Grundfos changes but their story continues **30-Sep-2022**

**Grundfos announces a new brand promise and endline that encapsulates Grundfos’ belief in the power of water to change the world.**

**Copenhagen, Denmark, 30 September 2022:** Grundfos today announced its optimistic vision for the world’s water, energy and climate challenges, with a new brand promise that reaffirms and strengthens its commitment to pioneer solutions to the world's water and climate challenges and improve quality of life for people.

Underpinned by the endline **‘Possibility in every drop**,’ Grundfos’ new promise is to **respect, protect and advance the flow of water:**

* **We respect and take responsibility for water** for the benefit of everybody on the planet
* **We protect water wherever it exists** from waste, shortage and inaccessibility
* **We advance water through relentless** innovation for the sake of efficiency, energy and the future

The new brand promise encapsulates Grundfos’ acute sense of duty and responsibility to people and the planet, committing the organisation to apply its expertise in identifying new possibilities for innovations and solutions that are more efficient, save more energy, save more water and help make the world a better place for future generations. It also renews Grundfos’ profound commitment to the UN Sustainability Development Goals, a commitment that underpins its core business strategy.

The new endline ‘Possibility in every drop’ expresses Grundfos’ belief in the infinite power of water to change the world – that possibilities exist to heat or cool a home without warming the planet, to give access to clean and safe water wherever needed, and that people’s quality of life can still be improved with solutions that save energy and are more efficient.

**Poul Due Jensen, CEO, Grundfos, said** “Our services go beyond water, but our credibility is rooted in it. Through the flow of water, Grundfos products and services touch millions and millions of people every day without most of them even knowing it. Water is and has always been at the heart and soul of Grundfos, and we want to make a positive difference and help solve the world’s water and climate challenges and improve the quality of life for people. That is why we give this promise to the world: We respect, protect, and advance the flow of water.”

To find out more about Grundfos’ new brand promise visit: [www.grundfos.com](http://www.grundfos.com/)

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