innovative & secure
into the future.

Introduction of truu as a leading provider of water purification and air cleaning technologies: vision, research, growth through customer recommendations and service guarantee. The article conveys the central company arguments for conversations with interested parties.

Our vision.

Our vision is a better life with perfect water, in its most original form, available to everyone on this planet, ecologically, sustainably, truu.

to truu

truu is one of the leading providers of high-quality filter systems and innovative air cleaning technologies. With the water purification systems truu home, truu mobile and truu fountain as well as the long-lasting coatings of the truu original air series, the company offers products that provide pure, contaminant-free water as well as hygienically clean room air and contact surfaces.

Development & research in-house.

Through our internal development & research department, the products at truu are constantly optimized and further developed, so that we continue to meet our claim as market leader in the future.

Customer recommendations secure growth.

Our end product is a satisfied customer who uses our product, gains profits from it, and successfully recommends it to others. Thanks to recommendations from satisfied customers, our growth is secured. This is reflected, among other things, in the "Focus & Statista Growth Champion 2021 - Top 500 Germany" ranking. Here, truu ranks 27th. Among the growth champions in machinery and plant engineering, truu even ranks 2nd.

With this, we have increased significantly compared to the previous year (2020: rank 76 and 5 respectively). Focus Business has been honoring companies for six years whose revenue has grown particularly strongly in recent years. In the Financial Times, truu also ranked 154th

among the top 1,000 companies in Europe in 2021.

33,000 customers cannot be wrong.
By now, over 33,000 customers drink truu original water. Customers got to know our water at a water information session. Afterwards, they were able to convince themselves of the quality and effect in a 7-day drinking study. At truu, no one has to buy a pig in a poke; quite the opposite-we want everyone to test the product thoroughly before deciding to purchase. Fair & transparent, because that is the foundation for honest recommendations.

Our service technicians guarantee our promise.
Thanks to our own service technicians, we can offer our customers an extended warranty of up to 30 years beyond the statutory warranty period. The prerequisite for this is that annual customer service and filter changes are carried out by our technicians. Therefore, service is an important second pillar for truu alongside sales, because through filter changes over the next 29 years, we now have over 150,000,000 € in our order books that only need to be processed, and we are therefore also one of the most crisis-proof companies in Europe.

It's good.
to be truu.