



Kieback&Peter

PRESS RELEASE

Kieback&Peter is the new main sponsor of Füchse Berlin

Berlin, 20.07.2023: Kieback&Peter is the official main and jersey sponsor of Füchse Berlin. The world's most sustainable handball club and the pioneer of building automation have sealed a groundbreaking cooperation based on shared values and visions for the future. The cooperation is initially valid for 5 years.

Christoph Ritzkat, CEO of Kieback&Peter: "Kieback&Peter and Füchse Berlin are characterised by their strong focus on future-relevant topics in the context of sustainability. In their respective fields, both partners are considered pioneers and set standards in climate protection, health protection and social issues. Handball is a dynamic, fair and family sport where the team is in the foreground. These are also the values that define us as a medium-sized family business. We look forward to this inspiring partnership and support the Füchse on their way to their first German championship title!"

"We are of course delighted," emphasises Bob Hanning, managing director of Füchse Berlin, and continues: "It is great that such a large and strong Berlin company is involved in sport. Kieback&Peter, with its themes of sustainability, development and identification, fits in with the Füchse like hardly any other company. Having the club in safe hands for the next five years and developing it further is incredibly important for our location in Berlin. The talks were characterised by trust and common ground. The desire to support young talent and to develop performance unites us like no other partnership."

Technology, sustainability and climate protection in harmony

"As a pioneer in building automation, we live the principle of sustainability," says Christoph Ritzkat, "We are convinced that a company is only successful if it responsibly brings together economic, ecological and social interests with innovative products and solutions."

As a company, Kieback&Peter is committed to the goal of climate neutrality. To achieve this goal, the company offers its customers a CO2 reduction roadmap, which enables them to decarbonise their buildings quickly and sustainably, thus reducing the building's carbon footprint. Through the use of intelligent building automation solutions, Kieback&Peter and its customers are actively contributing to the fight against climate change and to a more sustainable future.

In the 2022/2023 season, Füchse Berlin have also taken an innovative approach with their sustainability offensive. In the area of ecological sustainability, a CO2 reduction strategy was developed that should lead to Net Zero by 2030. For this purpose, the CO2 footprint of the competitive sports system was recorded, reduction projects identified and set in motion. The remaining CO2 emissions were voluntarily offset with certified climate protection projects and transparently reported and communicated.

Christopher Jahns, Board Member for Sustainability and Development at Füchse Berlin, says: "Füchse Berlin's path with its clear commitment to sustainability is unique in international professional handball. It is important for us that we steadily reduce our CO2 emissions in the coming years with the support of sponsors and supporters. But it is also important to use the emotion of handball and the enthusiasm of our fans to bring everyone along on the path to more climate protection."

About Füchse Berlin

The Füchse Berlin are the professional handball division of the Berlin club "Füchse Berlin Reinickendorf e.V. BTVS von 1891" and have been playing in the Handball Bundesliga - the strongest league in the world - since 2007. Since then, the capital club has won the EHF European League and the EHF Cup three times, most recently in 2023, the Club World Championship twice and the DHB Cup in 2014. With a total of 15 German championship titles in the youth sector, Füchse Berlin stand for the most successful youth work in Germany and train their own Bundesliga professionals year after year. Since the 2022/23 season, Füchse Berlin have also been committed to sustainability and are the first certified handball club in the world.

About Kieback&Peter

As a Smart Building Solutioneer, Kieback&Peter GmbH & Co. KG combines intelligent building technology, data-based services, and multiple synergy effects to create sustainable solutions. Founded in 1927 in Berlin, the family-owned company with approximately 1,500 employees and 50 locations worldwide thus secures and expands the value of buildings and business models. The result is a real-terms gain with regard to climate and health protection, safety, and social participation.

Kieback&Peter takes care of prestigious national and international projects such as the Cube in Berlin, Charles de Gaulle Airport in Paris, and the Mercedes-Benz engine plant in Beijing.

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