

Press release

Pforzheim, 5 August 2025

Minister Walker honours Witzenmann as a “ZUKUNFTS.LÄND.MACHER” – new headquarters as a visible symbol of sustainable transformation

On 4 August 2025, during her visit to Pforzheim, Baden-Württemberg's Minister for the Environment, Climate and Energy Sector, Thekla Walker, presented Witzenmann GmbH with the “ZUKUNFTS.LÄND.MACHER” award. The visit focused on the company's sustainability strategy and the new headquarters in Buchbusch, Germany – a tangible sign of Witzenmann's transformation and a flagship project for sustainability and innovation.



Baden-Württemberg's Environment Minister Thekla Walker at the construction site of the new Witzenmann Campus (Image source: Witzenmann GmbH).

As part of her summer tour, Thekla Walker, Minister for the Environment, Climate and Energy Sector of Baden-Württemberg, visited the construction site of the Witzenmann Group's new headquarters in Pforzheim's Buchbusch district last Monday. The focus of her visit was the company's holistic sustainability strategy, which is embodied in the new building. "Sustainability and technological progress are key elements of our strategy. The new headquarters combines both, as we digitalise production while operating the building in a climate-neutral manner," emphasised Irene Krings, CFO of

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the Witzenmann Group. With more than 23,000 m² of connected production space, fully electrified operations and forward-looking working environments, the new headquarters exemplifies living transformation.

Sustainability as a strategic core

During the company presentation and a tour of the site, it became clear how consistently sustainability is envisioned and implemented at Witzenmann. The new building will be operated with net zero greenhouse gas emissions. A photovoltaic system with an output of 1.6 MWp and five decentralised storage technologies – part of the integrated “Power-to-X” storage concept – enable a high level of energy autonomy and increase resilience against external energy fluctuations. Combined with smart building technology, digital integration and energy-efficient construction, the result is a headquarters that sets new standards – both technologically and ecologically. The same ambition is evident in the production facilities, including pioneering projects in hydrogen mobility, which Minister Walker was able to experience during a visit to the production facility.

Award for sustainable action

In recognition of this comprehensive commitment, Witzenmann was honoured with the “ZUKUNFTS.LÄND.MACHER” award by the Baden-Württemberg Ministry for the Environment. Minister Walker presented the award to Irene Krings, acknowledging Witzenmann’s contribution to climate, environmental and resource protection. With this recognition, the company joins the ranks of pioneers who see sustainability and innovation as two sides of the same coin – and who are actively bringing this vision to life. Minister Walker’s visit made one thing clear: transformation succeeds where it is approached holistically and firmly embedded in corporate culture.

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The Witzenmann Group

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Images and captions



Caption: Baden-Württemberg's Environment Minister Thekla Walker at the construction site of the new Witzenmann Campus (f. l. t. r.: Florian Götz (Plant Manager Witzenmann Buchbusch), Dr Philipp Schäfer (Head of Sustainability, Environment & Safety), Irene Krings (CFO Finance, Purchasing, Legal), Thekla Walker (Minister for the Environment, Climate and Energy Sector), Matthias Wode (Vice President Facility Management), Jochen Geiger (Vice President Marketing)). **Image source:** Witzenmann GmbH



Caption: With the "ZUKUNFTS.LÄND.MACHER" award, the Ministry for the Environment recognises solutions and projects that demonstrate exceptional commitment to climate protection.

Image source: Witzenmann GmbH



Caption: Witzenmann CFO Irene Krings (right) receives the "ZUKUNFTS.LÄND.MACHER" award from Thekla Walker – Baden-Württemberg's Minister for the Environment, Climate and Energy Sector.

Image source: Witzenmann GmbH

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Caption: Witzenmann Plant Manager Florian Götz (right) guides Minister Thekla Walker through the state-of-the-art production facilities in Buchbusch, Pforzheim.

Image source: Witzenmann GmbH



Caption: Visualisation of the new campus.

Image source: Witzenmann GmbH

Image material is available for download via the following link:

<https://share.followred.com/index.php/s/LXC8QI35DPr3FuN>

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