

## Press Release

24/10/2014



NORMA Group SE  
Media Relations  
Edisonstraße 4  
63477 Maintal  
Germany

[www.normagroup.com](http://www.normagroup.com)

## NORMA Group launches development aid program NORMA Clean Water in India

**Maintal, Germany/Pune, India, 24 October 2014** – NORMA Group, a global market leader in engineered joining technologies, officially launched the development aid program NORMA Clean Water on 16 October in Pune, India, in the western state of Maharashtra. Among other things, the three-year project seeks to improve water supply and hygiene as well as restore sanitary facilities in 50 schools near by the NORMA Group production facility in Talegaon in the Pune district. “As a good corporate citizen, we want to give back to the communities in which we operate. NORMA Clean Water is directly linked to our core business. Many of our joining products are used in water management,” says Werner Deggim, CEO of NORMA Group.

NORMA Clean Water is a cooperation with the child aid organisation Plan International Germany e.V. Plan International is one of the world's oldest independent child-focused organisations working in 50 countries in Asia, Africa and Latin America and finances sustainable self-help projects by means of sponsorships, donations, public funds and corporate cooperation. About 14,000 girls, boys and teachers in 50 schools across urban and rural communities in the Pune district will benefit from better water supply and sanitary infrastructure and learn about the importance of hygiene. Part of the project will be the use of joining technology products of NORMA Group, which has continually expanded its activities in water management over the years. In addition, NORMA employees on site, for instance as part of corporate volunteering, and globally will be involved in the project.

“To this day, over 60 percent of the rural population in India have no access to proper sanitary infrastructure and piped water. Poor hygiene and the lack of privacy prevent particularly teenage girls to continue attending school,” says Maike Röttger, Head of Plan International Germany e.V. That is why NORMA Group’s financial support goes beyond building water supply systems and separate sanitary facilities for boys and girls and also focuses on hygiene education in order to bring about a behavioural change so that children, teachers and parents use water more responsibly. In hygiene trainings, they learn that it is important to properly wash their hands, regularly clean the sanitary facilities and use clean water to effectively prevent diseases. The girls and boys also engage in children’s and youth clubs where they seek to implement better hygiene in their environment. “We are happy that NORMA Group supports this measure and improves the health of children and families with NORMA Clean Water. This project enables particularly girls to attend school,” says Maike Röttger.

NORMA Group is historically committed to support communities in which the company operates via social projects to strengthen the neighbourhoods in which the company is located. NORMA Group has been operating in India since 2008.

## Press Release

24/10/2014



NORMA Group SE  
Media Relations  
Edisonstraße 4  
63477 Maintal  
Germany

[www.normagroup.com](http://www.normagroup.com)

More information on NORMA Group's community engagement is available at [www.normagroup.com/cr](http://www.normagroup.com/cr). Press photos are available from our platform on [www.normagroup.com/images](http://www.normagroup.com/images). More information on Plan International Germany is available at [www.plan-deutschland.de](http://www.plan-deutschland.de) and [www.facebook.com/plandeutschland](https://www.facebook.com/plandeutschland).

### Contact

NORMA Group SE  
Daphne Recker  
Media Relations  
E-mail: [daphne.recker@normagroup.com](mailto:daphne.recker@normagroup.com)  
Tel: +49 (0)6181 - 6102 743

### About NORMA Group

NORMA Group is an international market and technology leader in engineered joining technology. The company manufactures a wide range of innovative joining technology solutions in three product categories (clamp, connect and fluid) and offers more than 30,000 high-quality products and solutions to around 10,000 customers in 100 countries. NORMA Group joining products can be found in vehicles, ships, trains, aircraft, domestic appliances, engines and plumbing systems as well as in applications for the pharmaceutical and biotechnology industry. The company generated sales of around EUR 636 million in 2013. With around 5,000 employees, NORMA Group operates a global network of 21 production facilities as well as numerous sales and distribution sites across Europe, the Americas, and Asia-Pacific. Since April 2011, NORMA Group is listed on the German stock exchange and included in the MDAX index since March 2013.

### About Plan International Germany

Plan International Germany has been awarded several prizes for its transparency in fundraising. In 2012, the child-focused organisation twice reached first position: in the transparency award of PwC and in an analysis of the economy magazine Capital. Plan International, one of the world's oldest independent child-focused organisations, is working in 50 countries in Asia, Africa and Latin America and finances sustainable self-help projects by means of sponsorships, donations, public funds and corporate cooperation. Through the "Because I am a Girl" campaign, Plan is strengthening the rights of girls and has induced the UNO to recognize the International Day of the Girl Child on October 11th. Plan International Germany has been conferred the donation seal of the German Central Institute for Social Affairs (DZI). Due to its commitment in development cooperation, Plan was awarded the Walter-Scheel-Preis of the German Federal Ministry for Economic Cooperation and Development in 2011.