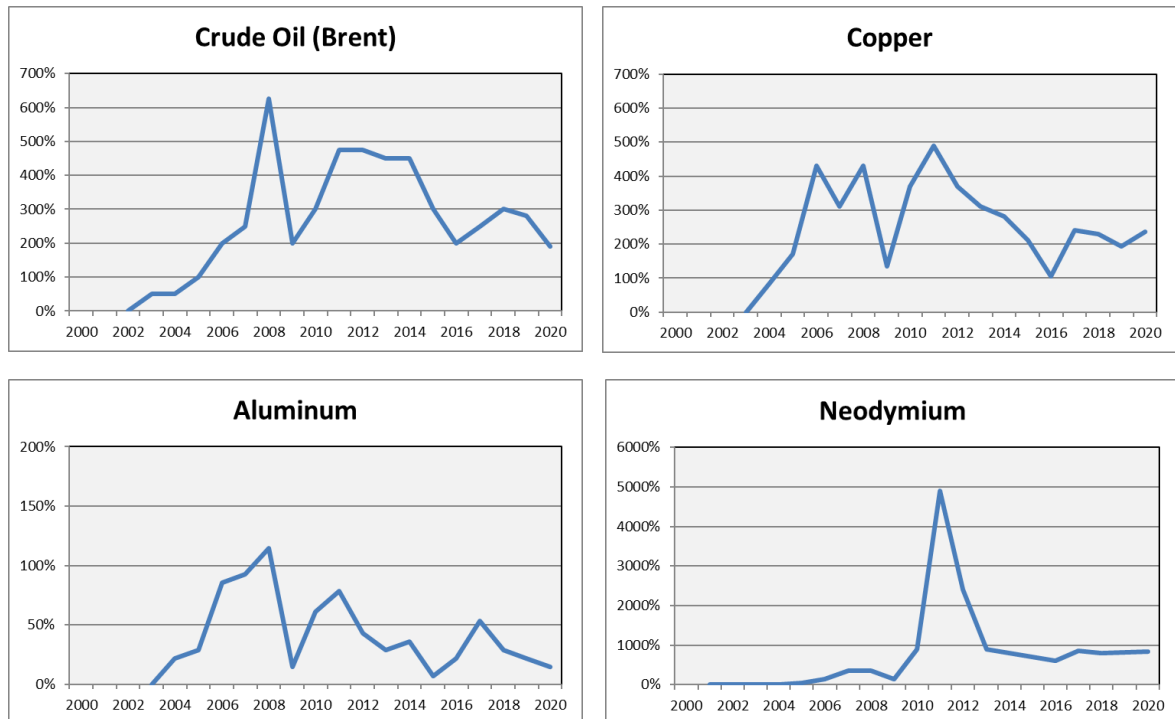


Why Resource Efficiency?

1. The market prices for raw material can change dramatically:



The four examples show the changes of market prices in relation to the lowest price since the year 2000:

- Crude oil (Brent) - energy source and raw material for the plastics industry - increased up to 600 % in relation to the lowest price in 2002.
- Copper - conductor material for the electrical and electronics industry - increased up to 500 %.
- Aluminum - light metal for the car and airplane industry - increased up to 100 %.
- Neodymium - a not substitutable rare metal for magnets - increased up to 5000 % and remained in a range of 800 - 1000 % above the lowest price ever since!

If raw material costs change so dramatically, already a 1 % reduction of the demand for raw material leads to great savings and to important advantages in relation to competitors.

2. Resource efficiency leads generally to significant cost reductions:

- Reduced costs for raw material
- Reduced transportation costs
- Lower effort for handling
- Reduced costs for production
- Reduced costs for storage
- Reduced costs for disposal and waste

In sum, resource efficiency leads to a better position in relation to competitors, and is at the same time an important contribution to sustainability.

We support you to reconcile economy and ecology.