

Press Release

Frankfurt a. M./Mondsee, 17. 03. 2025

BWT Holding GmbH

Walter-Simmer-Straße 4
A-5310 Mondsee

☎ +43/6232/5011-0

☎ +43/6232/4058

✉ office@bwt.com

www.bwt.com

A Must-Visit Destination: BWT Pearlwater City BWT Welcomes You to Explore the Future of Water Technology

At ISH 2025, Europe's leading water treatment company, BWT, is unveiling an exciting new look and introduces with the "One Pipe Power" innovation - the revolution of the 21st century in the sanitary water industry - a new era in water technology together with installation partners in the sanitary trade and retail. Join BWT on this journey and explore how the company is reshaping the future of water treatment alongside its valued partners.

Frankfurt a. M./Mondsee – "Welcome to BWT's Pearlwater City" greets visitors above the expansive Welcome Area, where BWT's world of innovation unfolds. With a dynamic presence at ISH in Frankfurt—the industry's most significant event for sanitary, heating, and air-conditioning technologies—BWT's 1,500 square meter exhibition stand showcases cutting-edge water innovations, paired with inviting hospitality and framed by vibrant PINK neon lights.

"For BWT, ISH is the most important event in the global water industry," says Andreas Weissenbacher, CEO of BWT Group. "We're excited to present our world-first innovations on this global stage and immerse ourselves in the future of water technology with professionals from around the world. This future has a name: **One Pipe Power Pearlwater**. It's a game-changing technology that offers the softest and tastiest mineralized water from a single pipe—revolutionizing water treatment as we know it. We're confident that our new products and unique stand concept will inspire customers and empower them to become pioneers in water treatment and sanitary technology."

The Game-Changer: One Pipe Power Pearlwater

BWT has achieved the unthinkable: delivering both the softest tastiest mineralized Pearlwater from just one pipe. One Pipe Power Pearlwater provides the perfect balance of water softness and taste, making it a world-first innovation that's set to transform the industry. Drinking water professionals can now offer their customers water with the best taste and exceptional quality, all from a single tap.

A Sensory Experience Like No Other

BWT invites drinking water professionals, architects, builders, hotel developers, planners, and installers to immerse themselves in the benefits of One Pipe Power Pearlwater. Visitors can experience a sensory journey: enjoy the unique taste of mineralized Pearlwater at the BWT Pearlwater Bar, explore interactive stations that highlight the advantages of soft, pearl-like water for health, enjoyment, and savings, and discover the design and convenience of the Pearlwater Mineralizer kitchen set, powered by Mixxo Pro, in the BWT Pearlwater Apartment.

Pearlwater City: A PINK Journey Through Innovation

Pearlwater City offers a colorful, vibrant exploration of water technology in a world framed by pink innovation. Upon entering the expansive Welcome Center, guests can explore Pearlwater City Square, the heart of the exhibit, surrounded by the two-story PerlaMAXX Revolution Building, the Water Innovation Center, the International District, the Pearls Arena, and the stylish Pearlwater Bistro. Spanning over 1,500 square meters, the area is designed for easy navigation, guided by a creative City Pocket Guide. The BWT Event App ensures seamless access to event details, including participation in the Pearlwater Hero Challenge, exciting presentations in the Pearls Arena, and other special experiences throughout the event.

Pearlwater City Highlights

The striking PerlaMAXX Revolution Building, with its impressive product presentations, is the first thing that catches the eye. Guests can explore BWT's world innovation, One Pipe Power Pearlwater, and learn how to offer their customers the softest, tastiest mineralized water from a single pipe. BWT will also showcase a range of water dispenser solutions in the "Best Water Hotel Room" and offer insights into the future of the hotel and top-tier restaurant industries.

The Water Innovation Center highlights BWT's expertise in domestic, building, and industrial technology. This section focuses on the silent heroes of water treatment systems used in cities, hospitals, schools, sports facilities, museums, hotels, and restaurants – often hidden from view but crucial for reliable, pure water. BWT's membrane experts, Fumatech and Fumega, will also be on display.

The International District of Pearlwater City targets global markets outside the DACH region, showcasing BWT's international reach and products. The Pearls Arena invites guests to attend presentations, lectures, and product demonstrations of world-first innovations.

About BWT

The Best Water Technology Group is Europe's leading water technology company. Around 6,500 employees work towards the goal of providing customers from private households, commerce and industry, hotels and municipalities with innovative, economic and ecological water treatment technologies, that guarantee maximum safety, hygiene, health and well-being in the daily use of water. BWT provides modern water treatment systems and services for drinking water, pharmaceutical and process water, heating water, boiler water, water for cooling and air conditioning systems as well as water for swimming pools. All over the world our Research & Development teams, using state-of-the-art methods, work on new processes and materials with the aim of developing ecological and economical products. A key development issue is the reduction in the products' use of operating resources and energy consumption and the resulting minimization of CO2 emissions. The declared goal of BWT is to make perfect quality drinking water available all over the world and to reduce the consumption of single-use plastic bottles. That saves the complex transport, storage and disposal of single use water bottles. BWT pays particular attention to sustainability, social responsibility and the careful use of limited resources in order to leave a beautiful, livable world for future generations – according to the claim: BWT - For You and Planet Blue. Following this vision and claim, BWT is now introducing the One Pipe Power – The world's softest and tastiest mineralized Pearlwater – The game-changing innovation of the 21st century for the sanitary water industry.

More information about the group of companies at www.bwt.com.

Contact:

office@bwt.com

Pictures

Copyright: BWT - Best Water Technology
Reprint free of charge, specimen copy requested.

File	Description	Product Name
1	Pearlwater City Square	On the vibrant Pearlwater City Square visitors taste the difference of tastiest mineralized Pearlwater
2	Pearlwater Hero Challenge	BWT Drinking Water Professionals can participate in a unique challenge and win a Formula 1 weekend in Abu Dhabi
3	One Pipe Power Pearlwater	With One Pipe Power Pearlwater BWT introduces a gamechanging revolution on ISH
4	BWT PerlaMAXX Revolution Building	In the PerlaMAXX Revolution Building visitors can dive into the future of water technology – BWT's One Pipe Power Pearlwater – on two floors

5	Pearlwater Arena	Visitors can join product presentations, key-notes and panel discussions with BWT's water experts
---	------------------	---