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Wilo becomes Sustainability Partner of Phoenix Hagen

Platinum Partnership strengthens commitment to basketball regionally

Dortmund. Wilo is further expanding its engagement in basketball, with a particular focus on local impact and sustainability. Following its appointment as global sustainability partner of the NBA team Milwaukee Bucks in September 2024, the Dortmund-based water technology group is now turning its attention to its home region. For the first time, Wilo is supporting a regional basketball club, Phoenix Hagen, as official sustainability partner and the club's inaugural platinum partner, initially for a period of three years.

This agreement signals Wilo's strong commitment not only to sport, but also to wider social responsibility. As sustainability partner, Wilo will contribute its expertise, placing particular emphasis on both physical and mental wellbeing. Joint initiatives are planned to enhance the welfare of athletes, fans, and the wider community. A special focus will also be placed on supporting the inclusive team "Phoenix/TSV Unified Hagen". As principal sponsor, Wilo will actively participate in organised activities with Unified, demonstrating a clear commitment to diversity and genuine solidarity.

The partnership will also provide Wilo with prominent visibility at Phoenix Hagen's home matches. The company's logo will be displayed exclusively on the team's playing and training kits, as well as throughout the Ischelandhalle arena.

"Our partnership with Phoenix Hagen means much more than sponsorship. We are committed to supporting the club's development and inspiring initiatives that reach beyond the sport itself – whether in sustainability, health or inclusion. Basketball is a dynamic, forward-looking sport that perfectly aligns with our values," said Peter Glauner, Chief Executive Officer and Chief Sales Officer of Wilo Europe.

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"This partnership with Phoenix Hagen builds upon the relationship we established with the Milwaukee Bucks around a year ago. Our successful collaboration proves that sustainability initiatives in sport can make a real difference—both on and off the court," added Oliver Hermes, President & Global CEO of the Wilo Group.

"Working with a global brand like Wilo opens a new chapter for Phoenix and our partner network. Even in our early discussions, it was clear there were countless ideas and projects to pursue together over the next three years. Bringing these to life and growing together will be an exciting experience for both sides. Phoenix has already made progress towards its vision – the goal of reaching the Bundesliga—but our journey is far from over. I am delighted that Wilo will support us in achieving this goal and am certain they will also challenge us along the way," commented Martin Schmidt, Managing Director of Phoenix Hagen.

Wilo has a long-standing commitment to professional sport, with involvement ranging from the Milwaukee Bucks and Borussia Dortmund to the Team German Men's Eight. Through innovative approaches, the company consistently fosters vibrant and future-oriented partnerships.

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Caption: From left: Martin Schmidt (Managing Director, Phoenix Hagen), Peter Glauner (CEO & CSO, Wilo Europe) and Ünal Görgün (CFO, Wilo Europe) kick off the new platinum partnership with their signatures. Source: WILO SE

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About Wilo:

Wilo is a pioneer in sustainable and intelligent premium water technology, dedicated to addressing global challenges and creating impact for all. Our actions are guided by Wilo's overarching sustainability strategy, centered on the key areas of Creating, Caring, and Connecting. More than 9,000 employees worldwide work every day to drive innovation with a clear purpose: to improve people's quality of life. In building services, water management, and industry, we move, treat, and control the planet's most vital resource. For over 150 years, we have been thinking ahead – and today, as a leader in our sector, we are helping to shape the digital and AI era. We call this: Pioneering for You.

For more information, visit www.wilo.com.