Grundfos and Houston Astros Team Up for Strategic Partnership **10-Sep-2024**

Grundfos is thrilled to announce a partnership with the Houston Astros that will span from 2024 to 2027. This alliance marks a significant milestone in Grundfos’ commitment to the US market by aligning itself with an organization that shares similar ambitions to be the best and lead with innovation and sustainability.

By partnering with the Houston Astros, Grundfos gains access to a premier platform for increasing brand exposure across the United States, where it has been active for more than 50 years. This collaboration will allow Grundfos to engage with a diverse audience both locally and nationally, offering unparalleled opportunities to connect with fans and enhance customer experiences.

The Astros, renowned for their strong community presence, provide an ideal partner for Grundfos, as their passion for innovation and sustainability align seamlessly with the company’s values. This partnership underscores Grundfos’ dedication to leadership in the industry and its commitment to making a positive impact through community engagement.

Ulrik Gernow, Chief Operating Officer of Grundfos, commented, “This partnership brings together two organizations that strive for winning and exemplify excellence in their respective fields. It presents a tremendous opportunity to boost our brand visibility and drive commercial growth through community-focused initiatives. Our partnership will strengthen our position in Texas and beyond.”

The Astros are excited to add Grundfos as partners - their shared values of teamwork, excellence and striving to achieve positive results will allow both parties to leverage the Astros brand for both employee and community-based initiatives. In addition, Grundfos water pump solutions are fully utilized in Minute Maid Park.

Marcel Braithwaite, Senior Vice President, Business Operations, Houston Astros said: “We are looking forward to our expanded partnership with Grundfos. The Astros have been a proud customer for the past 18 years, experiencing firsthand the quality of product and service of the Grundfos brand. The innovations Grundfos brings to the market and their commitment to sustainability are market leading. Expanding our relationship to bring fans and employees greater exposure to the brand while giving back to the community will benefit us all.”

The agreement includes prominent brand placement on national TV broadcasts and in-stadium signage, exclusive access to game tickets for customer engagement, and behind-the-scenes tours showcasing Grundfos products. Additionally, the partnership features collaborative efforts in employee engagement and support for the Grundfos Walk for Water event in Houston.

Since Grundfos was founded in 1945, the company has remained committed to its purpose to pioneer solutions to the world’s water and climate challenges and improve quality of life for people.

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