



The fresher company.

Corporate policy

Always one step ahead through **research** and **development**. SEITZ GmbH owes its success in the market for over 125 years to this guiding principle.

SEITZ produces and develops high-quality and environmentally friendly products for dry cleaning and laundry as well as speciality products for disinfection and spotting. We see ourselves as **problem solvers for our customers**, looking beyond the mere product range and seeking customised solutions for our customers.

In addition to individual products, our range includes entire product concepts and a wide variety of systems for dosing and sustainability in operation. Service is a top priority for us. **Customer satisfaction is important to us**. We therefore offer our customers not only continuous improvement of our range and the consistent quality of our products, but also ongoing customer service and personalised advice on site. In addition, we support our customers in the successful implementation and realisation of the plants and systems in operation and are always happy to help with any questions or problems.

SEITZ GmbH stands for traditional values such as reliability, fairness and responsibility, but also for foresight and progress.

Our vision: "Green textile care" for a better future.

The textile industry is one of the biggest emitters of greenhouse gases in the world. It emits more greenhouse gases than international air travel and shipping combined. This is why modern and sustainable textile care is so important and washing instead of buying new is the motto.

We help our customers to work more sustainably, efficiently and productively.

In addition to our standard products, we already offer a wide range of **environmentally certified products**. All our products achieve optimum results with minimum quantities and low temperatures. The **low-temperature washing processes** developed by SEITZ GmbH not only have a positive effect on energy consumption and time savings, but also protect the fibres and thus ensure a longer service life for the textiles.



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An important component of "green textile care" in the future will also be potential savings in laundries through the **reuse of water** and **energy**. The technology branch of SEITZ GmbH has therefore specialised not only in dosing systems but also in the areas of water recycling, water treatment and the development of heat exchangers. We advise our customers on site and develop customised concepts in partnership with them.

By **acting innovatively**, we make a contribution to environmental protection, secure the future of SEITZ GmbH and create a competitive advantage for us and our customers.

None of this would be possible without our motivated and committed SEITZ team. **Employee satisfaction is important to us**. The qualification, information and motivation of all employees is a fundamental prerequisite for the success of our company and therefore an important part of management expertise. We develop corporate goals for the individual divisions and employees from the company policy and show them prospects for the future. We want to encourage our employees to take responsibility for the joint achievement of our corporate goals and to make an individual contribution to the success of the company.

We accept the task and challenge of questioning the status quo and developing forward-looking solutions for SEITZ GmbH, our employees and customers as well as the environment through **continuous improvement**.

We are committed to complying with **legal requirements and regulations**. We update our legal register on a quarterly basis and inform the employees concerned about changes to the law. We identify and assess the **binding obligations** and expectations of interested parties.

Kriftel, March 2023

Alexander Seitz
Managing Director

A handwritten signature in blue ink, consisting of a stylized 'A' followed by a series of loops and a final flourish.