



Press Release

Silver is followed by gold

Consumer organisation honours the social and ecological commitment of the building paints manufacturer, DAW SE.

Ober-Ramstadt, 4th September 2015 (SAW SE) – The consumer organisation, Verbraucher Initiative e.V., honours DAW SE with its brands, Alpina and Caparol, as a "Sustainable Manufacturer" with its Gold Award. This means that the company's high level of corporate social responsibility (CSR) has now been acknowledged for the second time. DAW was able to increase its social and ecological commitment significantly again in 2015 by receiving the Gold Award after winning the Silver Award in 2011.

In the spring of 2015 within the scope of the project "CSR in Manufacturing and Retail Companies" the Verbraucher Initiative e.V. carried out a nationwide survey. This survey evaluated the environmental and social commitment in the overall supply chain in companies in the six largest industrial branches in terms of sales. The fields of DIY and Building Materials, Food + Drinks and Tobacco, Health and Personal Care, Furniture, Information & Communication Technology and Textiles & Shoes were included. The basis of the survey was a 350-point comprehensive, industry-specific catalogue of criteria in which the participating enterprises provided details of their social and ecological activities and their sustainable commitment throughout the whole supply chain.

DAW SE: High, above-average CSR commitment

During the first survey in 2011 DAW was able to demonstrate a particularly high commitment in the field of Corporate Social Responsibility (CSR) and was awarded the Silver Medal for this. In this year DAW confirmed and expanded its commitment to sustainability. The Verbraucher Initiative e. V. honoured this above-average CSR commitment with the Gold Medal Award. DAW was classified in the categories "Supply Chain" and "Promotion of Sustainable Consumption" as being "very substantially engaged" and with "substantially engaged" in the category "Business Activities".

DAW SE
Roßdörfer Straße 50
64372 Ober-Ramstadt
Deutschland

Telefon +49 6154 71-0
Fax +49 6154 71-222
www.daw.de

Sitz: D-64372 Ober-Ramstadt
Amtsgericht Darmstadt
HRB 88725
USt-IdNr. DE 111 673 732

Vorsitzender des
Verwaltungsrates:
Dr. Klaus Murjahn

Geschäftsführende Direktoren:
Dr. Christoph Hahner
Christoph H. Hentzen
Dr. Ralf Murjahn (CEO)
Daniel Weber
Michael Wendler (COO)



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For Bettina Klump-Bickert, responsible for sustainability at DAW SE, the award is a positive testament to the successful establishment of sustainability within the company: "As a paint manufacturer a special objective for us is to design comfortable, healthy, aesthetic and sustainable living and working spaces for people." Consequently, sustainability has been an integral constituent of corporate philosophy since the company's foundation. "We are proud of the latest Gold Award which we regard both as an affirmation and an incentive to continue on our planned path in sustainability," says the Sustainability Manager.

Renowned prize winners

Of the 46 awards in 2015 a total of three medals went to companies in the field of office furniture: one bronze and two gold. Other renowned gold medal winners include the retail company Kaufland, memo AG, real, Coca Cola, Jack Wolfskin, Nestlé Deutschland, Deutsche Telekom, H&M, REWE and Tchibo.

The current survey results are published by the Verbraucher Initiative e.V. on the page www.nachhaltig-einkaufen.de. "The results help consumers to find companies that operate sustainably. Consumers are able not only to consider the quality of products when buying, they can also favour committed companies when making their purchase," explains the national chair of the consumer association, Bettina Knothe.

(3,347 with spaces)



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Link list:

DAW SE – Responsibility
Verbraucher Initiative e.V.
Alpina - Sustainability
Caparol – Sustainability

www.daw.de/verantwortung
www.nachhaltig-einkaufen.de
www.alpina-farben.de/nachhaltigkeit/
www.caparol.de/unternehmen/nachhaltigkeit

Photographs:



PC: After Silver in 2011 now Gold – DAW SE won the award for its social and ecological commitment



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PC: DAW Sustainability Manager, Bettina Klump-Bickert, is proud of the latest Gold Award and regards it as an affirmation and incentive to continue on the planned path in sustainability.

About the company:

DAW SE, Ober-Ramstadt

The DAW Group is the market leader in the building paints sector in Germany, Austria and Turkey. In Europe the company occupies third place for building paints behind two large international companies. With about 5,600 employees in Germany and abroad and with an annual turnover of about 1.3 billion euros, DAW is Europe's largest building paints manufacturer in private ownership. The group of companies includes Caparol (paints, enamels, glazes, thermal insulation composite systems) and Alpina (the brand for DIY enthusiasts). The most well-known product is Alpinaweiß - Europe's most sold interior paint.

In 2011 DAW, as a sustainable company, was awarded the Silver Medal from the Verbraucher Initiative. In May 2012 DAW won the n-tv Medium-Sized Enterprise Award "Hidden Champion" in the Sustainability category and in June 2013 the "Health Media Award" together with Forbo for the joint project "Living Spaces".

INNOVATIVE BESCHICHTUNGSSYSTEME SEIT 1895.





**DEUTSCHE
AMPHIBOLIN-WERKE
VON ROBERT MURJAHN**

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Press contact:

Karin Laberenz

DAW SE

Company Communication

Roßdörfer Str. 50

D-64372 Ober-Ramstadt

Tel: +49 6154 71 -420

Fax: +49 6154 71 -99420

Mobile: +49 173 9311 809

E-mail: karin.laberenz@daw.de

www.daw.de

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