

# one

THE CWS EMPLOYEE MAGAZINE  
01/2021

top story

## Customer centricity: Vision for a successful future

CWS



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# Hi,

As service provider, the CWS Group frees its customers to focus on their core activities – to which end the company intends to build further on its business model in 2021. For CWS, this means focussing even more sharply on customers, their needs and requirements. In the new issue of the CWS employee magazine “one” you can read in the “top story” section about the renewal processes and initiatives this entails and has given rise to.

As part of the expansion of its range of products and services, CWS is prioritising the topic of digitisation in the washroom, among other things, for example with the further development of the CWS smartMate system. You can read what this digital washroom solution has to offer under “showroom”. Besides expanding its business model, CWS is also continuing its investment in the spheres of cleanrooms and fire safety. You can read how growth is to be achieved there under “touch point” and “insight”.

In the “connected” section you can find out which other projects the CWS Group has launched or further developed to date. All news managers wish you lots of enjoyable reading with this new issue of “one”!

Your editorial team

Feedback or ideas? Write us an e-mail  
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**Dr. Maren Otte**  
Group Director  
Corporate Communications  
& Responsibility

# Investment in the cleanroom growth market

## CWS Cleanrooms puts new cleanroom laundry into operation Lauterbach/Germany

Whether in the medical technology, biotechnology and pharmaceutical industries or among semiconductor manufacturers – the need for ultra-clean work environments is growing steadily. This also means that the demand for appropriate workwear and laundry services is growing by around 4 percent annually. This is a growth market in which CWS has now invested in modern and future-oriented technologies and built a new cleanroom laundry at the Lauterbach site in Germany's Upper Hesse region.

“Based on our know-how and state-of-the-art processes, we have created production conditions in Lauterbach that meet the very highest standards,” says Markus Schäd, Director Cleanrooms & Healthcare. “We have further optimised our certified services and, thanks to the facility's central location in Germany, can supply our customers even faster.” Last but not least, around 95 new jobs will be created in Lauterbach in the long term.

**“We have further optimised our certified services and, thanks to the facility's central location in Germany, can supply our customers even faster.”**

Markus Schäd on the new cleanroom laundry

The fifth German Cleanrooms laundry was built on the existing CWS premises, with a floor area of 3,300 m<sup>2</sup> and designed to handle a capacity of over 15,000 laundry items per day to be processed in up to three shifts. It thus eases the workload at other locations and guarantees consistent quality for our customers. “Construction began in January 2020, with the facility already starting operation barely a year later,” says a delighted Markus Schäd. “The on-site team did a fantastic job under difficult conditions.”



# Customer centricity: Vision for a successful future

**The corona pandemic is changing the world – we are experiencing this in our private life as well as in the business environment. Many of these changes will continue determining business life after the pandemic as well, with customers expecting digital solutions, transparent offers and quick reactions. The megatrends of hygiene and sustainability are of greater importance than ever before. Now it is important to use this development as an opportunity for CWS and to focus even more sharply on current customer needs and requirements. Now for a look at some of the projects and initiatives that are in progress to this end – starting with an interview with Jürgen Höfling, CEO of the CWS Group.**



## **What is customer centricity all about?**

We aim to win and retain our customers as business partners in the long term. We will only succeed in this if we offer them excellent service, become more flexible and make it easier for them to access our services. This also involves pursuing new digital approaches.

## **Keyword digitisation: what has the COVID-19 pandemic had for an impact in this context?**

The pandemic has boosted the trend towards digitisation, though this was of course already in progress before the outbreak. In the course of the lockdowns our customers have found that many processes require less time and

costs when done digitally. They will not want to do without these advantages after corona. It is with this in mind that we already started giving our Sales department digital support and establishing new ways of working in mid-2020.

## **In other words: we have to see the world more through the eyes of our customers?**

That's right. In contact with each of our customers we need to take their perspectives even more on board than we have done to date. Our customers expect reliable service, high quality and delivery reliability from us – and rightly so! This dependability must be and remain a top priority. We also intend to make better use of what we know about our customers and understand exactly what is needed. By these means we are then able to offer fully customised solutions with accordingly tailored service. The customers see that we know them, their needs and requirements and that we are there to support them.

## **What objectives does CWS have in mind with the new strategy?**

As we see it, 2021 is all about customer centricity. That is our strategy and our vision for a successful future. We have largely worked through our list of necessary internal measures. Focussing our attentions entirely on our customers now puts us firmly on track towards expanding our international market leadership. I think this is an objective well worth going for.



# Best service – always and everywhere

The Service Playbook defines standards for all relevant processes as well as guidelines on the conduct of service drivers. The aim is to offer each and every customer consistently good service at all times that more than meets expectations. “Our service drivers are the ‘face’ of our company to our customers,” says Clemens Douglas, Lead Project Management IoT and responsible for the development of the Service Playbook at CWS. “They are a recurring point of contact and bring our CWS brand to life.” It is important to ensure a positive customer experience, excellent service at all points of contact and the rapid processing of any problems that might arise.



An example in this context is that minor repairs are carried out directly on site during CWS service personnel visits. “Our end-to-end service enables our customers to concentrate one hundred percent on their core processes. The optimum management of their hygiene rooms and clothing is in our hands at CWS,” says Douglas.

**“They bring the brand to life. The service drivers can make all the difference to the customer’s experience. Exploiting this potential requires a clearly defined action framework for our service drivers. All customers thus experience a consistently high quality of service, regardless of the individual. This is what sets a service brand apart from the competition. The Service Playbook therefore constitutes the prerequisite and basis for CWS to be perceived as a strong service brand.”**

Clemens Douglas on the role of the service personnel as point of contact with business partners



# Business Model 2.0 Workwear – Flexible requirement-centric service

The Business Model 2.0 project has already been successfully rolled out in Benelux. “Our aim is to address new target groups and expand our range of services accordingly,” says Juliana Scherrmann, Head of Marketing Workwear at CWS.



**“In the future, we want our customers to be able to put together their service packages on a modular basis.”**

Juliana Scherrmann, Head of Marketing CWS Workwear



That is why we intend to work harder on service innovations in the future, which will reduce the customers' workload where handling workwear is concerned. “Our service begins and ends with the customer. The development of the new business model started out from a customer survey and is based on the concept that we listen to the customers, understand their needs and flexibly customise our offer accordingly,” adds Marion Rommelspacher, Team Lead Customer Experience at CWS.

At times, the focus has been on our full-service package for everyone, but in the future we shall be centring more strongly on our customers' individual needs – these might be less or even comprise more services.

# Compliance management – simple and transparent

The term ‘corporate compliance’ refers to rule-consistent conduct within a company. These rules can be stipulated in legislation but can also be defined by way of in-house rules of conduct prescribed by the company. The Code of Conduct applies at CWS. Andrea Szrama, Head of Corporate Legal at CWS, explains why compliance is important: “It is essential that every single employee has the same understanding of internal and external cooperation. Our customer is also an important element of this common consideration: How do we want to deal with our customers? The answer is quite simple: fairly and transparently.”

**“It is essential that all employees have the same understanding of internal and external cooperation.”**

Andrea Szrama, Head of Corporate Legal

If something is wrong, all employees can contact the local compliance manager or our anonymous helpline and share their concerns. The aim is for each and every one of us to take the issue seriously, and personally foster and encourage rule-consistent conduct in the interests not only of the company but also of all its employees.



# Customer Centricity – Next Generation Sales

Next Generation Sales – that is the name of the award given to Sales staff who have completed a four-week training course on hybrid sales in which digital and analogue contact options are interlinked in the best possible way. “It still takes some time getting used to that we ask new customers to go into the washroom and describe what it smells like there,” says Heike Seltmann, Group Sales Director New Business Hygiene. “My team and I used to do that ourselves before the pandemic. Nowadays we ask customers whether it smells more like violets or actually rather unpleasant.” We are thus adapting our own sales model to the prevailing market situation.



Besides the topic of making digital contact with prospective customers, the four-week training course also deals with the handling of objections and problems. The course ends with the issue of virtual contract negotiation. The success is impressive: the colleagues with the NGS award are 50 percent more successful than those who have not yet taken the course.



## CO<sub>2</sub> savings make for sustainable sales operations

The project is also an impressive success in the area of sustainability: whereas each salesperson at times clocked up around 30,000 kilometres per year, the switch to online sales can save around 24,000 kilometres of travel. That equates to around 80 percent less mileage and means that the car trips thus saved can cut the emission of CO<sub>2</sub> by a cumulative total of around 4 tonnes by 2023.



# On site in Europe



## Chemical free wastewater treatment – after Sweden now also in Germany

What at first may sound like a futuristic fantasy is already reality at CWS: 100-percent chemical-free wastewater treatment by means of electrocoagulation – a process in which the wastewater is subjected to electrical voltage in what is known as the RedBOX in order to separate the pollution from the water highly efficiently. Around 30 percent of this treated water can then be reused for prewashing heavily soiled textiles. The process is not only environmentally friendly but also energy efficient.

same time, it appeals to new customers for whom the rental model is not suitable, such as the construction industry.



## CWS Ireland publishes new direct sale workwear brochure

CWS Ireland offers a complete rental service in the workwear sector for a wide range of industries. Now the company has additionally published a direct sales brochure. It is designed to support existing rental customers who may have employees who require workwear on a direct sales basis. At the



## Contributing to more equal opportunities

CWS Hygiene Netherlands supports the future workforce of the country. Taking part in the national initiative “The boss of tomorrow” by JINC, a local non-profit organisation, children from primary and secondary schools get to be a CWS Hygiene manager for a day in 2021. They will learn how a manager’s work day looks like and also share their opinion on the workplaces of tomorrow, i.e. the importance of equal opportunities in the workplace. In cooperation with JINC, CWS Hygiene Netherlands is committed to supporting children from socio-economically disadvantaged backgrounds

since 2019. CWS employees also teach them how to apply for a job. By getting to know various professions through fun and interactive learning activities at CWS locations, children aged 8–16 can discover what kind of work suits their talents. Since last year, CWS Hygiene Netherlands is an official partner of JINC.



## How does the coronavirus affect Polish companies?

The Safe at Work Coalition, of which CWS is a founding member, has conducted a study on the coronavirus outbreak impact on health and safety in Polish companies in summer 2020. Over a course of 3 weeks, numerous interviews with more than 1500 participants from various industries in Poland took place.

Key findings were that 95% of employees and 52% of employers perceive the pandemic as a driving force in terms of Health & Safety at the workplace. The employees rate the handling of the virus rather positively.

More than 60% of respondents admitted that they work or have worked remotely during the pandemic, and 13% continue to do so. Companies should take care to prepare for remote working through additional trainings like data security and health and safety trainings adapted to remote working.



## Vital with CWS in Austria

February saw the launch of the anonymous survey at the Lower Austria facility as part of the “Vital with CWS” project, which the organisation is carrying out in cooperation with the Austrian Health Insurance Fund. Six health circle groups from various departments are planned to enable the differing needs to be taken into account. In cooperation with employees, the relevant topics are then derived and the measures are planned accordingly. The resulting concepts are being implemented simultaneously across Austria.



# Cleaner service? Let's test it!

**With the achievement of its sustainability goals in mind, CWS is testing various options for cutting CO<sub>2</sub> emissions. One such option is the deployment of electric vehicles for service trips.**

A pilot project headed by Mehmet Irmak, Director Strategic Sourcing at CWS has been running at the three locations in Hamburg, Frankfurt and Stuttgart since summer 2020.

**“We need to reduce our service fleet’s environmental footprint if we wish to become and remain a sustainability-driven company”**

Mehmet Irmak, Director Strategic Sourcing

“We need to reduce our service fleet’s environmental footprint if we wish to become and remain a sustainability-driven company,” he explains. “After an internal due diligence process, in other words a thorough check on all parameters, we purchased three e-Crafters since these best meet our requirements.” The test drives are aimed at examining options and identifying possible weak points. The biggest challenge lies in the vehicles’ range. “It depends on the ambient temperature, the route profile, the driving style and the load,” says Mehmet Irmak. “The ideal route profile is currently a trip of between 80 and 120 kilometres in city traffic with a load of maximum one tonne. Indeed, the frequent braking in city traffic actually helps recover energy. Trips involving motorways, on the other hand, shorten the vehicle’s range considerably.” Further energy-saving routes were therefore determined by way of which a service trip can be completed with ideally one single battery charge.



Jochen Müller from Stuttgart, one of the test drivers, reports: “On a longer trip, a colleague had to drive to a supermarket parking lot to recharge. Nothing like that has happened to me yet. I am extremely satisfied with the performance and handling of the E-Crafter.” The lower load capacity and the lack of a loading door on the passenger side make things more difficult in daily handling, however. “But it feels good to be doing something for the environment.”



Mehmet Irmak intends to make his recommendations when the data have been evaluated in March. “A lot naturally depends on the technical maturity of the available e-models,” he says, “but I can well imagine switching part of our fleet to e-mobility.”

### **E-mobility**

E-vehicles are powered entirely or partially by electricity. Since the transport sector accounts for around 60 percent of oil demand nowadays, the large-scale switch to electromobility can significantly reduce the use of fossil fuels. The fact that an e-vehicle generates no emissions while in motion means that CO<sub>2</sub> emissions are cut by between 54 and 82 percent over its life cycle as compared to an internal combustion-engined vehicle. E-models are admittedly a bit more expensive to buy than vehicles with internal combustion engines, but this is offset by lower maintenance and usage costs.



# The youngest subsidiary is growing rapidly

**Thanks to a successful buy-and-build strategy, CWS Fire Safety has quickly risen to become one of Germany's leading fire protection providers.**

The youngest member of the CWS family is not yet three years old but already figures among the big players in its sector. As an end-to-end provider of fire safety solutions, CWS Fire Safety GmbH is focussed on operators of all types of real estate. From consultation to planning, design and installation to acceptance, right through to maintenance and repair, its customers get everything from a single source – including extinguishing systems, fire alarm systems, fire doors and fire safety training.



The company was founded in 2018 as CWS International's third business unit. In 2019 CWS Fire Safety tripled its sales, and 2020 saw the company's turnover actually soar to more than three times as high as in the same period the previous year. This means that CWS Fire Safety now has around 500 employees and in 2020 generated sales of EUR 36 million.

This rapid growth has taken place on the basis of three expansion strategies, namely organic growth, the development of scalable business processes and, above all, through the acquisition of additional fire safety companies. The three-person M&A team at CWS Fire Safety has acquired a total of 20 German fire safety companies in recent years – 12 of them in 2020 alone. The central team has successfully integrated this branch. The best-known transactions include the acquisition of Jungels Feuerschutz GmbH, MARANG Brandschutz & Technologie GmbH and Feurobrand Feuerlöschtechnik GmbH. "We are currently expanding our nationwide network, and in the long term we aim to become Europe's biggest fire safety service company," says Ulrich Schild, General Manager CWS Fire Safety. "We also set up the CWS Fire Safety Academy last year in order to have enough specialist personnel for achieving this objective."

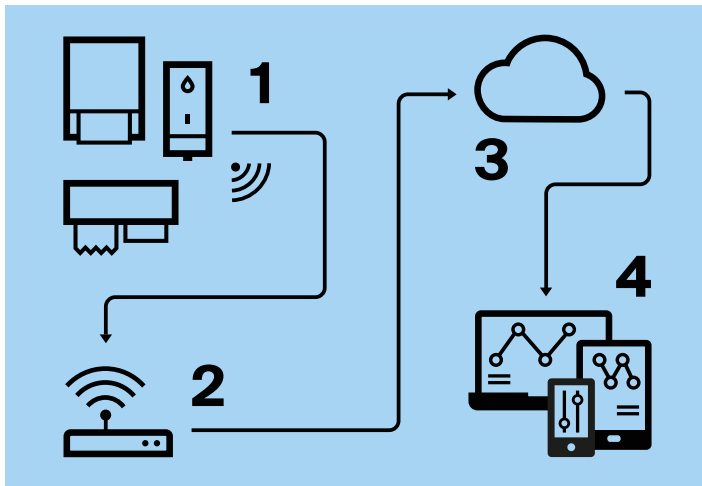
The rapid rise of the young company has not gone unnoticed, with CWS Fire Safety nominated in 2020 for its recruiting campaign (Precisely your craft. Only better.) and now receiving a further nomination for an M&A award and the buy-and-build strategy.



# CWS smartMate – the proactive washroom system

**The IoT system measures visitor flows in washrooms as well as the filling levels in the product dispensers – and signals the need for replenishment in good time**

Whether soap, disinfectant, cotton towel rolls or toilet paper – in times of corona it is particularly important that the product dispensers in public washrooms are always ready for use. CWS assists its customers to this end with an intelligent, digital solution, namely with CWS smartMate. The latest version of the Internet of Things system developed together with mimacom is based on EnOcean technology.



“Our aim is to facilitate the management of washrooms as much as possible,” says Karolin Rohmer, Director Group Product Lines Hygiene & Floorcare at CWS. The latest version of the CWS smartMate system is easy to use and can be integrated into most building management systems or used as a stand-alone solution. The app also provides video tutorials for staff training.

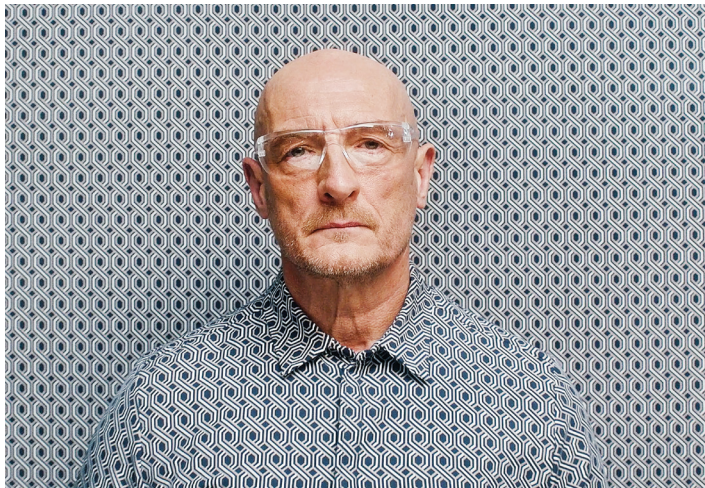
CWS smartMate thus represents not only a significant advancement in dealing with the current challenges but is, at the same time, also a future-oriented solution for public hygiene facilities.

smartMate automatically records the current visitor flows and dispenser filling levels in the washroom. It then communicates the corresponding data in real time via a web portal and an app. The cleaning staff is thus informed of any need for replenishment and can react immediately as required.

# Emotions for the brand

## **With unusual perspectives, a video makes the CWS brand even more attractive**

Released at the beginning of the year, the film featuring the CWS brand is fast-paced, colourful and with a touch of humour. In just over a minute, the audience immerses itself in the world of CWS as it has likely never been seen and not necessarily expected before. All solutions in the system provider's portfolio are featured, but the actual aim behind the film is to set it clearly apart from conventional product presentations and fact-based company presentations, and instead make the CWS feeling a true experience.



### **“Our aim is to show the diversity, the creativity and the power of our brand”**

Dr. Maren Otte, Group Director Corporate Communications & Responsibility

“Our aim is to show the diversity, the creativity and the power of our brand,” says Dr. Maren Otte, Group Director Corporate Communications & Responsibility. “The focus of our film is therefore on the passionate, agile, reliable and inspiring character of our brand. By way of a fresh staging we want to

convey this view of ourselves and, in doing so, entertain our audience and address its emotions rather than simply providing information on backgrounds and strategies.”



The film accompanies several protagonists through their day-to-day lives, which, however, are by no means of an everyday nature but instead full of unusual perspectives and whimsical moments: there is dancing, small drops make big waves, and days go by in seconds. There is one constant throughout, however: the reliable partner in all these scenarios is CWS, whose employees can always come up with the right solution.

Click here to watch and experience the CWS brand film:  
<https://www.youtube.com/watch?v=vYC4JCJPGAE>



# A truck ride of homelessness

**Working as a service driver at CWS Workwear in Amsterdam, Gerrie Gelmers is one of the lucky people who have found their dream job. But the road there was not easy. Not so long ago, Gerry was living on the street. Participating in the reality TV programme “The Amsterdam Project” enabled him to extricate himself from his situation. The determination Gerrie has shown in achieving this, makes him this edition’s “Hidden Champion”.**

## **1. Tell us about “The Amsterdam Project” and your participation in the programme.**

Back when I was homeless, I was approached by the show’s presenter Beau van Erven and eventually selected to participate. Basically, the people who run the program give you money to help improve your life situation. I also received help while looking for a new home and work. Still, I really needed to stay focused.

## **2. How did you come to work at CWS?**

My dream always was to be a truck driver, so I spent part of the programme’s money to get my truck driver’s license. Then, I applied at CWS. I had a little support, but I also needed to prove myself. I must have left a good impression too, because I got the job!

## **3. What have you learned since you started at CWS?**

My colleagues were fantastic, there’s a great team spirit here. They taught me everything I needed to know. Now I have my own route as a service driver. I think the most important thing is that I have regained my confidence. I dare to look into the future. Five years ago, that would have been unthinkable.

## **4. How do you like the daily work?**

I started at CWS Hygiene and then moved to Workwear due to the coronavirus crisis. I was lucky with some help. And no matter how hopeless the situation is, with the right support and perseverance, anyone can succeed!



## **More about the topic**

The Amsterdam Project is a Dutch reality TV programme that follows five homeless people for a year. At the beginning, the candidates receive a unique offer: a credit card with 10,000 euros and access to a team of social workers who they can contact day and night. The question: Will the candidates be able to escape homelessness?



# Legal notice

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