

Tomorrow's Workforce

Buderus Edelstahl sponsors sports clubs in the region

The reputation of Buderus Edelstahl rests both on the quality of its products, its customer focus and its market success, and on the fact that Buderus Edelstahl has traditionally been committed in numerous ways to Wetzlar and the Central Hesse region – the company's main operational base. Buderus Edelstahl has now donated € 1,500 each to 10 sports clubs in and around Wetzlar.

Groundwork for youth

Buderus Edelstahl's sponsorship extends to cultural as well as social and sporting ac-



SV Hermannstein sports club

tivities. Some examples are its support for the global generational artwork of the forging artist Andreas Rimkus, for clinics and nursery schools, and for the handball Federal League club HSG Wetzlar. This new sponsorship for clubs is intended principally to promote groundwork for youth. The money benefits clubs where much can be achieved with relatively little funding. They were suggested not by management, but by the workers themselves.

Location marketing is a factor in economic success

Funding is provided not solely for charitable motives. It is rather part of location marketing, seeking to make Buderus Edelstahl more attractive as a company and as an employer. This initiative is targeted mainly at young people, since Buderus Edelstahl is naturally interested in attracting qualified young people as employees

long-term. To that extent, promoting junior talent by programmes such as sports sponsorship is also succession planning for the company. Regional focus is re-emerging as an important factor precisely in globalised markets. That is how director Jens Mohr sees it, "Although our company is thoroughly international, we remain very rooted in our region. Only with enthusiastic employees and acceptance in the community can we continue to provide the outstanding products and services that have earned our excellent reputation with our customers. And ultimately, it is satisfied customers placing the next order with Buderus Edelstahl that ensure employment and income in the region. As Wetzlar's largest industrial employer, we discharge our responsibility not only in a purely economic sense, but we are also increasingly committed to selected public projects."

TUS Niedershausen sports club (left, SC Gladenbach sports club (bottom left), TUS Naunheim sports club (bottom right)





TV ABLar sports club



The Lahn-Dill wheelchair sports club fan club

“A donation is priceless”

What can be achieved with a relatively modest sum with clubs is shown by the effusive response. Angelika Ferber, deputy handball department manager at the ABLar sports club, “We have devoted ourselves principally to youth work, and want to get the kids off the street. So we put our heart and soul into this work. Buderus Edelstahl’s support is priceless. The club could not survive without donations like this. We have used it to buy a complete new set of kit and balls for youth teams. Of course we will then also appear under the Buderus Edelstahl banner at home games”.

“Unique in the club’s history”

It was Fritz Jacobs, Logistics Manager at Strieder Stahllogistik, a Buderus Edelstahl contractor, who suggested sponsoring the TUS Niedershausen youth sports club. “The club was overwhelmed when they received

the money. Nothing like that has ever happened in their history. We can equip three complete youth teams with the money. Some of our old kit was more than 10 years old. And there are also Buderus Edelstahl employees living in Löhnberg-Niedershausen-Obershausen, who are also members of the club, or their children are. So this creates an additional bond with the company”

The sponsored clubs:

TV ABLar sports club, TUS Niedershausen sports club, Lahn-Dill wheelchair sports club, Lahn-Dill wheelchair sports club fan club, KSG Bieber sports club, Dilltal handball club, TUS Naunheim sports club, SV Hermannstein sports club, SC Gladenbach sports club, Wetzlar swimming club

Lahn-Dill wheelchair sports club



Dilltal handball club



KSG Bieber sports club

Wetzlar swimming club (above)

