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E.G.O.-Group starts a worldwide tree planting campaign.

One seedling per employee and site. Dirk Schallock, Chairman of the Management Board of the E.G.O.-Group (E.G.O.), keeps this promise together with his colleague Thomas Kohlbauer in the Oberderdinger Forest. A total of 5,600 trees will be planted worldwide in the household appliance supplier's campaign.

Oberderdingen | Pick up the shovels for the worldwide tree planting campaign of the E.G.O.-Group! "I am very pleased that we are becoming active and can symbolically fire the starting signal," says Dirk Schallock, Chairman of the Management Board of the E.G.O.-Group. A tree is the symbol of the new E.G.O. company strategy. The campaign also demonstrates the connection between strategy and sustainability with each employee, adds the leader of E.G.O. A total of 5,600 tree seedlings will be planted at the 20 production and sales sites - one for each employee, which may vary according to region and country.

The start in the Oberderdinger Forest

With around 1,500 Douglas fir seedlings and 100 black walnut seedlings, forest workers have reforested the 7,000 m² area in the Oberderdinger Forest. Initially, the idea was quite different. E.G.O. was planning on having employees and families grab shovels and plant trees. "Unfortunately, the Covid-19 pandemic put a damper on our plans," Schallock regrets while thanking the community and the forest workers who helped out. "But postponed is not canceled," he adds. The "E.G.O. Forest" in Oberderdingen will continue to grow on behalf of all employees who are not able to carry out the campaign at their sites - but probably not for another year. Due to the growing conditions in the Kraichgau region, the head forester Michael Deschner recommends planting forest trees in autumn.

Oberderdingen's mayor Thomas Nowitzki likes the campaign: "The tree planting campaign is a great idea of the E.G.O.-Group. We are pleased that it does something good for the community forest and at the same time strengthens the employees' connection to nature at the Oberderdingen site."

“Preserving and improving the environment for future generations is also an important part of our corporate strategy,” Schallock continues. Trees improve the climate and should help to minimize the CO2 footprint of the E.G.O.-Group. Locally on-site and around the world.



BU: Dirk Schallock, Chairman of the Management Board of the E.G.O.-Group, Thomas Kohlbauer, as well as Oberderdingen mayor Thomas Nowitzki and forester Michael Deschner.
(Photo: E.G.O.)

About the E.G.O.-Group

The E.G.O.-Group, with its headquarters in Oberderdingen, south-west Germany, is known as one of the world's leading suppliers for household appliances manufacturers. In considerably more than half of all cases, people around the world who cook with electricity or gas will do so using technology or products from E.G.O. It all began around 90 years ago, when company founder Karl Fischer developed the first series-ready electric hotplate. What's more, the “core values” summed up in the words made by E.G.O., are found not only in the stove, but also in washing machines, driers, refrigerators and many other household appliances and commercial machines. The supplier covers four different fields of activity with its technologies and products: Heating, controlling, converting and connecting. The E.G.O.-Group employs around 5,600 people worldwide in 20 distribution and production companies in 17 different countries. Employees' drive: Innovations that make people's everyday life easier, create benefits and conserve natural resources. In 2019, the group generated around 603 million euros in turnover. More information is available on the website www.egoproducts.com.
The E.G.O.-Group is a member of BLANC & FISCHER Family Holding.

Contact:
Christine Metz
E.G.O. Elektro-Gerätebau GmbH
Managing Director / Head of Corporate Communications
Blanc-und-Fischer-Platz 1-3
D-75038 Oberderdingen
Telefon + 49 (07045) 45-67831
E-Mail: Christine.Metz@egoproducts.com