

111 years of Melitta®

## Where we take on responsibility

### Making sustainability an everyday decision



Opportunity and commitment: With its sustainability strategy, Melitta has set itself the goal of increasing the proportion of raw materials from sustainably certified sources. ©Melitta Group

The Melitta Group has been family-owned since its foundation in 1908. It pursues a long-term corporate strategy and attaches more importance to the long-term preservation of values than to short-term economic success. A cross-generational way of looking at things and of acting has shaped the decision-making behaviour of the Melitta Group for many decades.

### Sustainability as a lived commitment and as an opportunity

Melitta sees sustainability as both obligation and opportunity: the assumption of full responsibility for products, the environment, society and people corresponds to the values and philosophy of the group since its foundation. This is why Melitta supports the Sustainable Development Goals adopted by the United Nations in 2016. The Melitta Code of Conduct obliges all employees and business partners to behave responsibly and with integrity, to stand up for human rights, to guarantee reasonable working conditions and to comply with ecological standards.

Melitta also sees sustainability as an opportunity: “More and more people look intensively into the products they buy and are interested in the origin of the constituents and raw materials, the supply chain, the manufacturing

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process and the disposal of the product,” says Volker Stühmeier, member of the Chief Corporate Management. “We are responding to this trend with our products. We see a great deal of potential for further corporate growth in sustainable development.”

### **Sustainability strategy based on corporate values**

The foundation of Melitta's sustainability strategy is its corporate values: success orientation, excellence, passion, cooperation, commitment, appreciation and sustainability. On this basis, and taking into account stakeholder needs, Melitta has developed a group-wide sustainability strategy that is continuously updated. It consists of four pillars: product and supply chain responsibility, ecological responsibility, social responsibility and responsibility for employees. The central areas of action of Melitta's sustainability strategy are each assigned to one of these pillars.

Each pillar pursues its own objective:

- Product and supply chain responsibility: Sustainability is to become an integral part of product development within the Melitta Group; the proportion of agricultural and forestry raw materials from sustainably certified sources is to continually increase.
- Ecological responsibility: The ecological footprint that results from the production and use of our products should be significantly reduced.
- Social responsibility: to significantly increase the positive social impact of the production and use of Melitta's products and services.
- Responsibility for employees: Our attractiveness as an employer is to be measurably increased, the employer brand is to be further improved, especially among high potentials and generations Y and Z.

### **Product and supply chain responsibility**

With a view to product and supply chain responsibility, Melitta is working on several programmes. These include initiatives to increase the proportion of forestry and agricultural raw materials from sustainably certified sources. We already use almost exclusively FSC- or PEFC-certified pulp in our coffee filter production in Germany. Melitta is also working intensively on how to reduce the environmental impact of plastics, for example by using alternative materials and recyclates. We regularly gather the latest findings from research and science at our Cofresco Forum. Our goal is to use the highest possible proportion possible of recycled materials in the production of plastics and to continuously reduce the amount of plastic waste.

The sustainability of small electrical appliances is also given a lot of attention at Melitta. Melitta introduced the MISSION® eco & care label in 2013 to inform consumers about the sustainability of these appliances. As the label has been well received by the market, it will be extended to other product categories within the Melitta Group in future.

## Ecological responsibility

In order to reduce our ecological footprint, various working groups have been set up at Melitta to develop approaches for the continuous reduction of energy and water consumption as well as emissions and waste. Various optimisation programmes and measures have been derived and implemented from the results of these working groups.



The development of new systems such as the extraction system has resulted in a steady reduction in energy consumption. ©Melitta Group

For example, an analysis of material flows has made it possible to reduce considerable quantities of waste in recent years and to better separate and recycle the waste produced. Consistent recycling of the process water and the installation of filters and water treatment systems have led to a significant reduction in water consum-

-ption. State-of-the-art systems, such as a largely self-developed extraction system in paper processing, significantly reduced energy requirements and emission levels while at the same time contributing to a more efficient use of resources. For example, the new extraction system alone has reduced the electricity required by more than 2,000 megawatts annually - equivalent to the electricity requirements of around 500 four-person households.

## Social responsibility

Melitta places the highest requirements on product safety and quality. Effective control and safety mechanisms have been in place in all areas of the company for many years, ensuring seamless quality along the entire production chain. During the manufacturing process, all products are tested for safety, legal marketability and defined quality characteristics. Customers are regularly involved in product development and the latest processes, scientific findings and innovations are taken into consideration.

In recent years, Melitta has systematically expanded the range of information available on the properties and manufacture of its products. The aim is to provide customers with as much transparency as possible and to give them a deeper understanding of the products and production processes. We assess the sustainability of our electrical appliances, for example, with our MISSION eco & care label, which was introduced in 2013. The label provides consumers with easy-to-understand information on the sustainability of the product. The use of environmentally friendly resources, energy consumption and working conditions at our suppliers are criteria for the label.

With a view to society, Melitta is involved wherever the entrepreneurial activities of the group have an impact and the urgency and success of the projects can be observed. In order to achieve a high degree of efficiency, Melitta coordinates these activities as part of a group-wide social responsibility strategy.



The initiative "Don't throw me away" teaches children how to handle food. ©Melitta Group

The measures include Volunteering Days and participation in local initiatives or relief campaigns for charitable organizations and people in need. Melitta has also initiated many medium to long-term corporate citizenship projects. Examples include partnerships with educational institutions to support needy

Children, and infrastructure and aid projects in coffee-growing regions. For many years, Melitta has been working with the Child Protection Association and various nurseries and schools in East Westphalia, sponsoring a number of sports clubs, cultural institutions and events. Since 2016, Melitta has also supported the initiative 'Don't throw me away', an educational initiative for children on how to handle food properly.

### Responsibility for employees

One of the most important goals of Melitta's sustainability strategy is to be an attractive, fair and understanding employer for its workforce. To this end, Melitta has developed numerous programs and measures in recent years - from employee development and health management to flexible working time models. Current employer rankings show that these programmes are appreciated: Melitta regularly achieves top rankings, particularly in the 'food and beverages' and 'finished goods and consumer durables' sectors.

Find further information at [www.111jahremelitta.de](http://www.111jahremelitta.de)



Image 1: The Melitta family business sees sustainability as both an opportunity and an obligation. ©Melitta Group



Image 2: The Melitta family business sees sustainability as both an opportunity and an obligation. ©Melitta Group





Image 3: The extraction system in the paper processing plant allows resources to be used efficiently.  
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Image 4: The extraction system in the paper processing plant allows resources to be used efficiently.  
©Melitta Group



Image 5: The extraction system in the paper processing plant allows resources to be used efficiently.  
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Image 6: In the paper warehouse of Melitta® coffee filter production. ©Melitta Group



Product images: Sustainability is to become an integral part of product development within the Melitta Group. ©Melitta Group



Image 7: Melitta introduced the MISSION® eco & care label in 2013 to inform consumers about the sustainability rating of its products.  
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Image 8: The initiative 'Don't throw me away' teaches children how to handle food.  
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All photos are available for download at [www.melitta-group.com](http://www.melitta-group.com) alternatively Annika von Hollen ([annika.von.hollen@melitta.de](mailto:annika.von.hollen@melitta.de)) and Tanja Wucherpennig ([tanja.wucherpennig@melitta.de](mailto:tanja.wucherpennig@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](http://www.melitta-group.com).

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