

Weingarten, December 2021

Press Release

The Venta Forest - Sustainable project in the anniversary year

Thinking beyond the day and keeping an eye on the future. What has made Venta great over the last 40 years also and especially applies in the anniversary year 2021. In a piece of woodland near Lüdenscheid in North Rhine-Westphalia, the company is planting a tree for every employee to mark its 40th anniversary. More than 200 native trees, including oaks, larches, chestnuts, maples, firs as well as life and fruit trees, were planted there in December, thus setting the beginning for the Venta forest.

"As indoor air experts, we have been providing clean indoor air all over the world for over 40 years. Trees have been doing this in the atmosphere for millions of years," says Andreas Wahlich, CEO of Venta. "That's why we wanted to make a statement celebrating our anniversary with a sustainable campaign that will last for at least the next 40 years." Nature and the environment have long played a major role at Venta. Not least, it was the smog alarms of the late 1970s that inspired company founder Fred Hitzler to build the first air washer. Today, the company's own bees are buzzing at its headquarters and all additives for the devices are biodegradable and therefore harmless. The Venta Forest is now another Venta contribution to the environment.



contribution to environmental and climate protection, Venta is officially a climate protection partner of PLANT-MY-TREE®.

The company with headquarters in Weingarten on Lake Constance supports the PLANT-MY-TREE® project with 200 trees - one per employee. Each employee receives a tree certificate with information about the tree number and location. With this con-



Already in summer, company founder Fred Hitzler and CEO Andreas Wahlich symbolically planted the first tree during the anniversary celebration on the premises of the company headquarters in Weingarten.

Since "every tree counts", there is a community link as part of the Venta project:

<https://www.plant-my-tree.de/baumspende-shop/?pmtkp=17542>.

Here, employees, customers and business partners, but also private nature lovers can have more trees planted via PLANT-MY-TREE®-Shop.

About PLANT-MY-TREE®

Since 2007, **PLANT-MY-TREE®** has been carrying out afforestation projects to compensate for CO² emissions throughout Germany. Since 2020, **PLANT-MY-TREE®** has been implementing forest conversion and forest protection projects in addition to initial afforestation, and places great value on a high level of biodiversity. Sustainable tree plantations on the company's own land and planned project durations of at least 99 years, during which no deforestation or economic use is to take place, underline the long-term climate protection goals of **PLANT-MY-TREE®**.

Further information on the project can be found at www.plant-my-tree.de.

About Venta

Venta-Luftwäscher GmbH, based in Weingarten, Baden-Württemberg, has been developing and selling indoor air humidifiers and air purifiers in Germany for over 40 years. The company employs 120 people in the group including subsidiaries in the USA, Switzerland, Austria and the Netherlands.

Contact

Matilde Mancon
Brand Marketing Manager
Venta Air Washer GmbH
D-88250 Weingarten
Weltestraße 5
E-mail matilde.mancon@venta-air.com

