

Press release

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Wilo Group expands basketball commitment through partnership with Memphis Grizzlies

Team wears Wilo logo at NBA Global Games against Orlando Magic in Berlin and London

Memphis, TN/Berlin. The Wilo Group is emphasising its commitment to international basketball. Since 2024, the water technology group has been a global sustainability partner of the Milwaukee Bucks. Last year, Wilo also announced its sponsorship of the German basketball club Phoenix Hagen. Now, the company is expanding the existing US partnership it has with the Memphis Grizzlies into a global one. The Wilo logo will be featured on the team's warm-up jerseys at today's NBA Global Game against the Orlando Magic, which is being held in Berlin's Uber Arena.

"This commitment isn't just about increasing our presence in the strategically important US market", explains Oliver Hermes, President & Global CEO of the Wilo Group. "Basketball is played on a global stage and is a sport that connects people all over the world. By working together with the Memphis Grizzlies, as well as all other basketball partnerships, we are able to contribute to our overarching sustainability strategy. Wilo is a true partner of basketball and for very good reasons."

Ted Roberts, Vice President Partnerships Marketing of the Memphis Grizzlies, also welcomes the expansion: "We're delighted that the Wilo Group is extending its partnership with the Grizzlies this season. The commitments they have made to innovation and sustainability fit perfectly with our values and we are proud that we will soon have their logo on our warm-up and shooting shirts. We will work together to develop programmes that will inspire our community, both on and off the court."

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Wilo also has a production facility in Collierville, TN, which is in the immediate vicinity of Memphis. The NBA game in Berlin will mark the first time the partnership has been on show outside of the USA. At the Uber Arena, however, Wilo is not just a sponsor: smart water technology from Wilo will be at work in the background, maximising resource efficiency with regard to operation of the venue. As part of their European tour, the Memphis Grizzlies will also face the Orlando Magic at The O2 in London on 18 January.



Image caption: The Wilo Group is expanding the existing US partnership it has with the Memphis Grizzlies into a global one. The Wilo logo will be featured on the team's warm-up jerseys at today's NBA Global Game against the Orlando Magic, which is being held in Berlin's Uber Arena. Image: Joe Murphy/ NBA photos

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About Wilo:

Wilo is a pioneer in sustainable and intelligent premium water solutions for global challenges – creating impact for everyone. Our actions are guided by the overarching Wilo sustainability strategy and its core impact areas: Creating, Caring, Connecting. More than 9,000 employees worldwide work every day on innovations with a clear goal: to improve people's quality of life. In building services, water management and industry, we move, treat and control the most important resource on our planet. For over 150 years, we have been thinking ahead – and today, as an innovation leader in our industry, we are shaping the digital and AI era. This is what we call: Pioneering for You.

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