Press release

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Collaboration with successful coach to commence in January 2023

Jürgen Klopp is fischer's new Brand Ambassador, returning to his home

fischerwerke GmbH & Co. KG
Corporate Communications

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The long-term collaboration between the successful coach and fischer will commence on 1 January 2023. One of the most recognisable faces of the world of football is thereby returning to his roots, as Jürgen Klopp grew up near fischer's headquarters. His father worked for the family business from Waldachtal in the Northern Black Forest for almost 35 years. The new partnership brings the story to a full circle.

The FIFA World Coach of 2019 and 2020 is coming home. "The partnership with fischer is no conventional collaboration; it's a matter close to my heart", Jürgen Klopp states. The fischer Group of Companies has played a big role in his life since childhood, as Jürgen Klopp's father, Norbert Klopp, worked in fischer's field service for almost 35 years up until 1998.

"It is a great pleasure and honour for our company to gain one of the world's best football coaches and one of football's most popular personalities as a Brand Ambassador", Prof Klaus Fischer states. "With his exemplary mindset, his values and professionalism he fits perfectly into our team and therefore into our fischer family".

Jürgen Klopp and Prof Klaus Fischer never lost touch over the years. A framed football jersey signed by Jürgen Klopp hangs in front of Prof Fischer's office, signed “For Klaus from Kloppo”. Next to it is a smiley drawn by hand by the coach, who won multiple national and international titles with his previous club, Borussia Dortmund, and his current club, Liverpool FC.

The longer-term collaboration will officially commence on a national and international scale on 1 January 2023. Jürgen Klopp already visited the company together with his wife Ulla yesterday (Monday, 19 September 2022) and was introduced to the company by Prof Fischer. They subsequently had a joint lunch in the company restaurant surrounded by members of staff. “It’s a bit like coming home for me”, Jürgen Klopp says. And so the story comes to a full circle.

Image caption:

Image 1:
Happy faces: Successful coach Jürgen Klopp, the new brand ambassador of the fischer Group of Companies, and company owner Prof Klaus Fischer.

Image: fischer

The fischer Group of Companies

The fischer Group of Companies, headquartered in Waldachtal in Germany's northern Black Forest, generated sales of 988 million euro in 2021 with a worldwide staff of 5,400 employees. The family-owned company operates 50 subsidiaries in 38 countries and exports to more than 120 countries. It includes the five divisions: fischer fixing systems, fischer Automotive, fischertechnik, fischer Consulting and fischer Electronic Solutions.

fischer fixing systems is the technological market leader in key areas of fixing technology. fischer offers products that deliver technical perfection to a wide range of customers, from do-it-yourselfers to tradespeople to key account partners.

fischer Automotive manufactures high-quality parts for vehicle interiors. The company is highly competent in the plastics processing segment and is an important partner for the automotive industry. Its range of products includes air vents, cup holders, trays and multi-function components.

With its construction kits, fischertechnik is active in both the toymaking and the educational sector. fischertechnik is one of the last remaining toy makers to exclusively develop and produce in Germany.

fischer Consulting evolved from the competence developed in the company itself, which includes the fischer ProcessSystem with its central aim of permanent improvement for the ultimate benefit of the customer. fischer Consulting advises small and medium-sized businesses, government agencies and major companies on their path towards lean and efficient processes.

fischer Electronic Solutions develops and manufactures electronic solutions including product and system developments based on the latest technology as well as custom production orders processed in the company's own production facilities. As an experienced provider of development and production services for custom systems such as multi-touch solutions made of glass and the corresponding controller units, fischer Electronic Solutions forms the perfect link between the customer and the final product.

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