long benefited from a clear focus – and this should also be the case for our brand identity. This is what constitutes the strength of the STIEBEL ELTRON brand.

How is this strength expressed from a corporate perspective?
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.

When all's said and done, what makes the products stand out?
We develop and produce innovative products which are carefully thought out right down to the last detail. This means that they meet the requirements of the time, the country in question and our customers and partners. The technologies are becoming ever more complex, yet we are making our solutions ever easier to use. For sustainable wellbeing made simple – all over the world.

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. For our DHE series comfort instantaneous water heaters, for example, we were able to gather experience from over 500 units, which saved our customers annoying “teething troubles”.

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.

Paving the way to climate neutrality
The STIEBEL ELTRON Group has set itself the goal of being climate neutral by 2040 in Germany. A significant reduction in our carbon footprint is projected by 2030. The Group has put together a package of measures to achieve this climate goal. These specify, for example, that all the heating systems in buildings, production halls, warehouses, etc. are to be converted to 100 % renewables, the proportion of electric vehicles is to be continually increased, and only heat pumps which use refrigerants with a GWP (global warming potential) of less than 150 are to be produced from now on.

Standards that motivate us every day

- **ISO 9001** We design our business processes in line with the requirements of this quality management standard.
- **ISO 14001** STIEBEL ELTRON undergoes a continuous optimisation process in line with this 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.

So that our origins have a future

Bringing ideas to 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

We still adhere to the basic principle of our company founder Dr Theodor Stiebel: development and production of innovative products to the highest quality standards. When Dr Theodor Stiebel invented and produced the coil immersion heater in his backyard workshop in Berlin in 1924, he opened the first chapter of STIEBEL ELTRON's successful corporate history.

A pioneer of eco-friendly technology
That was just the start: in the 1970s, STIEBEL ELTRON began producing heat pumps and solar collectors, establishing its status as a renewable energy pioneer. A clear focus, both now and then.

Made by STIEBEL ELTRON
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, in Eschwege, in Freudenberg or in Hameln. In addition, STIEBEL ELTRON has five further production sites abroad.

Figures that speak for themselves

Employees worldwide (approx.)	5,500
German production facilities	4
International production facilities	5
Subsidiaries	26
Sales organisations and agencies worldwide	120

2021

Fresh and healthy air in classrooms and children's nurseries is provided by the decentralised VRL-C ventilation system with heat recovery, which is ideal for retrofitting.

2020

The first single-phase compact instantaneous water heater, the DCE-X, delivers exactly the right temperature thanks to bare wire and 4i technology.

2020

With the WPL 20/25 AC, STIEBEL ELTRON offers the ideal modernisation heat pump, which is suitable for every heat distribution system.

2017

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

2015

STIEBEL ELTRON sets benchmarks with its global innovation, the DHE Connect. The first instantaneous water heater with WLAN and Bluetooth

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.

2007

STIEBEL ELTRON opens Central Europe's largest and most advanced heat pump production facility at the Holzminden site

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.

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.

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.

1949

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

1924

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

Our company has stood for new, innovative thinking from the day it was founded. With our advanced solutions, we improve people's living comfort and ensure security of investment while also promoting the energy transition. This is our commitment. Because the future has only just begun. And STIEBEL ELTRON is part of it.

STIEBEL ELTRON

Discover more

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Comfort through Technology

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