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Chris White BSc (Est Man) MRICS MCI (Arb)
Managing Director



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Kärcher to relocate UK headquarters



Kärcher UK is to relocate its Banbury headquarters from the present site on Beaumont Road to a purpose-built facility at Junction 11 of the M40 comprising circa 85,000 sq ft (7,900 sq m). The building is being developed by AC Lloyd and Minns Network Developments and construction is scheduled to begin in early 2015 with the move to commence from December 2015.

Occupying a 6.5 acre site in Banbury the proposed three storey building almost doubles the size of the current premises and will feature modern offices, warehouse space, training and customer facilities to accommodate the growing business. Since Kärcher first came to Banbury in 1978 with an original team of 8, the company has grown to employ almost 300 people and its product range now encompasses 380 machines across 13 product lines.

White Commercial Chartered Surveyors has been advising Kärcher's senior management team in the UK for over 5 years in relation to their relocation requirement, having also appointed the project team for the development incorporating ADP Architects and Burnley Wilson Fish for the new high quality headquarters facility. Chris White, Managing Director of White Commercial comments, "This is excellent news for Banbury and the M40 corridor where a number of substantial companies are looking to expand and relocate. These include The Entertainer, Prodrive, Aston Martin and Kärcher bringing new jobs to the region. There are substantial developments taking place along the northern part of the M40 which highlights the importance of the London to Birmingham M40 corridor."

Commenting on the announcement, Simon Keeping, Managing Director of Kärcher UK stated, "While Kärcher is renowned for our commercial and domestic pressure washers, other products are increasingly coming to the fore - among them our window vacs, steam cleaners and professional floor care solutions. These are exciting times and this opportunity, afforded by the company's expansion, is testament to the quality inherent in Kärcher - not only of our products but of our team and its ethos too."

"In order to maintain continuity amidst our growth and retain key Kärcher knowhow, remaining near to our Banbury roots was crucial" explains Keeping. Indeed the new site is only one mile from the old, albeit the environment will be very different.

The relocation includes plans for the expansion of the Kärcher Academy, a market-leading training facility for customers, distributors and employees. Tripling the size of the Academy will enable the further development of its training portfolio and allow more staff and customers to experience its unique blend of theory and practical learning delivered by a team of onsite experts.

The development is also to include Banbury's first Kärcher Center - a one-stop-shop for both domestic and commercial customers, offering sales, service and advice for the entire Kärcher range. Kärcher Center Banbury will be the latest in a national network of 17 existing Centers, and the UK's third Kärcher owned, Kärcher operated Center following on from Kärcher Center Bristol which opened earlier this year, and Kärcher Center Nottingham which will hold its Grand Opening in the New Year. Kärcher worldwide aims to have 1,000 Kärcher Centers operational across the globe by 2020.

The company intends for the Banbury Academy and Kärcher Center to help better acquaint the town and surrounding area with the full scope of its offering, which includes domestic pressure washers, steam cleaners and window vacs as well as the full range of professional hot and cold pressure washers, vacuum cleaners, scrubber driers, carpet cleaners and sweepers.

2015 will be an important year for the international cleaning giant as, along with the new building, it also celebrates its 80 year anniversary. This major milestone for the German based family firm will be marked with a series of special events and promotions both in the UK and internationally.

White Commercial Surveyors act on behalf of clients in Oxfordshire, Northamptonshire,
Buckinghamshire and Warwickshire along the London to Birmingham M40 motorway

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chris@whitecommercial.co.uk 01295 271000 www.whitecommercial.co.uk



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Proposed new building



A typical Kärcher Center



Current site in Banbury

Alfred Kärcher GmbH & Co. KG

Kärcher, a family-owned enterprise, is the world's leading provider of cleaning technology. With pressure washers, vacuums and steam cleaners, home and garden pumps, sweepers and floor scrubbers, vehicle washes, cleaning agents, dry ice blasters, drinking and waste water treatment plants, and water dispensers, it offers a range of innovative problem solutions. These include coordinated products, cleaning agents and accessories, along with advice and service. Alfred Kärcher GmbH & Co. KG employs more than 10,600 people in 60 countries. More than 50,000 service centres in all countries ensure continuous and comprehensive supplies to customers all over the world. Innovation is the company's principal growth factor. Over 87% of its products have been in existence for five years or less. More than 900 engineers and technicians are engaged in designing new problem solutions at the cleaning equipment manufacturer's development centres.

Innovation has been a key element of the corporate culture ever since the company was set up in 1935. Alfred Kärcher, an engineer with a passion for invention, applied his inexhaustible creative drive and ingenuity to finding solutions to technical problems. Yet he never ignored his responsibility for his employees' needs and concerns. That is why the company has always seen economic success and sustainable development as going hand in hand. Kärcher invests more than the average in research and development, in modern production methods and in high-quality apprenticeships and in-service training for its employees.

Over the past 30 years Kärcher has carried out over 100 cleaning projects on historic monuments, including the colonnades on St. Peter's Square in Rome, the Brandenburg Gate in Berlin, the Statue of Christ in Rio de Janeiro, the over 3,300-year-old Colossi of Memnon in Luxor, Upper Egypt, and the US Presidents' heads on Mount Rushmore, South Dakota. Cleaning is always undertaken in cooperation with monument conservationists, restorers and art historians.

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