

Bad Soden, Germany, 26 March 2019

Family businesses jointly take a stance for open-mindedness and tolerance

The largest family-run industrial gases specialist worldwide, Messer, is involved in the initiative “Made in Germany – Made by Vielfalt” [“Made in Germany – Made by Diversity”] and, together with a total of around 50 German family businesses, is speaking out for open-mindedness and against xenophobia.

Under the brand ‘Messer – Gases for Life’, the industrial gases specialist markets products and services in Europe, Asia and America. Stefan Messer, owner and CEO of Messer Group GmbH, works together with over 11,000 employees worldwide in accordance with defined principles: these include open communication, as well as trust and respect. “As a family business, we are aware of our socio-political responsibility. By participating in the initiative, we are committed to an open culture and we would like to take a stance to promote tolerance and open-mindedness,” emphasised Stefan Messer. **“In doing so, most of our social and business opportunities arise from diversity: we distinguish ourselves in our origin, culture, age, sex and sexual identity, religion and ideology, but we pursue a common corporate objective.”**

The initiative is accompanied by the publication of an advertisement in selected daily newspapers, as well as billboard advertisements in 15 German towns. In the focus is the theme “Made in Germany – Made by Vielfalt” [“Made in Germany – Made by Diversity”]. The advertising text underneath explains the stance of the participating companies: it is not the origin of people that is the decisive factor, but rather a peaceful and tolerant coexistence. The idea for the initiative came from Dr Timm Mittelsten Scheid, one of the owners of Vorwerk and member of the Vorwerk family of entrepreneurs.

In total, 50 family businesses are involved: 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.

<https://newsroom.messergroup.com/en/family-businesses-jointly-take-a-stance-for-open-mindedness-and-tolerance/>

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