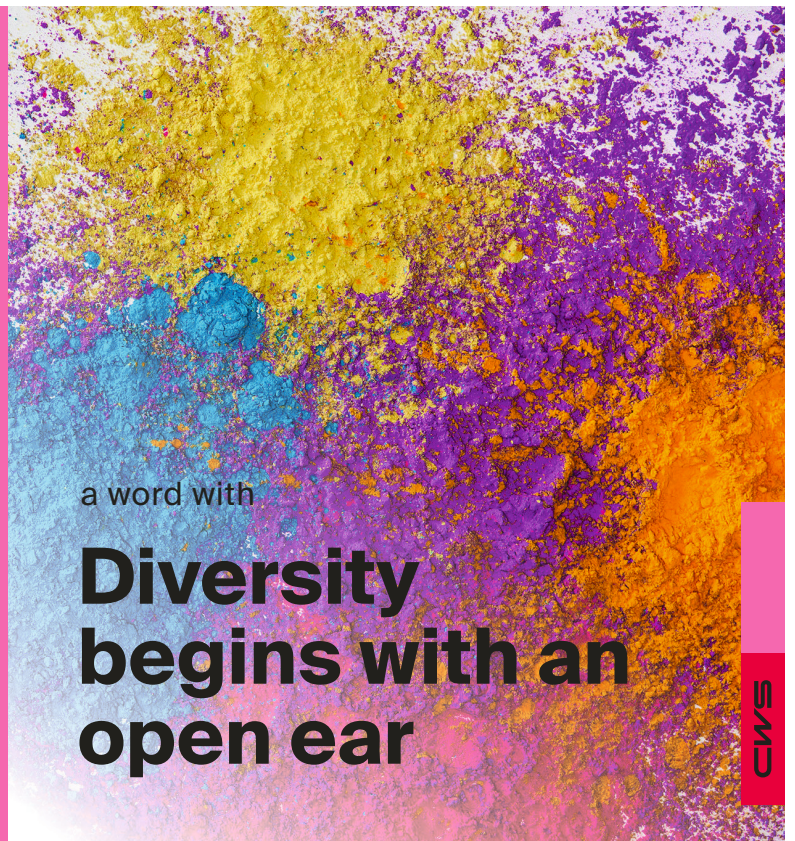


# one

THE CWS EMPLOYEE MAGAZINE  
02/2020



a word with

## Diversity begins with an open ear

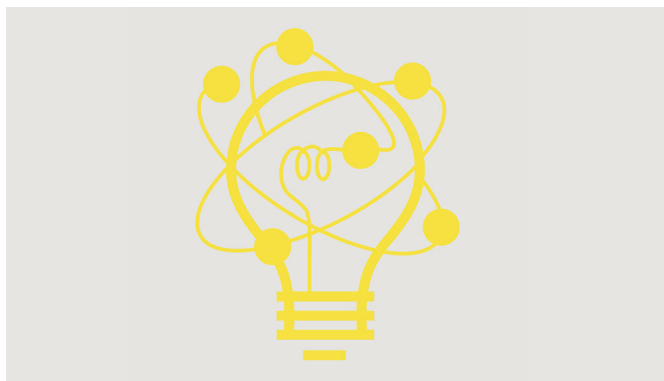
CWS



hidden champions

## Our heroes in times of corona

Page 10



in-house

## “Workwear that never retires”

Page 14

connected

## On site in Europe

Page 3

a word with

## Diversity begins with an open ear

Page 5

insight

## Hygiene in the nano range - profi-con joins the CWS family

Page 7

showroom

## CWS SmartWash Plus: smart hygiene package

Page 8

hands on

## Accidents at work: The goal is zero

Page 9

hidden champions

## “CWS has grown closer in the crisis”

Page 12

# Hi there,

CWS was already a professional in the sphere of hygiene before corona – and yet the pandemic has changed everything for us too. We have adapted our range of products and services, reorganised the way we work together and attuned to the new situation. Many of our administrative colleagues still work mainly from home, common rooms may only be used subject to strict hygiene rules. Against this background we have decided to go digital with our employee magazine “One”. This means that employees can now access the magazine wherever they are, and customers will get a deeper insight into the day-to-day work of their system provider. CWS is now strengthening another aspect of its corporate responsibility: Diversity. In this issue, CEO Jürgen Höfling explains in an interview why diversity and co-operation pay off twice over. In the “hidden champions” section you read how the CWS family has grown further together and drawn positive effects from the crisis. In an interview in “in a word”, Steffen Langner, Head of Continuous Improvement and Head of the Corona Taskforce at CWS, reports on the role close Group-wide cooperation played in this context and what it is like to manoeuvre an internationally active company through a pandemic. In the “showroom” section you can read more about the latest hygiene package from CWS, namely the CWS SmartWash Plus. This package combines the renowned CWS SmartWash mixer tap with a digital mirror that, by means of an animation, prompts washroom users to wash their hands. Under “on site” you can find out which other projects the CWS Group has launched or developed so far in 2020.

All news managers wish you lots of enjoyable reading with this new issue of One!

## Your Editorial Team

**Do you have questions, suggestions or feedback? Please send an e-mail to [corp-communications@cws.com](mailto:corp-communications@cws.com)**



**Lea Fielstette**  
Manager Corporate  
Communications



**Dr. Maren Otte**  
Group Director  
Corporate Communications  
& Responsibility

# On site in Europe



## Yes, size does matter: CWS launches contact-free fitting solution

Wouldn't it be great if customers had the possibility to also receive the right size for their workwear online? That's not possible? Yes, it is! CWS is working on a new online tool that helps customers find the exact clothing size they need. The tool is complementary to physical fittings and allows CWS to recommend the correct garment size for any wearer online.

Especially in the current times or due to temporary absence, online fittings can be carried out quickly, easily and, of course, in compliance with data protection regulations. The customers' data remains confidential and is only used within the secure online tool.

Here is how it works:

- CWS sends a weblink to the customer
- The customer answers a few short questions about his/her age, height and weight
- The collected information is then used to calculate the recommended garment size for the individual customer

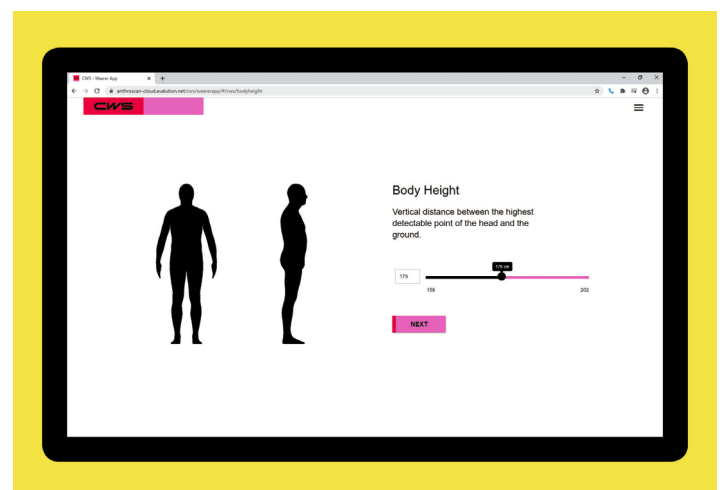
This way, the new online tool helps CWS to offer a complementary online service to physical fittings, which comes in handy if a client couldn't participate in an offline fitting with a CWS Sales employee. The idea behind it is to give customers the certainty when choosing their workwear that they will also receive the right size online and therefore do not have to worry about possible returns. Another asset:

The tool is available 24/7 and size recommendations are offered immediately, which means that garments can be ordered faster.

## Perfect solution in times of Covid-19

Julie Nauwelaerts, International Innovation Manager at CWS, explains another helpful aspect. "Especially in times of Covid-19 and social distancing, it is extremely important to offer our customers a contact-free and hygienic solution that will allow them to continue to kit their employees out in a safe manner. The wearer saves time, does not need to guess his size or try on colleagues' garments – our tool is the answer to new and justified demands that the global pandemic has brought with it."

The launch of the new tool started in April, initially in the Benelux countries and will be followed by a pilot in Germany and Switzerland. The roll-out in all other areas and regions is planned after this.





## Safe at work: hygiene in the industry

**CWS sales professionals look beyond the washroom and analyse customer-specific needs for the hygienic equipping of industry premises.**

After the launch of the solution-selling campaign for kindergartens as well as offices and hand hygiene, the Hygiene division announced its “Industries” package in October, with CWS sales staff concentrating groupwide on the equipping of industry and production premises. In doing so, they also keep a close eye on the latest rules on hygiene in the wake of the corona pandemic, seeing as these rules present specific requirements, for example in terms of hand hygiene.

This means that CWS sales professionals look beyond the washroom and analyse the respective customer-specific needs. These include, for example, dust control mats at the entrance and in heavily frequented areas, as well as disinfectant dispensers at the entrance, production sites or in the coffee kitchen. Against this background, Product Management has added new products to the existing portfolio of tried and tested items.

The team is also supported by way of posts on the LinkedIn, Facebook and Instagram social media platforms with the aim of generating added demand and drawing attention to what CWS has to offer.



## Rebranding completed: Vendor rebranded into CWS

1 July was an important date for CWS. On this day, the rebranding measures of the Vendor headquarters in Tilburg were completed. The new colleagues began to communicate officially through their CWS E-Mail-accounts, and a corresponding info mail was sent to all customers. The Vendor product solutions, for example the IQ towel dispenser for highly frequented washrooms, were completely rebranded and integrated into the CWS portfolio. In return, the use of the Vendor brand was discontinued with immediate effect.

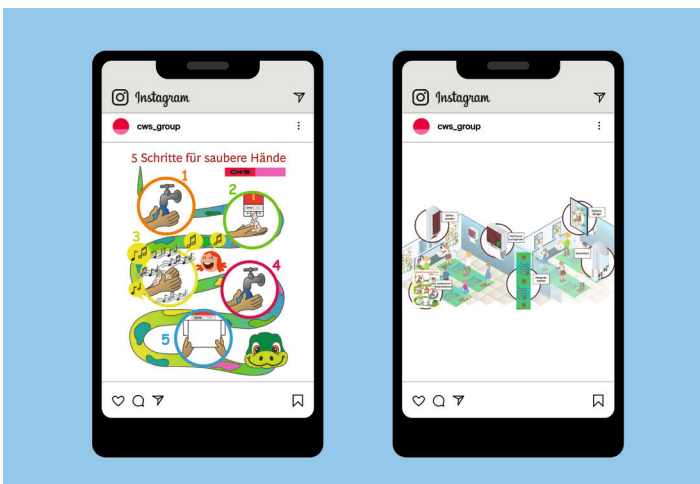
The CWS Group acquired Vendor, specialist for hygiene solutions, from the private equity firm Egeria last August.



## Let the film roll! CWS Workwear presents all-in service in a new video

From individual fitting right through to clean, ironed clothing: the unique all-in service for protective clothing and workwear from CWS Workwear is tailor-made to meet industry-specific requirements. An animated video shows what this involves. Existing and potential customers are given a comprehensive insight into the various CWS Workwear processes, with a particular focus on the thorough and sustainable washing of workwear in the CWS laundries in accordance with certified hygiene standards.

The video can be viewed on the CWS homepage under the menu item “Service” and is available in German, English, Dutch, French and Polish.



# Diversity begins with an open ear

**CWS has worked successfully on the topic of sustainability over recent years and now figures among the best in the sector. In order to further consolidate its leading status and create an even more attractive working environment, CWS is now putting greater emphasis on a further aspect of its corporate responsibility, namely diversity. Jürgen Höfling explains in the following interview why diversity and cooperation are doubly worthwhile.**

**Mr. Höfling, CWS intends to foster diversity in the company. Why do you find that important?**

I personally find it enriching to work with different people and take various perspectives on board. In the course of my professional life I have often worked in international teams also comprised of men and women on an equal footing. This diversity has had a positive effect on the working atmosphere: taking account of different points of view or cultural experiences automatically strengthens understanding and cooperation with one another – which in turn leads to better results.

**“Including different points of view or cultural experiences automatically strengthens understanding and cooperation – which in turn leads to better results.”**

Jürgen Höfling

**Do you see a lot of catching up to be done at CWS?**

I think we have already achieved a lot through the integration of Initial, with a new, strong team being formed from two companies with different cultures. A team in which people from 16 nations work hand in hand. Can we get even better? For sure! For example, when it comes to breaking with our ultimately rather German way of thinking or raising the proportion of female managerial personnel.



**So will CWS be focussing on the topic of women in management?**

We regard each and every facet of diversity as important – be it gender, nationality, ethnic origin, religion, disability, age or sexual orientation. It is a matter of gaining a variety of perspectives – and this undoubtedly includes the female viewpoint as well. Almost every second employee at CWS is currently a woman, but the ratio in middle-management positions stands at just 25 women to 93 men while only two of 21 persons at the executive level are female. This is where I see a need for action.

**Are there already any concrete ideas as to how you would like to foster diversity in the workforce and diverse thinking?**

We recently set up a Diversity & Inclusion Council. The body thus formed first took an in-depth look at diversity at CWS: what do we mean by this, where do we stand today and what can we do to foster diversity in the company. The Diversity & Inclusion Council has already developed a variety of ideas and made concrete suggestions on how we can raise consciousness of the topic, identify opportunities and tackle them together, for example with a survey across the entire workforce.

**What results do you hope to obtain from this survey?**

Our initial aim is to listen and understand: which topics do

the colleagues find generally important? Where is there a need for action? Which projects would be beneficial – what do our colleagues expect from us on this topic? The responses to such questions will set the concrete direction for our next steps. We also want to use this survey to attract employees who can work with us on the topic and act as diversity ambassadors in the company.

## More on the topic

We shall be introducing the Diversity & Inclusion Council to you in the near future. You will get an overview of what the body is working on, why the members are so enthusiastic about the topic and how you can get involved.

**That is the internal perspective. Will there also be changes in terms of CWS's external image? During your time at DHL, for example, you launched a highly acclaimed campaign, with tailor-made implementations for 14 countries with motifs that were attuned to the respective nations...**

Using an appropriate visual language is certainly an aspect. Already then, there was more to it than that, namely the analysis of different cultural, ethical and religious mindsets, empathizing with them and then developing an appropriate customer approach across all channels. We are also facing this challenge at CWS: we have to demonstrate more diversity in our communication and take account of people from different backgrounds. This also harbours opportunities for product development or sales/marketing.

**Do you expect diversity in the company to have a positive impact on business figures?**

Our objective is to create an appreciative environment in which everyone can fully exploit their strengths. I am quite sure that this is a fertile breeding ground for excellence and innovation – albeit not without complications at times. This is an opportunity that we cannot afford to miss, for which reason I would like to call on all employees to play an active part with commitment and contribute their personal experiences and skills!

## Keyword: Diversity

The term “diversity” describes an organisational and socio-political concept, the objective of which is a respectful approach to diverseness and individuality as well as the conscious consideration of different points of view. The core dimensions of diversity are predominantly: age, gender, ethnicity, social origin, sexual orientation and physical and psychological condition. The Diversity Charter (Charta der Vielfalt) initiative [Link: <https://www.charta-der-vielfalt.de/>] was set up in 2006 to promote the topic in companies.

# Hygiene in the nano range – profi-con joins the CWS family

**The cleanroom specialists from profi-con joined the CWS family at the beginning of the year, meaning that CWS Cleanrooms now offers an across-the-board range of services in its field. In the following we introduce the newest member of the division.**

When everything is clean, that is when the cleanroom specialists from profi-con really get going. Armed with expertise, diligence and professionalism, they ensure dust-free or sterile conditions down into the nano range in biotech laboratories, pharmaceutical production lines and many other cleanroom facilities. Founded in Aschaffenburg in 1985, profi-con today counts among the leading providers of professional cleanroom cleaning and training services. The company employs around 200 people at 18 locations in Germany, Austria, Switzerland and Bulgaria. profi-con has been part of the CWS Cleanrooms business unit since the beginning of the year.

**“We work in accordance with strict international guidelines and guarantee our customers a dust-free or sterile environment for their highly complex work processes.”**

Dr. Wolfgang Tolzin, Managing Director of profi-con

This activity calls for, above all, a steady hand, and wherever they work, our specialists move around and go about their tasks with a wealth of experience. After all, the aim is to avoid creating any turbulences and to remove invisible impurities from all surfaces. Along with absolute precision, the specialists need extensive knowledge of materials, high-tech equipment, sterilisation processes and much more.

profi-con passes on this knowledge via its CleanRoomAcademy to all those concerning themselves with the topic. In one-day training courses it is, for example, not

only users but also planners, designers and suppliers who learn about the specific features of the cleanroom. There are also training courses on quality assurance in accordance with GMP guidelines (Good Manufacturing Practice). “We conduct a lot of training courses at customers’ premises,” explains Dr. Wolfgang Tolzin. “This means we can targetedly address the specific needs and requirements on-site.” In addition, profi-con coaches its customers where necessary, for instance if a new production process deviates from the previous specifications.

Cleanroom users of all sizes and from all industries – from local pharmacies right through to global players – have benefitted from the specialists’ know-how for many years now. “Together with the services provided by CWS Cleanrooms with a focus on cleanroom textiles, this results in a package of services hitherto unavailable on the market,” says Markus Schad, Head of CWS Cleanrooms. “Our customers in the contamination control segment thus get bundled expertise from a single source.”

For more information on CWS Cleanrooms and profi-con: <https://www.cws.com/en-IE/press/cws-cleanrooms-plans-takeover-profi-con>

# CWS SmartWash Plus: smart hygiene package

**A digital mirror with animated guidance on washing hands turns the clever CWS SmartWash mixer tap into a true hygiene aid in public washrooms.**

Never forget to wash your hands! Whether for reasons of sheer convenience or because their thoughts are completely elsewhere: many washroom users simply hold their hands under the tap rather than taking the time to wash them properly. And around just 30 percent of them use soap on average. However, the corona pandemic in particular is making it clear how important it is to wash hands thoroughly and with soap on a regular basis in order to break possible chains of infection.



This is where the SmartWash Plus hygiene package from CWS comes into play, complementing the innovative CWS SmartWash mixer tap with a digital mirror. Animations on its surface prompt washroom users to wash their hands and guide them through the correct cleaning process. The market launch in Europe was in mid-July.

The highlight: the mixer tap's settings and the animation are coordinated. As soon as a washroom users' hands



approach the mixer tap's motion sensor, a mixture of soap and water automatically flows out of the tap. At the same time, all the steps involved in correct handwashing are displayed one after the other on the mirror – from lathering and rubbing the hands vigorously together right through to rinsing them. After that the smart mirror then prompts the washroom user to dry their hands. The patented mixing technology acts sustainably as well – saving up to 90 percent water and up to 60 percent soap.

“With the SmartWash Plus, CWS is once again presenting itself as provider of sophisticated, effective hygiene solutions,” says Karolin Rohmer, Director Group Product Lines Hygiene & Floorcare at CWS. “Washroom operators get a sustainable, innovative, hygienic and digital package that provides added support for their own hygiene concept. They actively assist their guests and customers in terms of thorough hand hygiene, and in doing so play an active part in breaking the chain of infection at the same time.”

The CWS SmartWash Plus hygiene package is suitable for companies and businesses of all sizes. The retail trade, offices, the catering industry as well as transport hubs such as airports, railway stations or motorway service areas likewise benefit from the end-to-end hygiene system.



# Accidents at work: The goal is zero

**The latest statistics from the German Social Accident Insurance (DGUV) say that 2018 alone saw exactly 877,198 notifiable work-related accidents in Germany. CWS stands for a healthier, safer tomorrow, as reflected in the ambitious goal the company has set itself in the area of health and safety at work: namely to have cut the number of work-related accidents to zero by 2025. The Quality, Environment, Safety and Health (QESH) department started a comprehensive safety campaign to this end in April.**

## 1. Responsibilities

The first module concerned the necessity for clearly defined responsibilities. “Occupational safety is always a management task as well”, says Mathias Peter from the Swiss QESH team. “Accidents are more likely to happen if it has not been unambiguously determined who is responsible for what where safety is concerned. During the training, we among other things updated the existing central QESH guideline for management personnel and started an improvement plan for the Kriens location.”

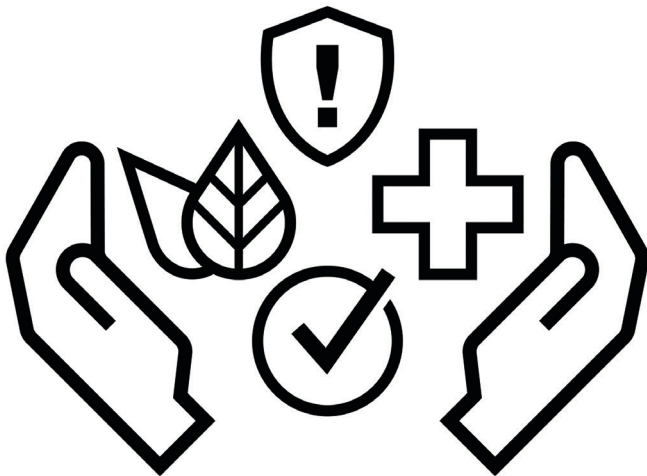
## 2. Risk reduction

In module 2, the participants concern themselves with the correct assessment and effective reduction of health and safety risks. This involves knowing about legal requirements and existing standards but also knowing risks and developing measures for improvement.

## 3. Risk awareness

Module 3, in turn, revolves around the issue of how to raise the risk awareness of all CWS employees. The focus here is on training in safe working methods and requirements with the ultimate purpose of bringing about positive changes in conduct.

In the interest of further improving safety and health in the company in the long term, the three modules are scheduled to be held step-by-step at all CWS locations in Europe. “I think there is one thing we should all understand”, says Sabine Hesselbein, Plant Manager HealthCare at CWS in Warburg, who took part in the first module. “Safety in the workplace also means job security. If we manage to cut the number of accidents and accident-related absences to zero, we will not only improve our own health but also that of the whole CWS family.”



Following a planning and preparation phase, the first training sessions began in May at 30 CWS locations in Belgium, the Netherlands, Germany, Ireland and Switzerland. These are being held virtually at present on account of the corona crisis, for example in the form of interactive webinars. Those taking part include the local management teams and QESH officers as well as employees from HR departments and works councils. The training series is divided into three consecutive modules, each of which corresponds to a possible complex of accident causes.

# Our heroes in times of corona

## A review of 20 weeks in a state of emergency.

**Everyday life with corona is – almost – back to normal again. Reason enough to take a look back and celebrate the CWS spirit of the colleagues in the crisis.**

Let us recall: March sees rapidly rising infection rates herald the state of emergency. The CWS employees – especially in the laundries and in service – know straight away: as helpers of the systemically relevant helpers, they now bear a great responsibility – and set about tackling it.

In dialogue with their customers, they quickly find solutions for the rising hygiene requirements. The growing need for hygienically clean textiles necessitates, among other things, night shifts in the laundries. Supply bottlenecks with disinfectants make for added pressure on the CWS Supply Chain Organization. With utmost commitment, they find new suppliers and delivery channels and can thus ensure the supply of the vital products to our customers.

At the same time, a wave of solidarity sweeps through the entire company: in Eindhoven, sales staff help out in service. Employees take action on their own initiative when there is a lack of mouth and nose masks. For example the Customer Fulfilment Centre (CFC) in Międzyrzecz, CWS Česká repulika, and Haniel and CWS in Duisburg: they donate masks, some of which they sew themselves, to hospitals, care facilities and retirement homes.

The CWS Supply Chain Organization coordinates the obtainment of the around 150,000 washable mouth and nose masks needed for the CWS employees and their families. The nine-strong team at SCM Lauterbach packs and sends out 19,000 masks in two days alone. Great individual initiatives bridge the requirements before that: for example Tatjana Valkov, a trainee in Bad Oldesloe, tailors masks in CWS colours in her free time for her team in the Healthcare Nord customer service back office. The laundry team in Brehna produces around 865 masks for all the location's



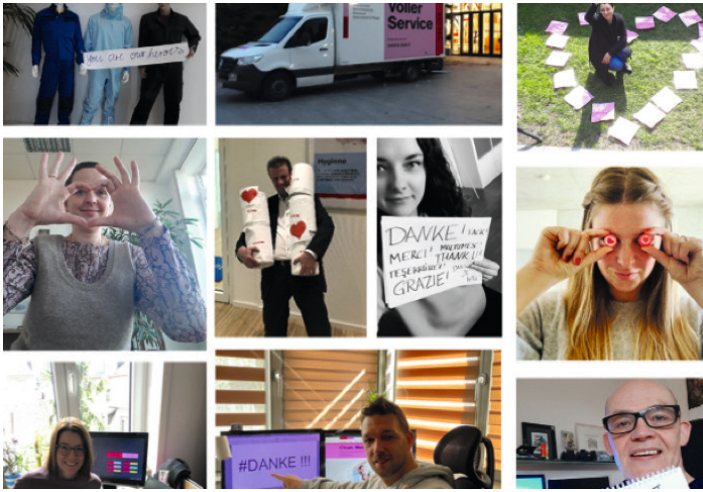
employees, drivers and field staff based on a pattern developed by colleague Petra Kiesche.

CWS employees throughout Europe respond to an internal call and say “THANK YOU” by photo to the colleagues doing their very best in laundries, on tour or in customer service under difficult conditions.



The easing of lockdown restrictions in early May makes it clear that some colleagues are experiencing existential hardship as a result of the corona crisis. For the purpose

of giving them unbureaucratic help, the CWS management sets up the CWS Support Fund at the beginning of May, financed with the aid of voluntary contributions from the CWS management and Haniel's Executive Board.



**“The tireless commitment with which all employees have played their part in covering the increased demand for hygiene solutions is something that makes me proud. This CWS spirit is something that cannot be prescribed – but rather reflects the fact that each and every one of our employees lives by the values for which CWS stands.”**

Jürgen Höfling, CEO

# “CWS has grown closer in the crisis”

**In order to evaluate the impacts of the corona crisis on CWS on a daily basis and plan the next steps, the CWS Group set up a corona task force. The Group’s management as well as all regions and divisions work closely with the experts in the areas of Quality, Environment, Safety, Health (QESH), Human Resources (HR), Operations, Logistics, Supply Chain, IT and Communication. What is it like to manoeuvre an internationally active company through the corona crisis? Steffen Langner, Head of Continuous Improvement and head of the Corona Taskforce at CWS reports on the work of the crisis team.**



**Mr. Langner, when did it become clear that the CWS had to react to the corona pandemic?**

We had kept a very close eye on the situation till mid-February and checked whether the chains of infection were still traceable and able to be broken at an early stage. When the infection rates skyrocketed in late February, we knew we had to take action. I remember the situation very well: I set up our first crisis teleconference while on my skiing holiday.

**How exactly did you go about it?**

We quickly realized that we wouldn’t get very far with a central steering group. There are simply too many differing official regulations in the various regions. With this in mind, the solution we arrived at was a crisis management system

which, supplementarily to Group-wide management of measures, also provides for divisional and cross-functional task forces and local crisis management. The local crisis management teams are of great importance in this context. They supplement or adapt the central guidelines to local requirements; they translate and implement the guidelines locally.

**What was for you personally the biggest challenge faced by the task force?**

For me that was undoubtedly the unpredictability and the lack of experience with the coronavirus as well as the differing requirements in the various countries. Our declared objective was to give all employees the best possible protection against infection and provide them with a feeling of security. This required a lot of dialogue and information from a lot of people in the organisation in order to define the best possible approach to the problem and to bring it into the organisation quickly and effectively.

**What surprised you most during this phase?**

It was awesome to find that there was not one single person in the entire company who was not pulling their weight. Everyone gave their support wherever needed. How we managed, for example, to produce mouth and nose masks for the entire workforce within a very short time is a really great story. I have the feeling that CWS grew even closer together during the crisis. You can literally feel this identity with the common aim of achieving a declared objective together. Nothing can stop the CWS organisation- especially when “the going gets tough”. To have experienced that means a lot to me.

**What lessons has CWS learned from the crisis?**

The crisis has strengthened our conviction that we are on the right path with our “continuous improvement” concept: to aim to make what we do better every day. In the future this will help us to better deal with situations we cannot fully understand or control, and our pandemic plans are being tweaked accordingly. We also see considerable potential in “mobile working” – i.e. new forms of collaboration – a mix

between physical attendance and working from home. The focus here is on an environment in which we can on the one hand raise our employees' satisfaction while further increasing our attractiveness as employer at the same time.

**“The crisis encourages us to continue on the path of continuous improvement.”**

Steffen Langner, Head of Continuous Improvement Head of the Corona Taskforce

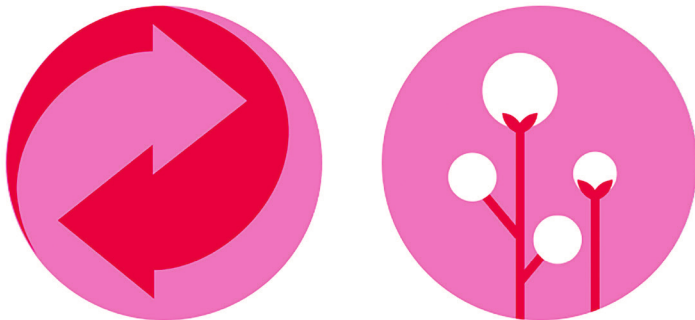
**What, in these times of crisis, will you personally enjoy looking back on in the future?**

I joined CWS a little over a year ago and can only say: my decision to come to CWS was exactly the right one. I have learned a lot and am very proud indeed to be part of the CWS family and of what we have achieved together so far. And I look forward to seeing what other challenges lie ahead.

# “Workwear that never retires”

We all want to get better and better. Better – for CWS that means one thing in particular: more sustainable. It is absolutely essential to handle our resources with greater care so that we can leave a healthy environment for future generations. At CWS, for example, textile waste is generated year for year. So who, if not us, would be in a position to take large-scale, effective measures towards recycling and upcycling old textiles? It is with this in mind that we are launching the “Workwear that never retires” Workwear Challenge in August.

mitts or even pet toys. We’re looking forward to presenting you with some of these as new CWS products. Even old work clothes can be made of the fabric that makes us more successful together.



**CWS values the ideas and perspectives of its employees – all of whom were invited to take part in a competition for more sustainability, starting in August.**

Complementing CWS’ continuous further development of its sustainable products and services, all employees were invited to take part in this ideas competition. We are convinced that – whatever work or position you have at CWS – each and every one of you can contribute ideas for more sustainability based on your specific experience and points of view.

The goal was to find out: how can textile resources be recovered or the amount of textile waste reduced by extending the service life of workwear? Up until the beginning of October, CWS has received several creative submissions for the reuse of the garments, e.g. for sports bags, oven



# Imprint

**cws.com is operated by**

CWS-boco International GmbH  
Franz-Haniel-Platz 6-8  
D-47119 Duisburg  
Germany

Phone: +49 203 987165-0

E-Mail: [info.de@cws.com](mailto:info.de@cws.com)

**Management Board**

Jürgen Höfling (CEO)

Heiko Karschti (CFO)

Morten Haure-Petersen (CDO)

Main office of the company: Duisburg

Registered at the Local court of Duisburg under HRB 8957

Value added tax identification number: DE 811 131 122

CWS-boco International GmbH is hereinafter known as “CWS” in the data protection statement on which this web site is based.