

Masterflex SE transforms business model to circular economy by 2035 with future strategy Hero@Zero

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As an innovation leader, Masterflex SE is gradually transforming its hose and connection systems business into a circular economy by 2035. As part of the new, groundbreaking "Hero@Zero" strategy for the future, the consumption of resources is to be continuously reduced and eco-efficiency increased in all areas of the company. In this way, Masterflex aims to make a verifiable positive contribution to the quality of life of future generations.

Realizing the Hero@Zero vision means designing and manufacturing hose and connector systems that can be taken back, recycled and reused after use. A revolutionary approach that minimizes resource consumption and significantly reduces the carbon footprint of Masterflex Group products for customers.

For customers, the closed-loop hoses and connection systems mean greater efficiency and less waste. On the other hand, they have the opportunity to adapt to expected future regulations at an early stage.

For Masterflex SE, in addition to the ecological benefits, this step means even greater customer loyalty and the expansion of the business model to include services relating to digitized connection technology with predictable sales revenues and reduced resource consumption.

Dr. Andreas Bastin, CEO of Masterflex SE: "With Hero@Zero, we are setting new standards in the hose and connector industry. We are committed to making our products more sustainable while enhancing the high quality and performance our customers expect. By moving towards a circular economy, we are actively contributing to the protection of our environment, becoming more efficient ourselves and making a significant contribution to the sustainability and profitability of our customers."

For more information on Hero@Zero, please visit our news section at <https://www.masterflexgroup.com/media/latest-news/>

About Masterflex Group:

The Masterflex Group is the specialist for the development and production of sophisticated connection and hose systems. With 14 operating units in Europe, America and Asia, the Group has a virtually global presence. Its growth is driven by internationalization, innovation, operational excellence and digitalization. Masterflex shares (ISIN DE0005492938, WKN 549293) have been listed in the Prime Standard of the German Stock Exchange since 2000.

PRESS RELEASE



Masterflex Group

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