



## PRESS RELEASE

**Vauth-Sagel signs contract: 100,000 trees for “Plant-for-the-Planet”**

### **Great support for a great idea!**

*Erkeln, April, 25<sup>th</sup>, 2022* – To commemorate “Arbor Day”, the Vauth-Sagel company signed a contract that stipulates an extraordinary commitment on a considerable scale to an initiative that is unique in the world: “Plant-for-the-Planet” aims to plant 1,000 billion new trees around the world by 2030. Vauth-Sagel is committed to helping achieve this goal. The project was first supported during the leading international trade fair “interzum 2021” – now the commitment is being taken to the next level.

The idea fits perfectly with an important cornerstone of the Vauth-Sagel corporate philosophy. Since the company was founded in 1962, sustainability has not only been an important goal, but a matter of course. “It is increasingly influencing day-to-day decisions. Because together with our target-oriented product development and forward-looking corporate policy, the conscious treatment of people and the environment represents one of the pillars of Vauth-Sagel's success,” says Managing Director Claus Sagel.

“Made in Germany” is not only a promise of quality at the product level; it also means reliability, the continuous optimization of all processes, and an incentive to achieve something of ecological and sustainable value. The “Plant-for-the-Planet” initiative of the young visionary Felix Finkbeiner contributes precisely to this set of values of the company. Because the climate crisis is the biggest crisis of mankind and it is time to act now! Trees are the cheapest and most effective way to store CO<sub>2</sub>. And because planting 1,000 billion new trees by 2030 is an ambitious undertaking, Vauth-Sagel is very happy to support this campaign. Vauth-Sagel's declared goal is at least 100,000 trees worldwide – reforestation projects are to be supported in the company's core markets in particular.



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### **Background:**

As a 9-year-old, Felix Finkbeiner (23) sketched out his vision during a school presentation: let's plant a million trees in every country on earth. This gave rise to the Trillion Tree Campaign. To date, over 91,000 children from 75 countries have embraced Felix's idea and are involved with Plant-for-the-Planet as ambassadors for climate justice. A specially developed app helps them fund trees through donations. In 2018, Finkbeiner received the German Federal Cross of Merit for his commitment. He is currently pursuing a PhD at the Swiss Federal Institute of Technology (ETH), Zurich and is investigating the potential of global reforestation.

### **VAUTH-SAGEL:**

*Contemporary and innovative storage solutions. This is the essence of what Vauth-Sagel has stood for for almost 60 years. The owner-managed family company focuses on people's desire for the highest-possible level of comfort in all of its system components. The competence areas of development, production and sales are geared towards this - day after day. The core competencies in the kitchen and furniture industry have long since been transferred to modern living components. And that motivates the more than 1,000 employees to produce more than 85 million products with the quality mark "Made in Germany" every year. In addition to many years of cross-material expertise, there are other features that ensure that Vauth-Sagel's global customers are that decisive step ahead: "Creating high-quality system solutions for living spaces. And doing that for everyone" - this promise is based on forward-looking impulses in product design and equipment. That is what Vauth-Sagel is all about.*

### **VAUTH-SAGEL MEDIA DEPARTMENT**

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