

JUNG since 1828 GmbH & Co KG - Press Release

Text
Updated

JUNG since 1828 Bee Sponsorship
September 2019

Bee happy, save nature – JUNG since 1828 starts a sustainable bee project

The rooftop of JUNG since 1828's company building is humming and buzzing since two new bee colonies were introduced on September 4, 2019. In its consistent commitment to greater species protection and sustainability, this bee sponsorship, in cooperation with the award-winning initiative "nearBees – Honig von nebenan", represents the latest contribution from the manufacturer renowned for its tasty promotional products.

Both Managing Directors, Arne P. Bender and Dennis Dennig, gave their new "staff" a warm welcome. "We are excited to welcome our 60,000 diligent new employees, thereby making a valuable contribution to the preservation of our native honeybee", Dennis Dennig said.

Because the world needs the bee

Only 13 millimetres in size, the honeybee may not be the largest animal in the world, however its global significance is huge. As a pollinator for over 70 percent of all plant types, it ensures the diversity of our flourishing nature, and thereby the nutritional basis of people and animals around the world. In return, humans have to protect them, help them, and ensure that they are doing as well as possible.

An important step is the establishment and care of new native bee colonies so that the bee population in Germany can grow again. JUNG since 1828 has dedicated itself to this goal. The two new beehives on the JUNG company premises is the first step. There is an abundance of meadows, fields and orchards in the surrounding area that serve as a rich pasture for the bees. Assisted by an experienced beekeeper, everything is done to ensure that the busy nectar collectors are comfortable and that they are developing as best they can. "A positive side-effect is that JUNG will also have its own honey. Natural, delicious and sustainable, we really look forward to it", says Dennis Dennig.

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Photo: Dennis Dennig, Arne P. Bender and the beekeeper Markus Sautter on the rooftop of the JUNG headquarter in Vaihingen/Enz