

Sartorius participates in initiative for promoting tolerance and openness to the world

- Initiative goes by the motto "Made in Germany – Made by Diversity"
- Around 50 companies among the participants

Göttingen, March 26, 2019 – Going by the motto "Made in Germany – Made by Diversity," Sartorius and around other 50 companies advocate more tolerance and openness to the world. The objective of this joint initiative is to send a clear signal for more tolerance and against xenophobia. At the focus of the campaign is an advertisement depicting this motto. What matters is not where people come from, but rather living and working in peaceful and tolerant coexistence.

"At Sartorius, employees from 77 nations work together. Alone at our site in Göttingen, Germany, people from 42 countries collaborate as a team. We earn around 87% of our sales revenue outside Germany, and our diversity is one of the pillars of our success because talent, integrity and motivation are not national traits. That is why we welcome this initiative of making a strong gesture of goodwill to promote openness to the world and are pleased to join in," stated Petra Kirchhoff, Head of Sartorius Corporate Communications.

The idea came about at the initiative of Dr. Timm Mittelsten Scheid, partner at Vorwerk and member of the Vorwerk owner family. "The subject is of great personal interest to me. I think it's important for the economy to send a clear message in these times of socio-political debate," says Dr. Timm Mittelsten Scheid, explaining his commitment. "That's why I'm all the more happy that this idea has met with such a positive response among German family-run businesses."

This joint communication campaign covers publication of an advertisement in selected print media and on billboards in 15 cities throughout Germany. The advertisement will be published starting on March 26. It will appear in selected German-language dailies, including Handelsblatt, Süddeutsche Zeitung, Frankfurter Allgemeine Zeitung and WELT, and in the publications of one of Germany's prime media groups, Funke Mediengruppe, as well as in further German magazines, among them Bunte, Focus and Cicero. Moreover, the advertisement will be seen on various billboards and posters not only in Germany's ten largest cities, but also in the country's major cities of Hanover, Lübeck, Bielefeld and Mannheim.

The roster of companies participating in this initiative is given in alphabetical order: ACEG, B. Braun, Baerlocher, Bahlsen, Berner Group, Beumer Group, Boehringer Ingelheim, BPW Bergische Achsen KG, Brose, Claas, Deichmann, Dräger, emz, fritz-kola, Funke Mediengruppe, Giesecke + Devrient, Gira, Hansa-Flex, Henkel, Hipp, Horsch, Hubert Burda Media, Jägermeister, Kienbaum, Klett, Kostal, Krone, Lemken, Lindner, Marquard & Bahls, Messer Group, Metzler, Murtfeldt, Nolte Küchen, ODDO BHF, Oetker-Gruppe, Röchling, Sartorius, Sennheiser, SMS group, Stihl, Ströer, Südvers, Trigema, Vaillant, Vorwerk, Werksviertel Mitte, Wörwag and Würth.

A Profile of Sartorius

The Sartorius Group is a leading international partner of biopharmaceutical research and the industry. With innovative laboratory instruments and consumables, the Group's Lab Products & Services Division concentrates on serving the needs of laboratories performing research and quality control at pharma and biopharma companies and those of academic research institutes. The Bioprocess Solutions Division with its broad product portfolio focusing on single-use solutions helps customers to manufacture biotech medications and vaccines safely and efficiently. The Group has been annually growing by double digits on average and has been regularly expanding its portfolio by acquisitions of complementary technologies. In fiscal 2018, Sartorius earned sales revenue of more than 1.6 billion euros. Currently, more than 8,100 people work at the Group's approximately 60 manufacturing and sales sites, serving customers around the globe.

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