

Welcome to Grundfos

be
think
innovate

GRUNDFOS


Norway
Skagen
Aalborg
Ålestrup
E45
Viborg
Randers 40
26
575
Langå
Grenå
Frisholt
Bjerringbro
Ans
Kongensbro
Karup
13
46
Fårvang
E45
Tirstrup
26
Ebeltoft
Silkeborg
15
Århus 47
52
E45
176
13
Horsens 52
Billund
E45
28
Vejle 59
Farum
København
Brøndby
E20
Esbjerg
Kolding
E20
Odense
E20
Årslev
E45
Kiel
Germany
Hamburg

Welcome to Grundfos

It can be hard to imagine, when you visit our Group headquarters, centre of our global organisation, that it all began with just one man and an idea back in 1945.

Our company's lifestory is one characterised by growth – almost beyond the limits of possibility. Today the company is among the biggest pump manufacturers on the globe, employing approximately 18.000 people, all striving to help Grundfos keep a top spot in the world of water. By making the best technical and most reliable solutions.

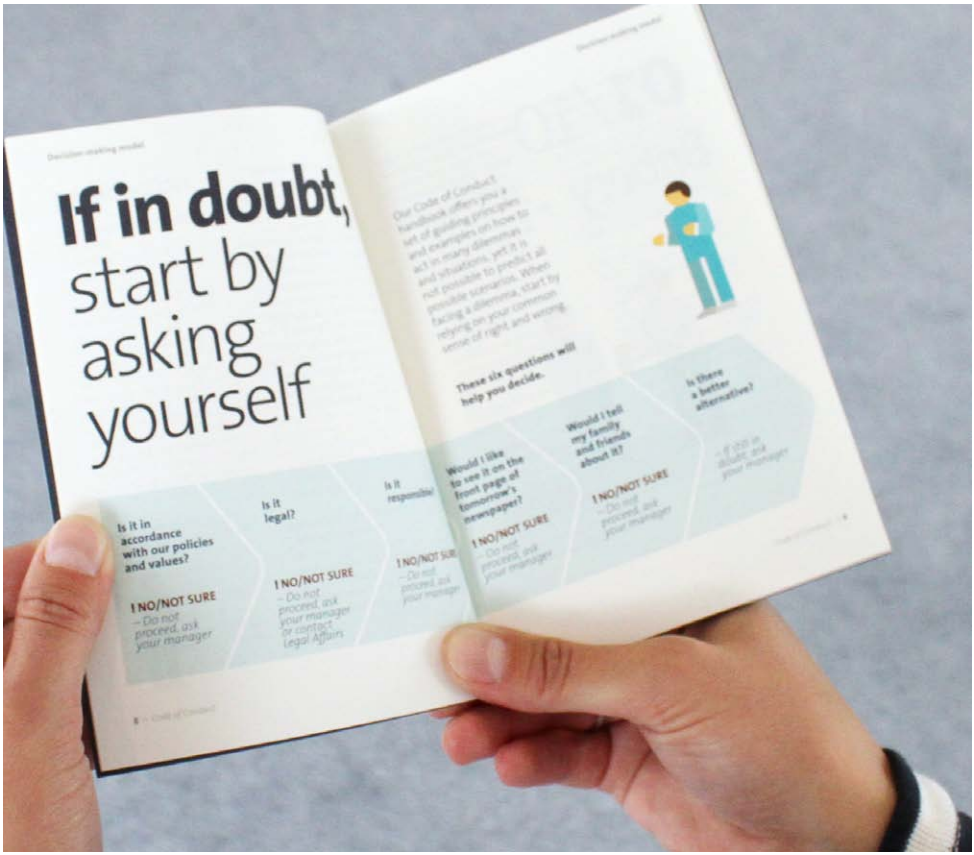
Growth is not enough. We must remember our roots while at the same time looking to the future, adapting our production and our products to the requirements of our customers, constantly offering new, improved solutions in terms of water and heating supply, wastewater and industrial pump solutions. However while accomplishing these goals, we wish to provide other solutions too, solutions that can help meet the environmental challenges the world is facing.

I wish you an enjoyable and rewarding visit and look forward to continued collaboration to our mutual benefit.

Carsten Bjerg
Group President



Grundfos is a *global leader* in *advanced pump solutions* and a *trendsetter* in water technology. We contribute to *global sustainability* by *pioneering technologies* that improve *quality of life* for people and *care for the planet*.



Code of Conduct paragraph

In Grundfos, honesty and integrity is the cornerstone of how we do business. It is something we commit to everyday – no matter how different we are and where in the world we operate.

Together with the Grundfos values, purpose and long history, the Grundfos Code of Conduct is our view on how to pursue good business ethics. Our Code of Conduct includes a set of legal and ethical principles and outlines what we believe is good business conduct. Our Code of Conduct for example deals with anti-corruption, conflict of interest, fair and lawful competition and the rights of our employees. Yearly our Code of Conduct is signed by Grundfos Group Management and by all General Managers to underline the strong commitment to pursuing these principles every day.

The Grundfos Code of Conduct is supplemented by an employee handbook called CODE OF CONDUCT – how we practice it. The handbook contains a set of guiding principles and presents various dilemmas that our employees and managers might face in their daily work and guidance on how to handle them. As an example, our employees can find guidance on how to deal with confidential information or how to keep entertainment and gifts amongst business partners within reasonable limits.

Corporate Guest Services

This brochure is intended to give you an idea of what to expect during your visit to the Grundfos Group's headquarters in Denmark.

We have produced the brochure at the request of previous visitors, gathering together information that we hope you will enjoy reading prior to your visit.

You will be welcomed at our headquarters in Bjerringbro, Denmark, by one of our visitor guides, who will do their best to ensure that you enjoy an interesting and rewarding visit.

We hope that it will give you an insight into Grundfos' fundamental values and the technology behind our products.

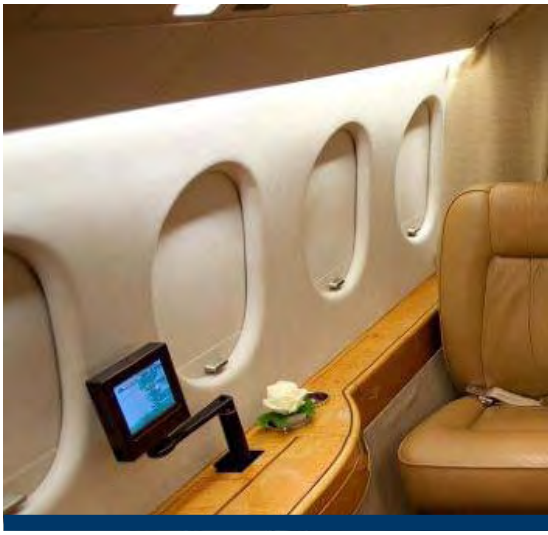
Openness and a cooperation are just two of the values we emphasise. I am sure you will see evidence of these values during your visit, both from our visitors' guides and the employees in our production plants or at our research and technology centre.

At Grundfos, we highly appreciate visits from customers and other partners, and we constantly seek to improve and introduce new initiatives to make these visits exciting, friendly and informative.

If you have any comments or suggestions after your visit regarding possible improvements, we should be pleased to hear from you.



Mette Kirkegaard Lysdahl
Corporate Guest Services Manager



Corporate jet

In order to offer customers as comfortable and rapid a journey as possible when visiting Grundfos, the company has its own plane for transporting many of our European visitors to and from Denmark. The first plane, a propeller-driven Piper Navajo, was purchased in 1972 and replaced just three years later by a faster plane, a Lear jet 35 A, which remained in Grundfos' service for more than 15 years. When the jet was purchased, it was so advanced that it attracted attention throughout the aircraft industry when it became known that a Danish company owned such a plane.

The present Grundfos plane is a Falcon 2000 built in France by the leading European business jet manufacturer Dassault Aviation. Dassault was one of the first companies to build business jets and has over the years refined their aircraft with state-of-the-art technology.

Today, the requirements for safety, navigation equipment and other electronics in planes are very high. The Grundfos Falcon 2000 comfortably fulfils these requirements and has been built to meet additional requirements, while also providing guests with comfortable and tasteful furnishings.



Cockpit of the Grundfos plane

FACTS ABOUT THE CORPORATE JET

Model:	Dassault Falcon 2000
Maximum no. of passengers:	12
Normal speed:	880 km/h
Cruising range:	5,700 km
Maximum altitude:	14,100 m
Propulsion:	7,400 pounds thrust
Fuel consumption:	1,250 l/h



Grundfos jet

Cabine of the Grundfos jet

Visitors' Department

Our guides are ready to welcome visitors to a friendly, exciting, and informative visit to our headquarters in Bjerringbro.

When you visit Grundfos, we make an effort to ensure you get answers to any questions you might have about Grundfos, our products and our values. In addition you get a few days of enjoyable entertainment and relaxing activities between business engagements.

During your stay, you will receive a general introduction to Grundfos and get the opportunity to gain an insight into Grundfos' history at the Grundfos museum.



First row: Klaus Rask Mortensen, Anja Holst Vestergaard, Flemming Ebbesen Jensen.
Second row: Jytte Bak Hansen, Louise Lambertsen Madsen, Margit Graversen.

WHAT PEOPLE SAY ABOUT DANES

- Danes are the happiest people in the world
- Danes are punctual and don't like delays
- Danes are law-abiding
- Danes have little faith in authority

In addition, the visit will include a trip to the production factories relevant to each individual group of visitors.

Here you can gain a firsthand impression of our modern production technology.

There will also be an opportunity to talk to a Grundfos expert about a specific subject.

At the end of a busy day, Grundfos' guest accommodation, Frisholt, is ready to receive our guests. If time permits, it may be possible to include a trip to one of the nearby towns in the programme.

For visitors who have time to spare in Denmark, we can assist in organising a visit to Copenhagen, including accommodation, transport and sight-seeing.

USEFUL DANISHS WORDS/TERMS

ENGLISH	DANISH
Hello	Goddag
Good morning	Godmorgen
Good night	Godnat
Goodbye	Farvel
Thank you	Tak
Cheers	Skål
Yes	Ja
No	Nej



Grundfos Centre reception

The Museum

At the museum you can experience Grundfos' industrial fairytale unfold.

The museum communicates key aspects of our long and unusual history in a modern and expressive manner through objects, pictures, films, texts, interaction, reconstruction, light, sound and water.

Grundfos Museum gives you an insight into our organic development and historically determined values, and at the same time you get a sense of the special Grundfos culture, which can be traced back to the foundation of Grundfos in 1945 up until today.

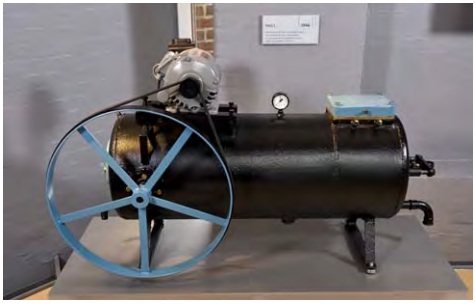


Grundfos Museum



FACTS ABOUT THE GRUNDFOS HISTORY

- Grundfos was founded in 1945 by Poul Due Jensen
- In 1959 the first circulator pump was produced
- The first subsidiary company was founded in Germany in 1960
- In 1968 the first flexi-workshop was founded
- Grundfos launched the first solar-powered submersible pump in 1982
- In 1989 the first Grundfos Olympics were held
- The Poul Due Jensen Academy opened in 2001
- In 2005 the world's first A-labelled circulator pump was produced



Frisholt

As a visitor to Grundfos, you will usually have the opportunity to experience a stay at our guest house, Frisholt.

Since 1964, Grundfos has owned this beautiful property in order to be able to give visitors a warm personal welcome.

Frisholt is not a hotel, but more like a private home, where your host - if you are a client of one of Grundfos' companies - will be the attending employee from the company concerned.

Your hosts will do their best to ensure that you enjoy a relaxed and comfortable stay after a long day filled with observations and information.





FRISHOLT OFFERS:

- Electrical supply: 220 V, European sockets
- Hairdryer in all rooms
- Iron available
- Telephone for unlimited use
- 24-hour reception with Internet connection
- TV
- Wireless network in all rooms
- 26 rooms, 12 of which are double rooms
- Dining room
- Comfortable coffee lounges
- Conference room with modern AV equipment
- Bars and activity rooms, with karaoke, international board games, table tennis, pool, etc.
- Outdoors: bicycles, giant chess and petanque, golf putting green and driving range

Frisholt is located in idyllic surroundings in woodland near the lake Tange Sø, around 10 km from Grundfos. Here, you may be lucky enough to spot a roe deer wandering close to the building, venturing out of the woods in the quiet of the early morning.
Apart from nature, Frisholt also has other attractions to offer.

They include trying out your singing voice in the karaoke bar, chatting with other guests in the coffee lounge, playing table tennis or pool.

Frisholt's kitchen offers gastronomic experiences inspired by the international atmosphere that characterises the place. Dinner is served in the elegant dining room, where guests are expected to dress formally.

We try to place as many quests as possible at Frisholt, but unfortunally we only have 21 rooms in June, July and August 2012 because of the rebuilding.

After the rebuilding Frisholt have 32 rooms at our disposal.

Pilevej

Until 2002, 11 Pilevej was Minna and Niels Due Jensen's private home. We have found it important to keep the homelike and comfortable character, but at the same time we offer modern meeting facilities.

The house is furnished solely with Danish furniture, lamps, art, tableware, etc. - everything is "Danish Design".



Pilevej

PILEVEJ OFFERS:

- Modern meeting facilities
- The possibility of discretion
- Flexibility with regard to opening hours, meals and purpose
- Relaxed surroundings
- Individual treatment of each group
- Four meeting rooms with modern meeting equipment; meeting rooms 3 and 4 can combined into one big room. Max. 24 persons
- A very beautiful garden, which our guests are most welcome to use



Pilevej

The Poul Due Jensen Academy

The establishment of the Academy emphasises the importance we attach to competency development. Grundfos' partners must meet competent employees.

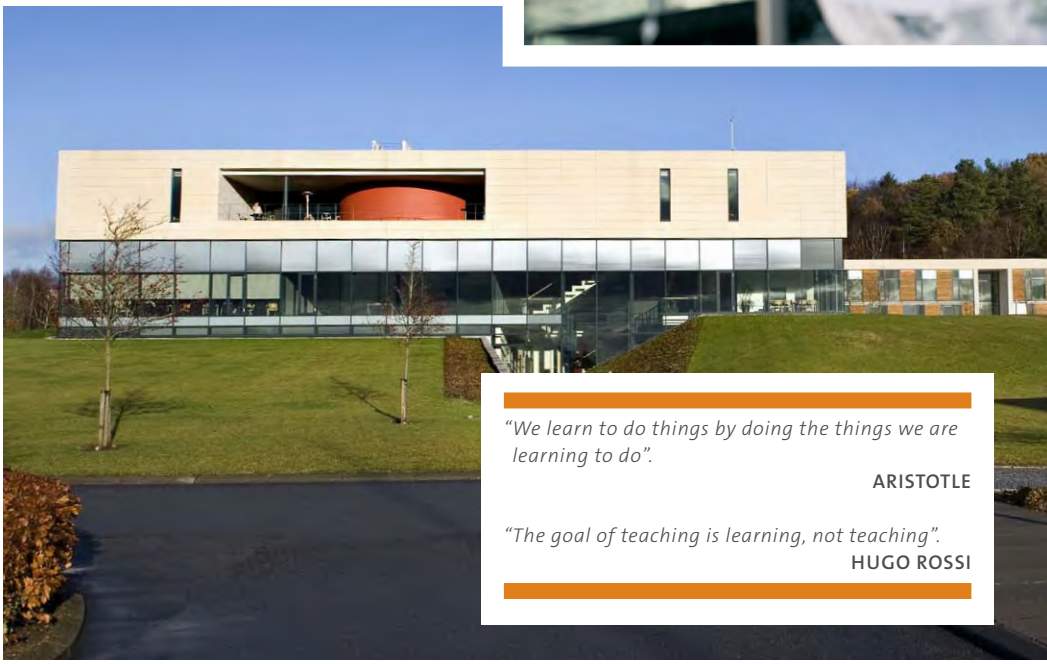
We believe in creating learning. Adding knowledge is important, but it is not enough. We must also create behavioural changes.

To accomplish that, our courses must meet a number of demands within the psychological process of learning, e.g. stimulation of as many senses as possible in the training.

Our unique facilities provide a perfect setting for meeting new people and cultures, building networks, team-building and exchange of experience.

Our staff consisting of 25 people have very different tasks – from training to serving people in the dining room. But our goal is the same; to create the right atmosphere and environment for learning - in all stages of the learning process.





"We learn to do things by doing the things we are learning to do".

ARISTOTLE

"The goal of teaching is learning, not teaching".

HUGO ROSSI

Facts about Grundfos

- Founded May 1st 1945 by Poul Due Jensen
- Employs about 18,000 people globally, of which around 4,500 are employed in Denmark
- Has over 80 companies based in approximately 45 countries
- Has a wide range of products including circulator pumps, submersible pumps, centrifugal pumps, wastewater treatment, dosing, electric motors and electronics
- Today, Grundfos is the World's number one producer of circulator pumps, covering around 50 per cent of the global market.





The Grundfos Tower



The Poul Due Jensen Academy

Arial view, Grundfos Bjerringbro



Business Development



Grundfos Aalestrup

Pumps for all purposes

Grundfos in Bjerringbro comprises six factories as well as a Technology Centre, eBusiness Development Centre, The Poul Due Jensen Academy and the Grundfos Museum. The factories are situated at three different locations in Denmark.



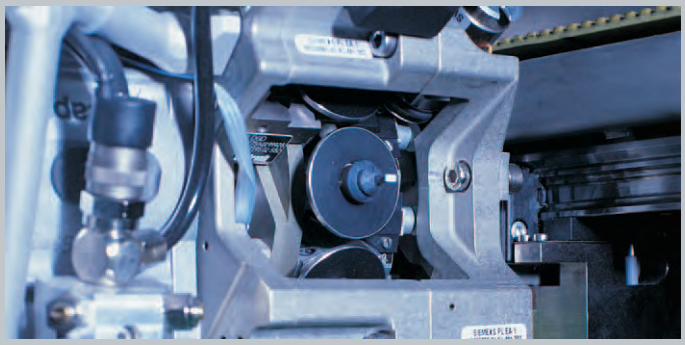
The UP factory
Manufactures circulator pumps for hot/cold water circulation. Sole manufacturer of basic components for other Grundfos Group circulator pump factories.

The stainless factory
Manufactures components from stainless steel coils. This factory is the first step in production, supplying Grundfos factories around the world with stainless steel components for further manufacture.





The CR factory
Manufactures CR pumps and MT pumps for e.g. industrial applications and water supply. The factory also produces chambers, impellers and shaft seals for other Grundfos companies manufacturing CR pumps.



The electronics factory
Grundfos Electronics supplies electronic components to the Grundfos Group.



The TR/KF factory
Manufactures aluminium and composite components.
The components are supplied to factories in Grundfos manufacturing companies around the world.

The SP factory, Aalestrup
Manufactures submersible pumps for irrigation, water supply, industrial applications, and other purposes.
In addition the factory delivers booster units for e.g. the desalination of sea water.





The Well factory, Aarslev
Manufactures turnkey wells with integrated pumps. The wells are used for wastewater collection and other situations where the collection of liquids is required.



Spring

Denmark

Once the home of the marauding Vikings, Denmark today is a modern democracy with a constitutional monarchy. Democracy is assured through the Constitution, which has been in force since 1849 with one revision in 1953. An electoral system with proportional representation ensures that democracy covers all parts of the country and all points of view.



Summer

FACTS ABOUT DENMARK

- Population: 5.3 million
- GDP: DKK 242,791 per capita
- Capital city: Copenhagen (1 million)
- Total area: 43,069 km² (excluding Greenland and the Faeroe Islands)
- Currency: krone (abbreviated kr.)
  1 krone = 100 øre, 1€ = approx. 7.50 kr.
- Border: 68 km - with Germany
- Languages: Danish, Greenlandic, Faroese, German (minority)
- Religion: 97 per cent Protestant (Lutheran), plus small minorities of Catholics, Jews, Muslims, Hindus, Buddhists, etc.
- The country consists of a peninsula and more than 400 islands, 383 of which are uninhabited
- Greenland and the Faeroe Islands have home rule but are part of the kingdom of Denmark



Danish landscape at summer time

The country's wealth is largely based on modern, intensive farming, together with a network of small and large industries. This wealth is to some extent distributed among the country's population by means of high income tax and a welfare system that is known throughout the world and which gives the country political stability. The Danish monarchy, the oldest in the world, dates back to the 11th century, and the Danish flag, known as the Dannebrog, is nearly as old.

Denmark has many hills, but no high mountains. The flat landscape is broken only by excellent road and rail networks, allowing direct access from the mainland to the islands and on to Sweden, thanks to a large number of bridges. Denmark has one of the most ethnically homogenous populations in the world, and it is only in recent years that there has been a degree of immigration of other ethnic groups, who mostly have an impact in the larger cities.



Autumn

FACTS ABOUT DANES

- Danes are the most confident people in Europe
- Of all the nations in Europe, Danes are most satisfied with their lives
- Danes dress casually for work, but dress up to go out in the evening
- Danes like to display their flag and do so at every opportunity
- Danes' favourite sports are handball and football



Winter



Danish open sandwich

Bjerringbro

The town of Bjerringbro (literally Bjerring Bridge) takes its name from the bridge that an enterprising local miller built over the Gudenå river in the mid 19th century. At that time, the village of Bjerring lent its name to various places such as the mill, Bjerring Mølle. But with the bridge - and later the railway - the area by the river gained importance, partly due to large businesses that came along later - an abattoir, a sawmill and Grundfos. These three businesses are the reason why Bjerringbro grew to be a medium-sized provincial town, while the surrounding original villages have remained villages, kept alive mainly by the large businesses in Bjerringbro, of which Grundfos is indisputably the largest and most important one.

Bjerringbro is a flat town with a large number of detached houses with gardens and little multi-storey housing. This allows views across the beautiful scenery of the fertile Gudenå valley which surrounds the town.



Gudenå river

FACTS ABOUT BJERRINGBRO

- Population: 7,000
- Of which Grundfos employees: around 1,700
- Employment: Metal and timber industries, trade and handicrafts
- Sights: The museum of electricity (at Tange Sø lake, around 10 km from the town), the tow-path along the Gudenå River.



Town-centre of Bjerringbro

Viborg

Viborg is brimming with history, full of narrow, bumpy cobbled streets and alleys lined with half-timbered houses, some dating back as much as 500 years. At the same time, Viborg is a lively, modern town with busy shopping streets linking pleasant market squares,and a growing industrial sector. In recent years, this growth has been characterised by the establishment of many small IT companies, located in the industrial district on the outskirts of town, while the hospital and High Court form part of the old town centre.

The countryside around Viborg is among Denmark's hilliest regions, and the undulating landscape extends into the town, which slopes down towards the lakes that divide it.

FACTS ABOUT VIBORG

- Regional capital
- Population: 43,000
- Employment: High Court and City Court, regional hospital, education, public administration, industry, trade and commerce
- Sights: cathedral, local history museum, art gallery, the Dollerup hills (on the outskirts of the town)
- Distance from Grundfos: a 30 minute drive



Viborg Domkirke

Silkeborg

Silkeborg is situated in one of the most picturesque areas of Denmark. Surrounded by beech woods and with Himmelbjerget (the Sky Mountain) as its closest neighbour, the town has grown up around a network of lakes formed by Denmark's only large river, the Gudenå. It is a young town, which developed in the mid 19th century around a paper factory that made good use of its position by the Gudenå for production. Silkeborg is a town of greens and blues with the lush beech woods and the glittering water of the lakes.

FACTS ABOUT SILKEBORG

- Population: 42,000
- Employment: Textile and engineering industry, trade and tourism
- Sights: the AQUA freshwater aquarium, art gallery, local history museum, the paddle steamer Hjejlen
- Distance from Grundfos: a 35 minute drive



Hjejlen

Aarhus

Aarhus, “the smallest big city in the world”, is Jutland’s principal city and the second largest in Denmark. Today, the city is the business and cultural centre of Jutland. Aarhus offers countless possibilities, whether you want to stroll by the river, watch the world go by from one of the pleasant cafés on the river promenade or enjoy a musical experience at the large and elegant music hall. Aarhus, city of smiles, welcomes visitors whatever the season, and presents herself just as beautifully arrayed in winter snow as in the green mantle of spring.

FACTS ABOUT AARHUS

- Population: 290,000
- Provincial capital
- Employment: metal industry, chemical industry, textile industry, shipping, education, culture, public administration, etc.
- Distance from Grundfos: a one hour drive



Aarhus by night

Copenhagen

Copenhagen is the capital of Denmark, located on Denmark's largest island, Zealand. It is the largest city in Denmark, and houses everything from cultural to historical sightings. Copenhagen is also home the Danish royal family, and the city offers visitors a great range of restaurants, shops, cafés and well known sights such as The Little Mermaid, Tivoli, and for the gastronomical interested, Copenhagen is home to 11 Michelin Restaurants.



Copemhagen town hall square

FACTS ABOUT COPENHAGEN

- Population: 1,200,000
- Capital of Denmark
- Employment: commercial industry, political, textile industry, shipping, education, culture, public administration, etc.
- Distance from Grundfos: a 3 hours and 40 minutes' drive



Nyhavn

The name Grundfos, the Grundfos logo, and the payoff Be–Think–Innovate are registered trademarks owned by Grundfos Holding A/S or Grundfos A/S Denmark. All rights reserved worldwide.

GRUNDFOS Holding A/S
Poul Due Jensens Vej 7
DK-8850 Bjerringbro
Tel: +45 87 50 14 00
www.grundfos.com

GRUNDFOS