



PRESS RELEASE

Modern technology for environmentally-conscious operation

Fressnapf powered by sustainable energy and logistics

Krefeld, Germany, 22nd December 2009 The future is over our heads – at least at Fressnapf, which operates its headquarters, including a 60,000 m² logistics centre in Westpreussenstr., Krefeld. To power the building in an environmentally friendly and sustainable manner, Fressnapf has installed a modern, 22,000 m² photovoltaic system on the roof of its logistics centre at a cost of around three million euros.

“Economic success and environmental responsibility are not mutually exclusive – they go hand in hand,” explains Fressnapf CEO Torsten Toeller. “The photovoltaic system shows that we don't just pay lip service to sustainability, but that we do something concrete about it!” The system generates over 900,000 kilowatt hours of electricity from sunlight per year, which represents a reduction of 11,000 tonnes of CO₂ in comparison to conventional energy supply. To illustrate: With one kilowatt hour of electricity, you can bake a cake or make 70 cups of coffee, so this equates to 900,000 cakes or 63 million cups of coffee.

Fressnapf already equipped its new logistics centre in Feuchtwangen, Franconia with photovoltaics last summer, likewise for around three million euros. The solar systems in Krefeld and Feuchtwangen together have a total area of 42,000 m², with a total CO₂ reduction of 23,000 tonnes per year. Both systems are the largest of their kind in each region.

The modern distribution store in Feuchtwangen, which complements the logistics centre in Krefeld, also reduces Fressnapf's emissions through the reduced delivery distances to stores. Stores in southern Germany are supplied from the Central Franconian logistics centre, reducing CO₂ emissions by 1,113 tonnes in comparison to delivery from Krefeld, which corresponds to the CO₂ emissions created by 71 four-person households.

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