



Kieback&Peter

PRESS RELEASE

DIVERSITY IN SPORT

Kieback&Peter becomes official main sponsor of the women's handball team SPREEFÜXXE

Berlin, 09.02.2024 - SPREEFÜXXE has a new platinum partner at its side: Kieback&Peter, the main sponsor of the Füchse Berlin and expert in building automation, is increasing its commitment from the 2024/25 season by also supporting the Füchse Berlin women's handball team. This partnership marks an important milestone in the 2nd Women's Handball Bundesliga and is a strong support for the coming years.

A meaningful partnership

The collaboration between Kieback&Peter and the SPREEFÜXXE is all about diversity in sport. The partnership not only aims to promote the team's sporting achievements, but also to create an environment that strengthens diversity and equal opportunities for women in sport. The partnership was announced during the game between Füchse Berlin (men's team) and SG Flensburg-Handewitt on 8 February at the Kieback&Peter Presenter Day in the Max-Schmeling-Halle. The announcement was made during the half-time break by Christoph Ritzkat (Managing Director of Kieback&Peter) together with Bob Hanning (Managing Director of Füchse Berlin) and Britta Lorenz (Manager of SPREEFÜXXE).

"Our values of integration, teamwork and diversity are perfectly aligned with those of the club. We are delighted to support the SPREEFÜXXE on their way to the 1st Handball Bundesliga. Promoting diversity and equality in sport is particularly important to us," says Christoph Ritzkat.

The SPREEFÜXXE are also delighted with the new partnership. "Kieback&Peter shares our vision of a diverse sports community," says Britta Lorenz, Managing Director of SPREEFÜXXE. "With their commitment to Füchse Berlin and their new

involvement with SPREEFÜXXE, they are demonstrating their dedication to the club and to handball. With such a competent and sustainable partner, we are confident that we will be able to achieve our goal of promotion to the 1st Bundesliga in the medium term".

Together for a better future

The platinum partnership between Berlin-based Kieback&Peter and the SPREEFÜXXE is an important step for the club and a sign of how companies can fulfil their social responsibility and support sport at a local level.

"Through this partnership, Kieback&Peter is sending a strong signal that equality, diversity and social commitment are an integral part of our common future. We are therefore delighted that the women in the organisation are now also being supported. We are proud to have Kieback&Peter as our partner and wish our handball women every success on their way to the 1st Bundesliga," says Bob Hanning, Managing Director of Füchse Berlin.

Images are available for download: [Images of the announcement](#)
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About SPREEFÜXXE

Although the SPREEFÜXXE Berlin only officially started playing in 2011, their success story is remarkable. The women's team of Füchse Berlin currently play in the second division of the German Bundesliga and play their home games in the Sporthalle Charlottenburg. This hall, also known as the "Fuxxbau", seats 2,200 spectators and is located on Sömmeringstraße in Berlin-Charlottenburg.

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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