

THE
NATURAL
CHOICE™



DESIGN
TECHNOLOGY
ENVIRONMENT

WIDEX®
HIGH DEFINITION HEARING



THE **NATURAL** CHOICE

ENVIRONMENT

Widex has made a promise to the hearing impaired. It is to produce high quality hearing aids that give people with hearing loss the same opportunities for communication as those with normal hearing.

The company is achieving this by employing the most natural solutions across environmentally friendly working practices, technology and design. The most important element is giving users natural and understandable sound reproduction.

Widex has made a commitment to producing its hearing aids in the most eco-aware way possible. To this end it has invested in a brand new, CO₂ neutral manufacturing and headquarters building – making Widex® hearing aids some of the greenest on the market.

Widex the **NATURAL** choice. The **ONLY** choice.

THE FIRST **CO₂** NEUTRAL HEARING AID MANUFACTURER

Widex' new headquarters is a prime example of an environmentally friendly building. It combines the use of renewable energy with the maximum recovery of energy – thanks largely to a special groundwater central heating system that is the first and largest of its kind in Denmark.

Revolutionary eco-technology used in the construction includes a geothermal system, where groundwater is used like a heat reservoir, and a windmill on the site will deliver more power annually than Widex uses in total. This makes the new Widex building totally carbon neutral.

Other features of the building are also green in character. For example, the building is equipped with a total of 20,000 solar cells spread out over 600m², and the rainwater from the roof is collected and used for waste disposal.





HEAT FROM THE EARTH

Widex' new headquarters employs a special geothermal system – the first of its kind in Denmark.

This system, where groundwater is used like a heat reservoir, means that excess heat in the summer can be stored and used when needed in the winter. It is much more effective than traditional heating systems and reduces CO₂ emissions by seventy percent. This is the equivalent of 700 tonnes of CO₂ a year or the emissions from 250 gas-heated houses.

- In the summer, water is drawn up from cold water wells to provide cooling for the whole building.



- Similarly, in the winter, warm water is drawn up to heat the building.





ENERGY FROM THE WIND

Thanks to the geothermal system, oil and gas are not installed in the Widex building. A certain amount of power is needed to operate the pumps of the system, and Widex has therefore constructed a 100 m tall windmill on the premises. The windmill produces 3.4 million kWh a year, making Widex a CO₂ neutral company.

The windmill delivers more power annually than Widex uses in total. This means that excess power can be delivered to the electricity grid and provide a CO₂-free energy contribution to the local area. The windmill replaces almost 1,900 tonnes of CO₂ a year, the equivalent of the electricity consumption of 650 houses (without heating).

THE NATURAL ENVIRONMENT

Widex' commitment to producing its hearing aids in the most environmentally friendly way possible is not only in the best interests of the company and employees, but more importantly for the benefit of the wider community.

For example, the entire manufacturing process – from research and development, production and assembly, to testing and packaging – takes place locally in Denmark. This reduces our dependence on transportation and other costs.

This is not just good business sense, but has clear environmental advantages as well. Naturally.

Widex hearing aids are green – and red, blue, pink...



THE NATURAL CHOICE™



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