



Melitta – at home everywhere

Melitta celebrates its 111th birthday



Melitta has been constantly bringing innovations to the market for 111 years. Such as Melitta® coffee filters - a high-tech product that is constantly being improved. ©Melitta Group

Tanja Wucherpennig
Head of Internal &
External Communication

Phone +49 571 / 4046 - 281
tanja.wucherpennig@melitta.de

Minden, 07/16/2019 - 111 years ago a simple but ingenious idea revolutionised the enjoyment of coffee: because Melitta Bentz was unhappy with the bitter taste of her coffee, she perforated a tin can, put blotting paper from her son's exercise book on it and poured her coffee through it. The world's first coffee filter was born and the foundations for the Melitta® brand were laid. The small company she founded in 1908 has now grown into a group of companies with around 5,200 employees that operates worldwide.

“We are not only very proud of this unique success story, it is also what drives us forward each day,” says Jero Bentz, who, as a member of the Chief Corporate Management and general partner, is the fourth generation to run the family business. “For 111 years, we have not only succeeded in adapting to new needs as they arise. Rather, we have been innovating and setting trends. This motivates us and at the same time gives us good reason to celebrate.”

Celebrating our 111th birthday with various anniversary activities

On the occasion of its 111th birthday, Melitta is launching a comprehensive anniversary campaign with numerous activities. An anniversary website



**at home
— wherever
you are.**

www.111yearsmelitta.com

Corporate Communication
& Sustainability
Melitta Group Management
GmbH & Co. KG

Marienstraße 88, D 32425 Minden
Postbox 1126, D 32371 Minden

Phone +49 571 / 4046 - 0
Fax +49 571 / 4046 - 272

pr@melitta.de
www.melitta-group.com

and large-scale competitions are just as much a part of the campaign as promotions at the point of sale, various anniversary products and a special edition of our coffee. Appropriately, this year as we celebrate the 111th anniversary of the company, the 1,111,111th Melitta® fully automatic coffee machine will roll off the production line. An event that will be duly celebrated in our anniversary year. In addition to collaborating with the Deutsches Museum in Munich on an exhibition about coffee, Melitta is also working with the Treedom sustainability platform in its anniversary year: As part of this collaboration, Melitta will plant 100 trees in Tanzania for each year the company has been in business. The anniversary activities are accompanied by an advertising campaign and a big celebration for the employees.

In focus for decades: coffee, coffee preparation, household products



For 111 years, Melitta's goal has been to create special moments in people's everyday lives. ©Melitta Group

“With her inventions, my great-grandmother wanted to create very special moments in people's everyday lives,” says Bentz. “Nothing has changed about that: Enjoyment, a feeling of well-being, trust and dependability are still at the heart of our products - whether at home, on the move or in the catering business.”

Since 2017, Melitta's wide product range has been divided into coffee, coffee preparation and household products. The group also produces specialty papers and nonwovens for industrial partners and industrial packaging films for the food industry. The best-known brands include Melitta®, the tea range from Cilia®, household films from Toppits®, Albal®, handy bag® and Bacofoil® as well as the dust filters, vacuum cleaner bags and waste disposal products from Swirl®.

“Quality has been of central importance since our company was founded,” says Volker Stühmeier, member of the Chief Corporate Management. “Our aim was, is and will continue to be to develop and offer products that set quality standards in their market. This commitment has led us to occupy a leading market position with almost all of our products. We always want to be where you feel, taste, live and appreciate passion and where reliability, trust and expertise are essential in everyday life.”

Innovative by tradition

Many innovations, especially for the German market, come from Melitta: the first ground coffee in vacuum packaging, the filter coffee machine, sandwich paper and aluminium foil as a universal household foil. The company's original product, the Melitta® coffee filter, has also been



continually improved: The introduction of the extra-strong double seam, which significantly improved the tear resistance of Melitta® coffee filters and the development of AromaPor® paper, which allowed coffee flavours to develop even more strongly, was revolutionary.

The latest innovations include ffeel® and wkup®: ffeel® is the first coffee lemonade with superfruits. It combines the invigorating effect of Cold Brew Coffee with the fresh aroma of various fruits. wkup®, on the other hand, is a coffee shot - a wake-up and pick-me-up with a concentrated load of caffeine. Both products received the German Innovation Award in 2018.

Seeing sustainability as an opportunity

In recent years, the Melitta Group has also launched more and more products on the market that specifically take sustainability into account. These include Melitta® coffee filters, made from FSC®-certified pulp or consisting largely of fast-growing bamboo. Swirl® organic waste bags and the organic descaler series are completely biodegradable and vacuum cleaner bags with the Pro-Nature seal consist largely of recycled material and renewable raw materials. In order to assess the sustainability of small electrical appliances and Melitta® coffee filters, Melitta introduced the MISSION eco & care label in 2013, which informs consumers about the ecological and social aspects of product manufacture.

"We see sustainability as both a duty and as an economic opportunity," says Volker Stühmeier. "As a family-owned company, accepting full responsibility for our products, the environment, society and people has been in line with our values and our philosophy since the company was founded 111 years ago. Furthermore, we see a lot of potential for our further growth in the principle of sustainability. More and more people carefully consider which products they want to buy. We satisfy this need for more transparency and responsible production standards with our products."

Taking responsibility for the environment, society and employees

In addition to a sustainable product policy, Melitta's sustainability strategy attaches outstanding importance to its responsibility towards society and its employees. This includes acting with integrity, the most efficient possible use of resources and involvement in numerous social initiatives. "We support the Sustainable Development Goals, which were defined by the United Nations in 2016, and want to contribute towards achieving them," says Bentz. "Our sustainability strategy aims to enable our customers, partners and employees to take every day decisions that contribute to sustainability with our products and expertise. We have therefore set ourselves ambitious goals for the future with our sustainability strategy."

At home everywhere

In its 111-year history, the Melitta Group has established a presence with its products around the world. The goal for the coming years is to systematically expand this international presence. Activities will focus on products that enrich life at home and create special moments of indulgence, satisfaction and well-being.

Find further information at www.111jahremelitta.de



Image 1: Melitta - at home everywhere for 111 years
©Melitta Group



Image 2: Melitta - at home everywhere for 111 years
©Melitta Group



Image 3: Melitta® Auslese is a core product of the globally active company. ©Melitta Group



Image 4: For 111 years, Melitta has been constantly bringing innovations onto the market. Such as Melitta® coffee filters - a high-tech product that is constantly being perfected. ©Melitta Group



Image 5: For 111 years, Melitta's goal has been to create special moments in people's everyday lives.
©Melitta Group



Image 6: For 111 years, Melitta's goal has been to create special moments in people's everyday lives.
©Melitta Group



Image 7: Melitta – at home everywhere for 111 years.
©Melitta Group



Image 8: 111 years ago, Melitta Bentz invented the so-called original coffee filter and filtration with paper, revolutionizing the enjoyment of coffee worldwide. ©Melitta Group



Image 9: Melitta celebrates its 111th birthday - with an anniversary logo.
©Melitta Group



Image 10: Melitta celebrates 111th birthday - with an anniversary campaign. ©Melitta Group



Image 11: Melitta – at home everywhere for 111 years.
©Melitta Group



Image 12: Melitta – at home everywhere for 111 years. ©Melitta Group



Image 13: Melitta – at home everywhere for 111 years.
©Melitta Group



Image 14: Melitta – at home everywhere for 111 years.
©Melitta Group



Image 15: Melitta – at home everywhere for 111 years.
©Melitta Group



Image 16: Melitta – at home everywhere for 111 years.
©Melitta Group



Image 17: Melitta – at home everywhere for 111 years.
©Melitta Group



Image 18: Melitta – at home everywhere for 111 years.
©Melitta Group



Image 19: Melitta – at home everywhere for 111 years.
©Melitta Group



Image 20: Melitta – at home everywhere for 111 years.
©Melitta Group



Image 21: Melitta – at home everywhere for 111 years.
©Melitta Group

All photos are available for download at www.melitta-group.com alternatively Annika von Hollen (annika.von.hollen@melitta.de) and Tanja Wucherpfennig (tanja.wucherpfennig@melitta.de) would be happy to send them to you.



The Melitta Group

Melitta is an internationally active group of companies and is one of the leading independent family businesses in Germany and in other countries. The main activities are the development, manufacture and sale of branded products for coffee enjoyment, for the storage and preparation of food and for household cleanliness. More information is available at www.melitta-group.com.

Contact:

Melitta Group Management GmbH & Co. KG
Corporate Communication and Sustainability
Tanja Wucherpfennig
Head of internal and external communication
Tel: +49 571/4046-281
Email: tanja.wucherpfennig@melitta.de