

Press release

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Wilo becomes Bucks' global sustainability partner

Technology group invests in strong US market by partnering with the NBA basketball team from Milwaukee

Dortmund/Milwaukee. During a press conference held at Fiserv Forum, the Wilo Group and the Milwaukee Bucks announced a comprehensive partnership. The multinational technology group will become the first global sustainability partner of the NBA basketball team. The two partners are now planning joint sustainability projects and initiatives.

"In line with our overarching, Group-wide sustainability strategy, it goes without saying that Wilo's sports sponsorships also have to be sustainable", explains Oliver Hermes, President & CEO of the Wilo Group. All other functional corporate strategies are subordinate to the strategy entitled 'Creating, Caring, Connecting'. "In doing so, we are committing ourselves to creating sustainable technologies and solutions, assuming social responsibility, and investing in strong partnerships worldwide. This is also with the aim of prioritising a significant expansion of our extremely successful business activities in North and Latin America", says Hermes.

"The sponsorship is a clear commitment to the Wisconsin location and the US market", adds Jeff Plaster, CEO of Wilo Americas. "With the partnership with the Bucks, we are recognising the business development in the States and at the same time increasing our visibility in the market." The new alliance is thus in line with the region-for-region approach of the Group, which has been successfully practised for years and has now been accelerated.

"The Wilo Group demonstrates an uncompromising commitment to sustainability on a global scale, from its corporate headquarters in Germany to its regional headquarters here in Wisconsin", says Matt Pazaras, Chief Business Development

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& Strategy Officer for the Milwaukee Bucks. "We are delighted to welcome Wilo as the Bucks' first global sustainability partner and first warm-up jersey partner."

The technology group will also be present on the court-side digital signage of the Fiserv Forum. The Bucks' home arena is equipped with numerous products, systems and solutions from Wilo. "And, of course, we are tackling further joint sustainability projects", Wilo CEO Hermes continues. For example, the partners want to emphasise the importance of water protection with the so-called River Clean Project.

Wilo has been active in the North American market for more than 20 years. In 2022, the regional headquarters in Cedarburg, Wisconsin, was inaugurated, where Wilo USA's activities are concentrated. Other sites include Collierville, Tennessee, and Sanford, Florida. With around 500 employees and recent sales growth of 20 per cent, Wilo has long exemplified best practice in the German-American business community.

The Milwaukee Bucks were founded in 1968. They have won the NBA championship twice and are one of the most successful teams in the National Basketball Association. In addition to their success in sports, the Bucks have long emphasised sustainability: The Fiserv Forum recently received LEED Gold certification, making it one of the most sustainable sports facilities in the US – thanks in part to solutions from Wilo.

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Image caption: During a press conference held at Fiserv Forum, the Wilo Group and the Milwaukee Bucks announced a comprehensive partnership. From left: Jim Paschke (Sportscaster), Svenja Ahlburg (Chief Sales Officer of Wilo Americas), Michael Ahrens (Consul General of Germany in Chicago), Tyler Smith (Milwaukee Bucks Player), Tony Evers (Wisconsin Governor), Jeff Plaster (Chief Executive Officer of Wilo Americas), Peter Feigin (Bucks and Fiserv Forum President) and Bango (Milwaukee Bucks Mascot). Image: Milwaukee Bucks.

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Image caption: The technology group will be present on the court-side digital signage of the Fiserv Forum. Image: Milwaukee Bucks

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Image caption: A look into the players' lockers: clothing with the Wilo logo.

Image: Milwaukee Bucks

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Image caption: The mascot of the Milwaukee Bucks, Bango, also wears the new Wilo-branded clothing. Image: Milwaukee Bucks

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About Wilo:

The Wilo Group is one of the world's leading premium suppliers of pumps and pump systems for building services, water management and the industrial sector. In the last decade, we have evolved from a hidden to a visible and connected champion. Wilo employs around 9,000 people around the globe today. With innovative solutions, smart products and individual services, we provide the intelligent, efficient and environmentally friendly service of keeping water flowing. We already are the digital pioneer within the industry with our products and solutions, processes and business models.

For more information, go to www.wilo.com.