



Press Release

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Vorwerk becomes a member of Klimaschutz-Unternehmen e. V.

The Wuppertal-based family-owned company is bringing its perspective on durable products, resource conservation and close customer relationships to the cross-sector network.

Wuppertal/Berlin, September 29, 2026 – Vorwerk is becoming a member of Klimaschutz-Unternehmen e. V. This nationwide network brings together companies that actively advance practical corporate climate action and demonstrate how ecological responsibility, resource efficiency and long-term economic viability can work hand in hand. For Vorwerk, this membership marks another step in making sustainability a visible strategic priority – closely linked to its Strategy 2030 and its ambition to shape growth responsibly.

As an internationally operating family-owned company with a history spanning more than 140 years, Vorwerk looks beyond the present day. Sustainability targets are a strategic focus and an important part of the company's value creation: they influence how Vorwerk develops products, designs processes and responsibly enables growth by unlocking circular business models. With its three fields of action – circularity, community and climate action – the company structures its sustainability activities around clear priorities: reducing emissions in its own operations, working with partners to lessen the environmental impact of materials and processes along the value chain, and creating meaningful incentives for the people who use Vorwerk products every day.

Contributing the direct sales perspective

"The concept of sustainability is closely linked, for us, to long-term entrepreneurial thinking. As a family company, we want to take responsibility – for our environment, for society and for our own community of customers, advisors and employees. Membership in Klimaschutz-Unternehmen gives us the opportunity to share experiences with other companies, learn from one another and gain fresh impulses for our activities in climate action, energy efficiency and resource conservation," says Dr. Thomas Stoffmehl, CEO Vorwerk Group.

Within the Klimaschutz-Unternehmen e. V. network, Vorwerk will contribute in particular the perspective of a direct sales company that combines personal advice and long-term customer relationships with high-quality product ecosystems. In direct sales, aspects such as product quality, durability, reparability and resource conservation can be communicated and explained clearly in personal dialogue with customers. Klimaschutz-Unternehmen e. V. stands for cross-sector practical



knowledge transfer and exchange on concrete measures in corporate climate action. Its members demonstrate how companies can use energy more efficiently, conserve resources, reduce emissions and shape transformation in day-to-day business.

Julia Eckey, Managing Director of Klimaschutz-Unternehmen e. V., adds: "Corporate climate action requires practical implementation and scalable solutions. To achieve this, companies need to exchange ideas about what is already working in practice today. With Vorwerk, our network is gaining a company that is providing important impetus through durable and repairable products, resource conservation and its comprehensive commitment to circularity. This is a valuable addition to our cross-sector network on the path toward greater climate action and resource efficiency."

With this membership, Vorwerk is deepening its dialogue with companies from a wide range of industries, while building on the exchange it already maintains through memberships in initiatives such as the UN Global Compact and Circular Valley. Through these partnerships, Vorwerk aims to gain impulses for the further development of its own sustainability activities in order to embed circularity, resource efficiency and climate action even more firmly in day-to-day business – while also bringing along the people who make up Vorwerk and its community: customers, advisors and employees.

ABOUT VORWERK

Vorwerk is the number one direct sales company in Europe and the global leader in direct sales of high-quality household appliances. The internationally operating family-owned company was founded in 1883 in Wuppertal, Germany. What has always set Vorwerk apart is its closeness to people, its commitment to outstanding quality and its conviction that good products only become truly strong when they can be experienced. Vorwerk's core business is the production and distribution of high-quality household products around the Thermomix® and Kobold ecosystems, which combine innovative products with personal advice and a strong community. Vorwerk always seeks direct contact with its customers. Advisors are at the centre of these activities and serve as the key point of contact. Responsible thinking and social commitment are firmly anchored in the company's self-image – from durable and repairable products to the support of social, cultural and educational projects. The Vorwerk family also includes the akf-Group, which, as a financing partner to the German SME sector, develops tailored solutions for its customers with a high level of industry expertise. Vorwerk generated Group revenue of EUR 3.6 billion in 2025 and is active in around 60 countries.

Klimaschutz-Unternehmen e. V. is a cross-sector business network of German industry that is committed to innovative solutions for achieving Germany's climate policy goals. Founded on the initiative of the **Federal Ministry for the Environment, Climate Protection, Nature Conservation and Nuclear Safety (BMUKN)**, the **Federal Ministry for Economic Affairs and Energy (BMWE)** and the **German Chamber of Industry and Commerce (DIHK)**, it now includes companies of all sectors and sizes. www.klimaschutz-unternehmen.de

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