

125

years of logistics expertise

Cover story:

pfenning turns 125 years old

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sustainability
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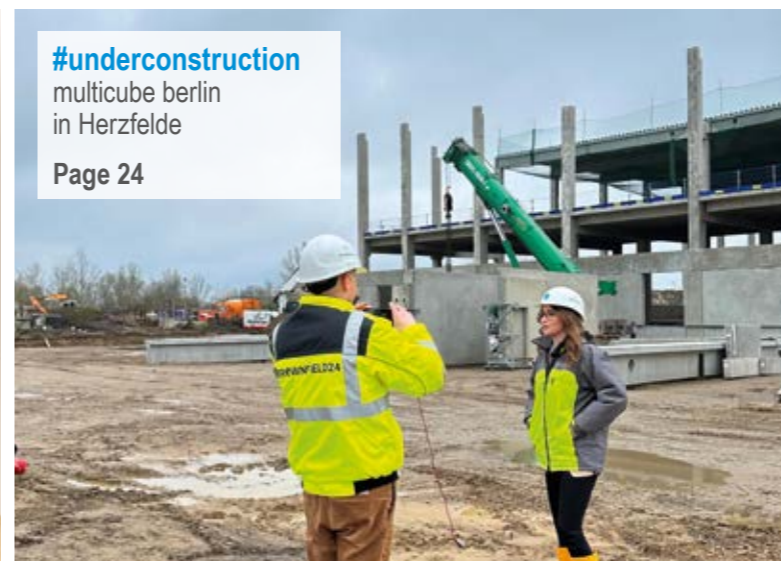
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Members of the pfenning group

LOGISTICS EXPERTISE

pfenning
logistics

HFL
Herbst Frischelogsitik

oelrich
logistics

H.E.L.P.

GILOG

spedition gräfen
logistik

COMPETENCE+

be4work
facility & security

be4work

Cichon
Personalmanagement®

SONIMA

NICK
Kompetenz in Metall

EBERT.AUTOMOBILE
Bensheim | Eberbach | Heidelberg | Weinheim

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MarCom
Integration of the subsidiaries
Page 48

THE ECHO

OF 12 MONTHS IN BRIEF



Dear Readers,

The end of the year is almost upon us again, and as usual it has come quite suddenly and as something of surprise ... But wait a moment – we logisticians actually start preparing for the busiest time of the year shortly before the end of spring. So let's take a look back together at what has been going on at the pfenning group.

And yes, you read that right: I'm talking about the pfenning group, and if you look carefully at this issue, you will also see that we have introduced a logo with the same name, in English as usual. Because our expertise has expanded enormously, especially over the last ten years. We now no longer call ourselves a "contract logistics services provider", but a "provider of full-service supply chain solutions". To be precise, we accompany our clients along the entire value chain and support them sustainably and effectively with their processes.

From the point of view of communications, the biggest highlight was realising the actual age of our group of companies. You probably know from within your own family what the whole business of oral traditions of contemporary witnesses is like. And if meticulous research like the kind we carried out reveals how and when the company actually did start, you find yourself feeling pretty amazed. As we indeed do, because today we can look back on almost 125 years of company history – but you can read more about that in our Highlight Story.

In addition to all these achievements, we were delighted that "Die Deutsche Wirtschaft" included us in its top 20 of all medium-sized companies in Germany that generate sales of up to 1 billion euros. A milestone that we didn't expect, but very much welcomed.

And one more small point before you devote yourself completely to your reading. We have partially integrated our "new team member" ChatGPT in the editorial team of this issue, and are looking forward to your feedback.

Enjoy this issue and have a wonderful Advent season!
Yours, Yeliz Kavak-Küstner
 Chief Editor

Dear Colleagues and Business Partners,

Another challenging and successful year lies behind us, and we would like to take this opportunity to thank you for your tireless support and trust.

2023 was marked by important milestones and further growth decisions for the pfenning group. The successful acquisition of Gräfen and H.E.L.P. further strengthened our logistics expertise and boosted our market position. At the same time, we are delighted that we were able to convince two well-known industrial customers of our logistics expertise, which means that we will soon be putting a warehouse site in Dortmund into operation. GILOG's colleagues in Cologne expanded to Poland with a long-standing customer, and Autowelt Ebert also recorded growth.

Many of you know how many construction sites we have opened. The multicube osthessen logistics centre in Ludwigshafen started partial operations in April. The freshcube osthessen in Bad Hersfeld will soon be opening its doors and welcoming colleagues at HFL-Frischelogistik. Following its completion in the new year, multicube berlin will then be home to our colleagues from the admin centre.

But that's not all. We are also expanding our head office in Heddeshheim, and started the construction work for this a few



The Pfenning family (from left to right): Karl-Martin Pfenning, Marie-Elizabeth Benois, Annika Pfenning, Janina Pfenning, Manuel Pfenning, Rafael Pfenning.

weeks ago. All these investments in the future will support future projects and provide the opportunity to support our business partners in the best possible way.

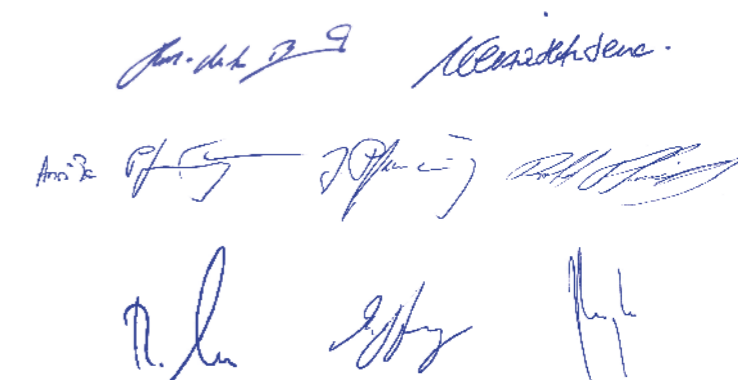
Global developments have shown us yet again how valuable and irreplaceable you all are. Every single one of you has demonstrated perseverance, dedication and professionalism in difficult times. Our services and properties may be our products, but it is you, the people behind them, who fill them with life and contribute to our economic success.

Now it only remains for us to wish you a very Happy Christmas and faith for the coming year. Let us look to the future together and with hope, because what we personally do know is that the best is yet to come.

Sincerely,
 The Pfenning family and management



Managing directors (from left to right): Manuel Pfenning, Rana Matthias Nag, Martin Königstein



pfenning.TWEET

– what was being “tweeted” about the pfenning group this year

#CichonattheCIC – February

The issue of the shortage of skilled workers is one that has been with us for some time. The managing director of Cichon Personalmanagement GmbH visited the Neuss Chamber of Industry and Commerce earlier this year in order to seek solutions and discuss them with others. The panel of entrepreneurs and politicians discussed ideas to combat the shortage of skilled workers.



150 359 1.526

#JobsforFuture – February

Once again this year, we were present at the training and careers fair “Jobs for Future”. We informed visitors of the career opportunities within our company. And again, like last year, there was a forklift competition that allowed our visitors to challenge each other.



233 89 1.250

#Fleetparkreplenishments – February

At the beginning of the year, 40 new vehicles stood in our yard, ready and waiting to be used. As well as the “usual” Mercedes 1846, we also received a number of Actros L. The trucks were picked up by our colleagues in retail logistics, and are now in use making daily deliveries to supermarkets across Germany.



89 562 781

#CertificateofhonourCICRhine-Neckar – February

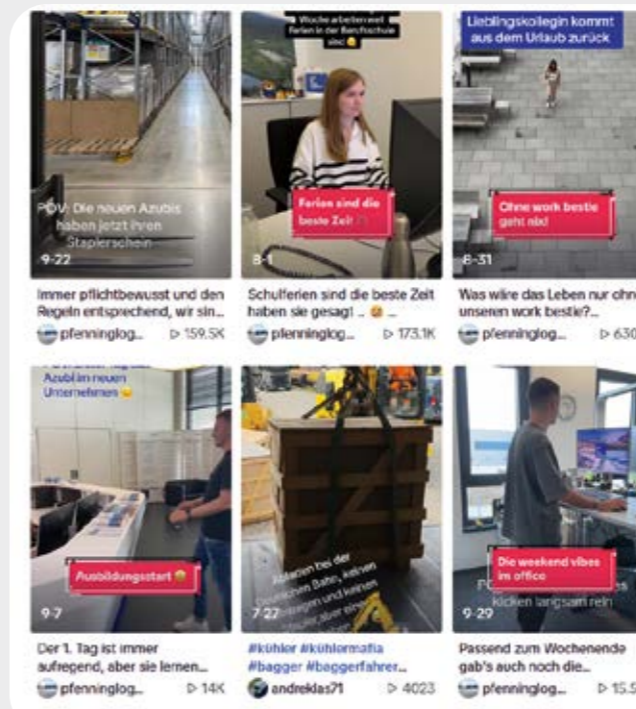
To mark the occasion of our 90th company anniversary last year, we received a certificate of honour from the Rhine-Neckar Chamber of Industry and Commerce this year. We have been offering a wide variety of apprenticeships in cooperation with the Chamber of Industry and Commerce for many years now. And in fact, we now actually know our real age – time for a 125-year certificate?



465 542 3.258

#ThefirstTikTok – March

This year we took another important step to keep up with the times on our social media channels. To make our name known to the younger target group and reach the next generation more successfully, we decided to create a TikTok channel. The first video went online in March. Since then, we have reach three-quarters of a million people.



45 103 1.677

#GoLivemulticubeosthessen – April

Just 13 months after the symbolic ground-breaking ceremony, we opened our new location in Mecklar. Now the third #pfeninglogistics multicube, it meets the company’s unique requirements in terms of sustainability and efficiency, and impresses with its excellent infrastructure in the middle of Germany.



73 1.318 4.591

#Foundationstonemulticubeberlin – April

For the first time, the multicube concept is being built as a brownfield facility – and that in the capital. The symbolic foundation stone for the project was laid in the presence of representatives of the municipality, those involved in the construction and colleagues. Like all the other multicubes, the logistics centre combines sustainability and quality.



248 715 3.892

#18thof10,000smes – May

The ranking of “Die Deutsche Wirtschaft – Stimme des Mittelstands” (“German Economy – Voice of Small and Medium-Sized Enterprises”) ranked the pfenning group in the top one percent of the companies surveyed. A total of 39 criteria were taken into account, including turnover, team size, investments, innovation, sustainability and social commitment. In 2022, the group generated sales of around €652 million. The platform’s ranking takes into account the data of entrepreneurial families that generate up to one billion euros in revenue.



51 268 1.954

#AcquisitionSpeditionGräfenlogistics – June

Thanks to a strategic acquisition, the pfenning group is once again adding to its service portfolio. The logistics services provider Gräfen from the Vulkaneifel region specialises in the core areas of long-distance transport, general cargo, refrigerated logistics, consignment warehouse and brand distribution, and employs around 220 people. The company also has comprehensive expertise in the areas of 2-person handling, general cargo and food service, and gives the pfenning group access to a Europe-wide general cargo network.



364 75 2.534

#Innovationplaceoftheyear – June

Our multicubes were given a very special title this year. They were officially named "Innovation Place of the Year 2023". This is because of the high sustainability standards, which have been consistently improved since the first construction in 2013 and form the basis for every subsequent multicube logistics centre.



168 38 972

#DefendingchampionoftheStaplerCup? – June

At last the time had come – and for our colleague Daniela, this year's mission was to defend her title. Last year, her sensational performance proved that she was the German champion in forklift driving. At this year's Regional Championships, Daniela picked up exactly where she left off last year: at the top of the podium.



44 91 1.235

#JobBarbecue – July

What about finding an apprenticeship over burgers and drinks in a relaxed atmosphere? You can at the Job Barbecue! At this year's event, we met potential new junior employees in a warm and friendly ambience with food and (non-alcoholic) drinks.



56 101 1.687

#SupportBadHersfeldFestival – July

Once again this year, pfenning is one of the many supporters of the Bad Hersfeld Festival. To mark the 72nd birthday of the nationally known festival in the abbey ruins, there was a large number of first-class plays on the programme including William Shakespeare's "King Lear", and "Jesus Christ Superstar. As a family company, along with our subsidiary HFL, it is important to us that we contribute to regional and cultural diversity.



65 562 3.201

#TraineedaySchwarzlichtminigolf – August

After preparing the integration days for our new logistics professional in September, it was time to move on to the "fun part" and team building. Our trainees and students then played off the best Schwarzlicht mini golfers in small groups. Luca and Vincent shared first place, and Christopher and Max also made it onto the podium.



482 524 4.327

#DrinkingwaterforTogo – July

We take it for granted, but other people have to fight for it. That's why we have made possible a 120-metre deep water borehole in a village in the forest of Togo. And now the village of Agbatooe finally has clean drinking water. The inauguration of the well was ceremoniously accompanied, and we are delighted to support projects such as this.



1.538 678 5.465

#Classicsonthevolcano – August

This year, for the first time, we sponsored the open-air summer music festival "Classics on the Volcano". Our subsidiary Gräfen, which we acquired this year, has been supporting the event for several years, and we were delighted to join in.



356 66 1.728

#AcquisitionH.E.L.P. – September

We are delighted to welcome a new member to the pfenning group. The strategic acquisition of H.E.L.P. GmbH has added another specialist to our portfolio. The company is based in Hünfeld in the district of Fulda, and employs around 200 people specialising in co-packing, product refinements and sales promotion.



588 75 2.344

#VisitfromDHBWMannheim – September

In September, we had the pleasure of welcoming a total of 22 students from DHBW Mannheim's Business Informatics course and their lecturers when they visited us in Heddeshheim. In addition to a detailed tour of the premises of the multicube rhein-neckar, there was also a short company presentation by our sales manager Jochen Haag. The aim of the excursion was to give the visitors an understanding of logistics, and to link the content from the theory to the practice.



652 84 2.685

#CitizenDevelopmentAwardfromsmapOne – September

We have been awarded the Citizen Development Award! This is for companies that encourage their employees to digitise processes on their own in order to make workflows more efficient and productive. What makes this so special is that this option is entirely independent of the IT expertise of the individual in question. The individual smaps offer us the opportunity to put a wide variety of processes to the test, and to continuously develop them further in terms of automation and optimisation.



865 455 6.286

#AbseilinginMecklar – September

A total of 30 firefighters completed the basic training course for troop person part 1 in the district of Hersfeld-Rotenburg. The course included the practical "Abseiling" exercise, which took place on the grounds of the multicube osthessen in Ludwigsau. First there were some dry runs during which, among other things, a rescue knot was practised for self-belaying. The practical part then took place on the staircase to the hall roof, which is ideal for training for an emergency.



165 55 956

SUCCESS AND SUSTAINABILITY

PFENNING GROUP IN THE LEADING GROUP OF THE MID-TIER RANKING



The mid-tier, the heart of the German economy, has a new shining star on the horizon. The pfenning group, a family-run contract logistics services provider, has achieved an impressive 18th place in the latest ranking of the "10,000 most important medium-sized companies", in a list of companies that generate up to one billion euros in turnover.

But this success isn't just a number – it is the result of an impressive success story that is built on innovation and sustainability.

The pfenning group, which is managed by the Pfenning family, most recently recorded sales of around 652 million euros, and has successfully completed six company acquisitions and the construction of five real estate projects since 2021.

A key factor in this success is the innovative real estate concept called "multicube", which the pfenning group has consistently been implementing and perfecting for a decade now. The very first development of this concept, the "multicube rhein-neckar" in Heddeshheim, received the DGNB Platinum certificate with the highest degree of fulfilment for new industrial buildings, and received the first Logix Award for outstanding logistics properties. This year's project, the "multicube osthessen" in Mecklar, was opened in April, and also meets the highest sustainability standards. Thanks to photovoltaic systems on the roof and air-to-air heat pumps inside the building, operation is climate neutral.



Which is why this year the title "Innovation Place of the Year" was awarded to our multicubes. As well as property, pfenning's sustainability strategy also includes logistics operations and and transport.

The pfenning group not only demonstrates its commitment to sustainability in its properties, but also by promoting biodiversity and supporting local cultural and social institutions.

The pfenning group is not only a model company for German SMEs, but is also an excellent example of sustainable and successful economic activity. Its success in the SME ranking shows that dedication, innovation and a clear commitment to sustainability are the foundations for a successful future. So the pfenning group is not only able to meet the challenges of the present, but is also creating sustainable values for future generations.



PFENNING GREEN CIRCLE

Real estate

We have been independently developing logistics properties for more than 5 decades. We developed the multicube concept in 2012 for our own use and to the highest sustainability standards so that it will also serve future generations.

Since they were commissioned, our multicubes have topped the DGNB rankings of all new-build industrial plants in Europe.

Clean electricity

The solar power plants on the roofs of our logistics centres enable us to save tremendous amounts of CO₂. Our more than 10,000 solar modules produce so much green electricity that not only can we operate our plants with it, but we can also feed it into the power grid.

LED lighting

The biggest lever for CO₂ savings is provided by the logistics centre. It is fitted with state-of-the-art LED lighting and motion sensors. As a result, it saves approx. 15–50 % compared with conventional lighting.

Logistics equipment

We rely on the use of state-of-the-art electric industrial trucks, which have a tremendous savings potential. They are fitted with lithium-ion batteries, which reduce the CO₂ output by 21 % compared to lead-acid batteries.

E-mobility

The newer cars in our company pool are almost exclusively powered by electric or hybrid engines. They can be charged on the company premises with green electricity from the photovoltaic systems. Our truck fleet is also gradually being converted to alternative drives. In addition, our employees are able to lease an e-bike at very favourable conditions.

Operating principle

Our employees are regularly trained at our own in-house pfenning academy with trainers and driving instructors. This means their knowledge is always up-to-date, and they are able to acquire resource-saving ways of working.

Environment

Biodiversity is extremely important to the pfenning group. We take great care to preserve and protect it at new locations. For instance, we offer kestrels and bees a new home at our multicube logistics centres.

SPEDITION GRÄFEN WELCOME TO THE PFENNING GROUP

Specialising in exclusive logistics solutions, owner-managed and strong in training – the DNA of forwarding agent Gräfen Logistik in Nerdlen makes it a perfect fit for the pfenning group. The merger in March 2023 was therefore a logical step, especially since it creates synergies and opens up new business opportunities at the same time – for instance, in nationwide and Europe-wide general cargo logistics.

Despite, or perhaps because of, the difficult times, the pfenning group continues to expand its logistics services portfolio through targeted acquisitions. “Market access to a Europe-wide general cargo network was one of the pieces of the puzzle we were looking for – and we found it in Gräfen,” said Rana Matthias Nag, managing director of the pfenning group. “In combination with contract logistics and comprehensive industry know-how and new services such as 2-person handling, we want to open up

new business areas in a large number of industries in the future, such as private customer logistics.”



Gräfen acquisition, from left to right Albrecht Thielen, Daniel Krötz, Hans-Josef Gräfen, Jutta Schulte-Gräfen, Rana Matthias Nag, Prof. Dr. Eberhard Kalbfleisch



Location Spedition Gräfen Logistik in Nerdlen

Expansion in Europe: logistics knows no national borders

Logistics solutions that ensure stable economic cycles at a marketable price-performance ratio, and so contribute to the market success of industrial and commercial companies, are in demand everywhere. The pfenning group is therefore also focusing on European markets for its diverse logistics services as part of its expansion strategy. Thanks to its convenient central location in the middle of Europe, and having its own logistics portfolio, Spedition Gräfen is bringing an important impetus to the cooperation. Plus the company gives the pfenning group direct and speedy market access to a nationwide and Europe-wide general cargo network – for shipments of almost all kinds, with punctual general cargo distribution and delivery within 24 or 48 hours and 100 percent European coverage.

Partner companies with shared values

Apart from the many business aspects that the two logistics companies have in common, their shared values and characteristics also spoke in favour of the merger. Both Gräfen and pfenning are run by the owner families. Managing director Hans-Josef Gräfen belongs to the second generation of owners, while at pfenning Manuel Pfenning is already the fourth generation on the management team. This not only creates an entrepreneurial and emotional bond on the executive floor, but is also reflected in flat hierarchies in the companies, especially through personal proximity to employees and short decision-making

paths. Training their own junior employees is another issue that is extremely important to the two companies. Gräfen employs around 220 people, 10 percent of whom are trainees in various industrial and commercial vocations. A dual programme is also offered. This makes the company one of the most important training companies in the Vulkaneifel – and a perfect match for the pfenning group, which also offers young people a broad training portfolio and focuses on the promotion of young talent from within its own ranks.

Making logistics sustainable

In terms of sustainability, the two companies also share the same goal of a climate-neutral future. With structural optimisations at the sites, solar power plants on the roofs of the halls and many other measures, the partners are doing justice to their responsibility for conserving resources and protecting the environment.

Gräfen and the pfenning group – a great fit, both professionally and culturally!

LOGISTICS INDICATOR

Commentary on the Logistics Indicator for the third quarter of 2023 by Prof. Dr.-Ing. Thomas Wimmer, Chairman of the Executive Board of BVL.

The slowdown in the global economy is also increasingly making itself felt in the Logistics Indicator. Many companies are suffering from a drop in demand, and declining order volumes and demand are widely reported. On the other hand, inventories are continuing to rise, and many companies are dissatisfied with their current business.

Added to that, there has been no discernible turnaround in production in the energy-intensive industrial sectors in Germany so far, despite a sharp drop in energy prices. There was a further decline in personnel planning in the third quarter. Companies report that price increases are only selective, and are less enforceable than they used to be.

The warehouses are full; volumes are falling. The business expectations of the logistics services providers have dimmed again, and they are sceptical about the next six months. At the same time, the business situation has also deteriorated significantly over the previous quarter – a follow-up effect to the crisis among shippers. Hardly any sector of the economy has been spared. As a result, the economic slowdown is likely to continue in the second half of the year. The manufacturing sector is unlikely to provide any economic stimulus for the time being. According to established economists, demand for industrial goods in key sales markets will remain weak, and will not pick up again until the end of the year at the earliest.



But: in industry and trade at least, in August there was for the first time a slightly positive trend in business expectations for the next six months. If these expectations are confirmed, experience has shown that this will also spread to logistics services providers, albeit with a slight delay. But despite the gloomy indicator figures, I can already see positives in this as well. Why? A lot of logisticians say, "Never miss the chance of a crisis." The indicator "only" shows the next six months. However, we plan for the long-term in supply chain management and logistics. So, for instance, we can already see considerable investments in new technologies among our member companies to help overcome the shortage of skilled workers through rationalisation and improve efficiency: with the use of AI in route planning, for the automatic identification and control of shipments, and for the development of intermodal transportation. This is done in cooperation with science and practice. And these investments are a clear sign of the confidence felt by many companies.

Karsten Klude, Chief Economist at M.M. Warburg, predicted at the Forum Automobillogistik in June 2023 that in the third quarter there would probably be a 0.2 % drop in economic output over the previous quarter. But a slight increase could be expected at the end of the year, before a recovery in the economy as a whole begins next year. The ifo Institute forecasts that economic output will increase by 1.4 % and 1.2 % respectively over the next two years. The rate of inflation will continue to drop from an average of 6.0 % this year to 2.6 % next year, and 1.9 % the year after. By the beginning of next year at the latest, gas and electricity prices in particular will fall for consumers to below the price caps set by the federal government. And just a few days ago, the Kiel Trade Indicator announced that world trade figures are already back in the green zone, and in some cases are showing significant increases over July. The figures for Germany are also in the black. Isn't that a ray of hope?

Source: BVL Logistics Indicator <https://www.bvl.de/logistik-indikator/3-quartal-2023> Accessed on 12.09.2023

EMBARKING ON WORKING LIFE – INTEGRATION DAYS 2023



Once again this year, the traditional Integration Days took place at the beginning of September, when our new trainees and students embark on the next stage in their lives. An impressive 27 newbies now complement our currently 56 junior employees in a wide range of areas. From the classic logistics training to personnel and marketing, we cover a broad portfolio – we have a place for everyone.

This year, the Integration Days were a little different from how they used to be. We started with the traditional warehouse tour by the old hands. Afterwards, we went to the sports field of SV Unterflockenbach for refreshments and some getting-to-know-you games. These included “The endless pipeline”, beer pong (with water), flunky ball (again with water), and a guessing question – so far, so nothing new. On the other days, the programme included more warehouse tours of our external locations and a workshop on the topic of “Welcome to logistics”. Our current trainees and students were able to take part in a

simulation game in which, as an independent company, they had to deliver orders to the “customer”, ideally without any errors at all and on time. Between the individual rounds of the games, there were mini workshops that covered current topics on every aspect of logistics.

Perfect days for coming to the company and learning some of the basics.





Junior employees
Autohaus Ebert



Junior employees
Sonima



Junior
employees
GILOG



Junior employees
H.E.L.P.



Junior
employees
HTH

OUR YOUNG PROFESSIONALS



HIGHLIGHT STORIES

Young talents enliven our team: Leonie Althaus – a portrait of passion, dynamism, and the path to H.E.L.P.

The world is spinning at quite a rate, and a young, creative and innovative team is essential to anyone who wants to keep pace in the digital age. Today, we are pleased to give you a behind-the-scenes look at the energy and enthusiasm that drives our subsidiary, H.E.L.P. GmbH. Meet Leonie, a young talent, who supports the course of everyday business with her passion and expertise.

At just 20 years of age, Leonie already has a little journey around the business sector under her belt. After achieving excellent results at the commercial college in Fulda with an average of 1.12, she found herself drawn to the electrical engineering industry. There she was able to gain valuable insights and experience during her training as an office management assistant in various departments ranging from auditing to marketing. Her passion? Quite clearly marketing – with a particular penchant for social media and event planning.

Her constant thirst for knowledge eventually led Leonie to H.E.L.P. GmbH. Fascinated by the creativity and dynamism of the team, she not only became part of the company, but also found support for her further training as a business administrator. What's special about that: her final qualification is equivalent to a bachelor's degree, while she will gain valuable practical experience with us at the same time.

But what is it about H.E.L.P. GmbH that Leonie finds so fascinating? It's the variety of the tasks, the range of customer requirements, and the engaging team that make every working day a new adventure with their passion and the family atmosphere. Leonie herself contributes her expertise to the social media sector and enriches our company with fresh, creative ideas.

And incidentally, even when work is calling, there's still always time for a little fun, especially with "Emmi" the office dog! Her furry nose has not only found its way into the hearts of the staff, but has also often crept in front of Leonie's camera. Emmi is regularly the star of the social media posts, and is always up for a sweet pose – but only if the right treats are on offer, of course!

In her spare time, Leonie can often be found at her "second home", the "Jimmy" gym, where she finds a balance to her fast-paced professional life. She also remains true to the digital world in her private life, and delights her followers with lively insights into her life as a content creator.

In Leonie, we have not only gained a committed junior employee, but also a colleague whose positive energy and innovative ideas are major contributions to our corporate culture. We are all excited about the future, and looking forward to all the creative concepts she will develop for our social media channels.

Leonie, we're delighted to have you on our team, and we look forward to our journey together into a promising future!

HIGHLIGHT STORIES



Studying in Bali – a dream comes true for Talib Alikadli

In 2021, Talib Alikadli started his studies in the field of business administration, freight forwarding, transport and logistics at pfenning logistics. He thoroughly enjoyed the first four semesters, and was already an up-and-coming logistician by the end of them. What he didn't yet know at the time was that his studies would one day enable him to travel to a place that he has always dreamt of ...

"When I started my course at pfenning logistics in 2021, I was already dreaming of exotic places and new experiences. There were so many countries, cities and cultures on my bucket list that I wanted to travel to in my life. Bali, that beautiful island in the northwest of Indonesia, was almost right at the top of it. And when I was first starting my course, it never even occurred to me that I would be able to experience one of my absolute dream destinations so early in my life, never mind combine it with my studies.

It all began when a fellow student told me about an organisation that helps plan semesters abroad. What was initially just a casual chat, or a loose idea, pretty quickly started to take shape. The process leading up to my departure was time-consuming, but well worth the effort. It started with a classic application which, once accepted, was followed by a Learning Agreement. However, I had to lay the foundations for this much earlier in my course. A minimum grade of 2.5 is required if you want to be able to study abroad. Once the Learning Agreement had been signed, it was time to put together the necessary documents and apply for the visa for Bali. Fortunately, the whole process worked out very quickly, so I was able to start my trip to Bali at the beginning of my fifth semester. Planning the trip and finding accommodation were also quickly done, not least thanks to the local support of the organisation, who were always available to me with advice and support, both before and during my stay.

For a total of four months, until the beginning of January, the international campus of Udayana University in Jimbaran will be my professional home. The campus is very modern and well appointed; we've got everything we could possibly want. The friendliness and openness of the people here on Bali is incomparable, and the diversity on the island easily keeps boredom at bay. My best experience so far has been the trip to the volcano, Mt. Bromo on Java. We sat in our Jeeps and watched the sun go down, which was an unforgettable sight!

Academically, my everyday life here on Bali is challenging, but enriching. With three days of lectures a week and regular tests and presentations that we either have to submit or give, we have a lot to do, but there's also plenty of time for exploring the island and its culture. On Thursdays, the university takes us to major landmarks and historical sites, which serves both our personal and our professional development. I was particularly impressed by the stories of entrepreneurs who emigrated to Indonesia or Bali and set up their own businesses here. People's different approaches and ideas are most enriching and, among other things, exactly what I was hoping for from my studies!

I'm enjoying every second here, constantly meeting new, interesting people, and I'm gathering so many different impressions. I know that these experiences and the memories of this special time in Bali will shape the rest of my career and life. Which is more than I could ever have hoped for."



#UNDERCONSTRUCTION: MORE SPACE FOR LOGISTICS IN BERLIN-HERZFELDE



The multicube concept continues to grow, and has now arrived in the German capital. Pfenning's first brownfield project is a première in several respects.

The laying of the foundation stone for the multicube berlin in April 2023 was a significant milestone for the pfenning group and the local region. The up-and-coming economic region of Rüdersdorf near Berlin, which has gained importance not least due to the settlement of a well-known automatic manufacturer of electric vehicles, has an excellent infrastructure and also scores points for the many new commercial settlements. The symbolic act, which usually marks the beginning of the building construction phase and was somewhat delayed as the result of the weather conditions, was a complete success for everyone involved. In addition to Sabine Löser, Mayor of the municipality of Rüdersdorf near Berlin, a large number of representatives from the construction partners involved, existing customers and the pfenning group were also present.

As mentioned earlier, the multicube berlin construction project is a première for us in several respects. **On the one hand, it is the first brownfield multicube that we have built in the more than 40-year history of real estate development. With a brownfield project, the focus is on upgrading existing sites, which translates into resource conservation.** At the Berlin site, where until recently there was a building for powder coatings, welding and production work, there will soon be a perfectly equipped multicube. Although a state-of-the-art multicube and a brownfield site may initially seem to be two absolute opposites, the expansion of the existing property will fulfil the comprehensive sustainability requirements. They include, for instance, compliance with the KfW 55 Standard and the solar installation on the roof of the building, which is to be used for the building's own needs. The brownfield approach contrasts with what are known as greenfield projects in which, as implied by the name, new properties are built on greenfield sites.

There is also première in association with the construction project. The multicube berlin is the first construction project that Alina Petroudis, our consultant for project development and asset management, has taken on independently.

Almost ten years ago, she decided to study business administration with the focus on the property sector, and five years ago she found her way to pfenning via a stopover. "I wanted to work in a field where the main business was not real estate," explains Alina Petroudis. "With a logistics services provider like pfenning, it's all about finding and developing real estate for your own use. This aspect has always appealed to me." What she particularly enjoys is the diversity and variety in her daily work. "I can never say on Monday what the week is going to be like," she says. "I of-

ten travel by train to attend on-site appointments for my projects at the various locations around Germany. There are weeks when I travel a lot, and others when I'm in the office all the time."

The project at a glance:

- 40,000 m² site
- 20,000 pallet spaces
- 7,000 m² block storage area
- 6 truck loading gates
- 14 m hall height
- Planned completion Q1/2024
- Industries: Automotive & Industry, food, building materials, retail, consumer goods

Current progress

Less than a year after construction work started, the first brownfield multicube is in its final stages. Despite various aftermaths of last year's crises with regard to delivery times for a wide range of parts, there was never any risk to the planned completion date of the first quarter of 2024. Nevertheless, the construction of the brownfield facilities did occasionally seriously challenge our experts in property development. Due to the fact that an existing building was being renovated and expanded, there were specific tasks that the team had to cope with, especially in the area of statics and fire protection. Now that the outdoor area is largely complete, work on the interior is in its final stages. This includes, among other things, installation of the sprinkler system and the fire alarm technology.

A few days ago, the first pfenning truck was already on site, delivering some pallets for test purposes. It was soon clear that the infrastructure and the on-site team were well prepared for the final completion in the first quarter of 2024.

You can find live pictures of the current construction progress at any time on our website on the citizens' dialogue:

<https://www.multicube.org/buergerdialog/>



Visit Brownfield24

As work started on the construction, we also joined the Brownfield24 network. On the network and service platform for contaminated sites, brownfield sites and revitalisation projects, spaces can be uploaded free of charge and suitable project partners and service providers found for the next construction project. The network is dedicated solely to the topic of land reactivation, and so is actively contributing to reducing land consumption.

Mr. Thiessen of Brownfield24 paid us a visit to get a better picture of the construction site in Berlin. The focus was on our colleague Alina, who stood in front of the camera and reported on the project and its special features like a professional.



You can watch the whole video here:



best place. more space.
multicube
berlin



More about this on p. 11



best place. more space.
multicube
osthessen

PERIPASS'S CLEVER YARD MANAGEMENT SYSTEM INCREASES EFFICIENCY AT MULTICUBE OSTHESSSEN

Increasing efficiency and streamlining processes are intended to enrich the Mecklar site with innovations and high automation.

Peripass's yard automation solution combines software and hardware to increase throughput, boost security in the logistics yard and improve visibility while also reducing the time spent on manual tasks.

Drivers heading to the logistics centre can perform a quick and smooth check-in via a self-service application. This minimises delays, increases the efficiency of the site and optimises the arrival of trucks. With the combination of time windows and

yard management, we can smooth out the peaks of incoming trucks, reduce congestion and strengthen the overall operational process.

Another advantage is intelligent scheduling. The multicube osthessen will be fitted with a Peripass Yard Control Tower to ensure intelligent scheduling. This will make vehicle movements smoother on site and minimise delays in advance.

This innovative technology will also be used at our other multicube logistics centres in the future in order to ensure smooth processes through a high degree of automation.

INTERNATIONAL EXPANSION OF OUR SUBSIDIARY GILOG TO POLAND

Our Rhenish subsidiary GILOG in Frechen is continuing its expansion course and opening a 10,000 m² logistics centre in Wrocław, Poland. The new location will cover the logistics needs of a long-standing existing customer and offer a wide range of services, including warehouse logistics, e-commerce fulfilment, value added services and freight management.

The strategic location near Wrocław airport and the excellent connections to CEP and general cargo networks as well as seaports all combine to make this location an optimum choice. GILOG was able to guarantee its customers a smooth transition from Germany to Poland without sacrificing time, quality or costs.

Christian Scharf, an experienced authorised representative of GILOG, will be taking over the management for Poland. The challenges of recruiting skilled workers will be mastered with be4work, the company's own personnel service provider.

We wish our colleagues every success and good luck in their new location.



Logistikzentrum in Wrocław



pfenning trucks rolling for a good cause



Eagles Charity Club evening event

BY PEOPLE FOR PEOPLE – THE EAGLES CHARITY CLUB

Founded in 1993, the EAGLES Charity Golf Club e.V. is a non-profit association based in Munich. Prominent athletes, actors, entertainers and journalists are involved in charitable causes while enjoying a game of golf. The board is made up of eight honorary members, including Presidents Frank Fleschenberg and Anke Huber. Together with major companies and organisations, the club arranges around 22 golf tournaments a year all over Germany to raise funds. Over the past 25 years, more than 40 million euros have been passed on to those in need. The EAGLES Business Club was founded in 2008 with important sponsors such as Dietmar Hopp and Dieter Junghans. This business club aims to bring people and entrepreneurs together to promote charitable purposes more effectively. The association supports numerous foundations, and every year organises the high-profile "EAGLES Presidents' Golf Cup", to which members, sponsors and partners are invited.

The pfenning group supports the EAGLES Charity Club

Our owner, Karl-Martin Pfenning, has been a business member of the Eagles Club for three years, and is actively involved in club life. For instance, we regularly donate transports as a part of charity events and for people in need, as we did this year. Our colleague André Klas transported a truckload of stage materials all the way to Greece. On 23.10.2023, he and his partner Ilka embarked on the long journey from Lutherstadt near Eisleben. From there they travelled in stages via Austria and Italy, and then by ferry to Patras in Greece. It wasn't too far from Patras to their destination of Costa Navarino, and they finally reached their goal after 1,500 kilometres and three days of travelling. Once in Greece, our colleague and his partners were able to enjoy a few days in the warmth.



André Klas with his partner Ilka

However, a single truck was not enough for the infrastructure of the event, so two loads were immediately chartered together. Many years ago, our former colleague Eva Hubert and her truck-driving husband Werner started their own forwarding company, and the paths of the two transporters crossed on the ferry to Greece. This resulted in some lovely pictures that we just couldn't wait to share with you.



OELRICH LOGISTICS – OUR NORTHERN LIGHTS AT A GLANCE

The history of the Oelrich family dates back to 1933. Since then, the company has developed into a well-known service provider in the food and merchandise sectors. Almost 90 years later, the family decided to found a joint venture with the pfenning group, which has since operated under the brand oelrich logistics and is based in Ladbergen (Münster). Other locations are maintained in Berlin and Dasing.

In addition to warehousing, the expertise of the 190 members of staff in contract logistics also extends to a wide range of value-added services such as returns processing, labelling, order picking and co-packing. Temperature controlled storage on 80,000 m² also enables the safe storage of products between 2 °C and 18 °C in the areas of ambient, freshness, frozen (deep freezing) and dry storage.

A fleet of 130 trucks handles intermodal transports both nationally and internationally on a daily basis. A transport volume of 1 million tonnes and more than 600,000 shipments a year are carried out in the fresh and dry products sector. Other specialisations are silo and tipper transport.

One particular highlight is the connection to the domestic inland port of the Martin Oelrich Hafen- und Schiffahrtsgesellschaft.

Planning and managing optimum logistics solutions along the entire value chain, and thus offering customers the best possible logistics solution, rounds off the profile of our Northern Lights.

oelrich
logistics



FACTS & FIGURES on oelrich logistics

- 3 locations in Ladbergen, Berlin and Dasing
- 190 employees
- 80,000 m² of warehouse space
- IFS Certification

CONTRACT LOGISTICS

- Building materials and merchandise logistics
- Food logistics
- Temperature-controlled storage at 2–18 °C (ambient, fresh, frozen & dry)
- Value-added services (including returns processing labelling, picking, co-packing)

TRANSPORT LOGISTICS

- National/international road transport (fresh & dry section)
- General cargo network national/international
- Own fleet of vehicles and a solid network of partners
- Option port connection Ladbergen via Martin Oelrich Hafen- und Schiffahrtsgesellschaft

OPTIMISATION OF WAREHOUSE PROJECTS WITH CUSTOMISED QLIK SENSE APPLICATIONS

In the complex world of data logistics we face numerous challenges, driven by heterogeneous data volumes, varying key figures and the need for precise planning and decision-making. To meet these requirements, our Data & Process Engineering team, led by Dominik Dennier, has implemented and individualised Qlik Sense, an innovative customised software application.

What is Qlik Sense?

Qlik Sense is business intelligence (BI) software that helps companies visualise large amounts of data quickly and in an easy-to-use interface. The software makes it possible to display key warehouse figures such as pallet movements and withdrawals in a more comprehensive and customisable way than is possible with common tools such as Excel. In addition, extensive amounts of data can be displayed clearly, and above all seamlessly, in individual dashboards.

Customisation for each customer project

Our approach is to develop a separate app for each project with several worksheets, each of which implements specific dashboards for different needs and departments. This facilitates a customised visualisation of the data, from the representation of the flow of goods on maps of Germany to displays of employees' picks. Dashboards can be viewed in real-time in the warehouse or in the office on flat screens, creating a dynamic and interactive user experience.

USPs and goal achievement

Qlik Sense's biggest USP is its ability to work with and learn from data. This software application helps users to make better decisions and significantly reduces the amount of manual effort. It offers a cross-departmental representation of a wide range of heterogeneous areas and supports us in planning, decision-making and general management topics with just a few clicks – provided it is well maintained.

Managers can even create their own dashboards to keep track of specific KPIs (Key Performance Indicators) and data relevant to their day-to-day tasks and long-term planning. This supports both internal and customer-orientated processes through the individual preparation of KPIs in the warehouse and office as well as for management and customers.



Qlik Sense project team, left to right: Dominik Dennier, David Ende, Fabio Schaudt

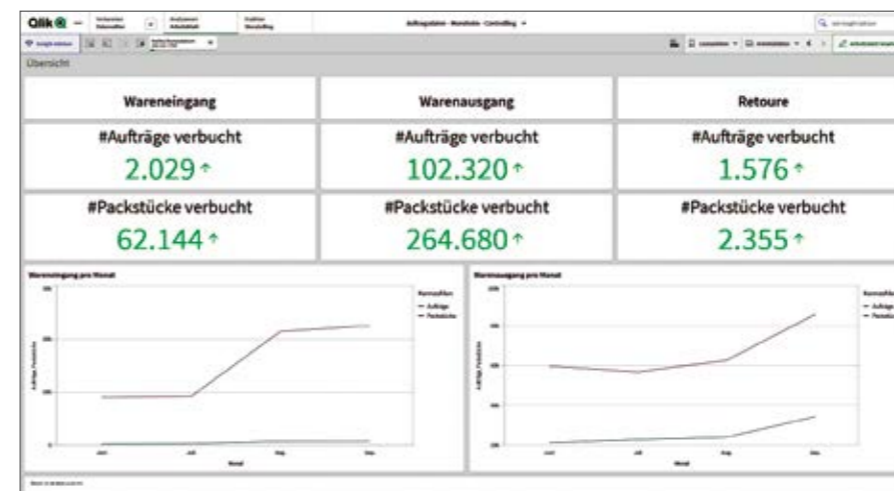
Integration and flexibility

Qlik Sense offers the possibility of integration with Microsoft Teams and can be operated both cloud-based and on-premise on the server, which enables flexible use in different work environments. Although numerous BI software options have been discussed, Qlik Sense offers the advantage that the built data warehouse is an integral part of the software, allowing for seamless integration and data processing.

Project schedule and progress

At the moment we are concentrating on our contract logistics projects. The applications that have already been carried out have helped us to check and continuously optimise the effectiveness and adaptability of our implemented systems.

With Qlik Sense, our colleague Dominik Dennier and his team are well on their way to offering a comprehensive, targeted, effective, and data-driven solution that combines every aspect of warehouse management and logistics under one roof.



Screenshot from the Qlik Sense program

ADDITIONAL EXPERTISE

FOR PROMOTING SALES OF CONSUMER GOODS

The pfenning group continues to grow. With the acquisition of H.E.L.P. GmbH of Hünfeld, the pfenning group has secured itself expertise in promoting sales for retailers and their suppliers, the consumer goods industry.

The H.E.L.P. company, which was founded in 2000, has made a name for itself as a fulfilment expert in packaging, product finishing, shipping, and the promotion of merchandise. Leading brand manufacturers in the consumer goods industry trust the company, which employs around 200 people – and is regularly recognised by customers for its outstanding supplier performance. For the pfenning group, which has been an established partner for food, consumer goods and retail logistics for dec-

ades, the acquisition is a gain in terms of its own value chain for these industries.

“The integration of H.E.L.P. in the pfenning group will enable us to further develop these business areas efficiently and in a qualified manner through the additional expertise and manpower,” emphasise Rana Matthias Nag, Managing Director of the pfenning group.

Continuity in customer relationships ensured

The takeover in July 2023 changed nothing for H.E.L.P.’s business partners – well, at least not to their detriment. **“In the pfenning group, we now have a strong and independent partner by our side with whom we will be able to master any future challenges that may arise from dynamically developing supply chains even better,”** says Thomas Seiler, founder and former owner of the company. He will remain active for H.E.L.P. in the future as Key Account Manager. His long-standing core team will also remain on board, and has been appointed to the Executive Board, Pamela Hohmann as Commercial Director and Sascha Nüchter for Operational Management. Together with the pfenning group, both will maintain their consistent focus on the consumer goods industry and retail. **“As service providers, we are both highly familiar with this market segment. This means we are able to bundle expertise, and develop and implement logistics services as well as added-value services based entirely on customer needs – at attractive prices, needless to say,”** Pamela Hohmann sums up the future goals of both partners.



H.E.L.P. acquisition, from left to right: Sascha Nüchter, Rana Matthias Nag, Pamela Hohmann, Thomas Seiler, Martin Königstein, Prof. Dr. Eberhard Kalbfleisch

Meaningful acquisitions for strategic growth

Since 2021, the pfenning group has been pursuing a strategic growth course with the aim of expanding and optimising the overall range of logistics services and logistics-related added-value services. Prior to the acquisition of H.E.L.P. as a specialist in co-packing and display construction, six other companies had already been acquired, strengthening the service portfolio in the areas of e-commerce and fulfilment; mobility solutions; fresh food logistics; personnel services; general cargo transport, and private customer logistics.



SO NOW WE'RE 125? IN SEARCH OF PFENNING'S ORIGINS

A guest article by Hannes Elstermann, H&C Stader GmbH

Since the spring of 2022, H&C Stader GmbH has been working together with pfenning's communications department on updating the company's history. A brochure on the history has now been published, a photo database created, and a comprehensive chronicle is currently in the works. Yet despite the countless interviews and hours of research, there was one particular burning question from this history that simply wouldn't let us go. We want to show you in our little workshop report how we set out to find the oldest testimonies of the pfenning group – and eventually found some surprising documents.



Research

The reading room in Mannheim's MARCHIVUM does not necessarily correspond to the typical idea of a dusty archive. Behind the modern glass façade of the upper floor are bright, modern workplaces. Simon Metz, historian and research specialist at H&C Stader, knows his way around here – his work frequently brings him to this place on his quest for traces of the past. Despite all the routine, it is always a special moment when Simon Metz opens one of the rather yellowed archive boxes that the archive employees bring to him from the long rows of shelves. He carefully lifts up a book with his white-

gloved hands: "Trade

Diary of the Town of Viernheim". Intent on the task in hand, he leafs through the pages of neatly handwritten lists of all the business registrations in the small Hessian town. His finger moves slowly along the lines ... before finally coming to a stop. A smile flits across his face.

After a long search, it is now in front of him, in ink on yellowish paper, entry no. 391:

Martin Faber, milk merchant. Date of business registration: 16 September 1899.

Missing pieces of the puzzle

"Researching the past is always like doing a puzzle," says Simon. "And that's why it's even nicer when you can finally fit a missing piece in the right place." The puzzle that he has been putting together over the past few months has actually long since been solved, as his colleague, project manager Dr. Max Schlenker, reports. "Family members, long-time employees, companions – when we first started researching pfenning's history, no one had any reason to doubt that the founding date of 1932 was correct."

Max Schlenker and his colleagues at the Mannheim History Agency were tasked with writing a brochure to mark the company's "90th" anniversary in 2022. Historians always start this sort of project by first looking at the sources. But the choice is meagre: a few old photo albums and files are all that remain in pfenning's archives. Not really enough to tell such a long story. And no written references to the orally transmitted date of the company's foundation.

For Max Schlenker, though, this is familiar territory: "We often have only a few clues at the beginning of many of our projects – and then we start looking for more," he explains. So the Mannheim team collected the memories of numerous contemporary witnesses, researched documents from archives in the region, and sifted through literature. Finally, the anniversary brochure was published with the highlights of nine decades. Numerous stories, big ones and little ones, came to light – but oddly, the year 1932 didn't appear in any of the sources. This was when the first doubts started to creep in. In 1946, company founder Martin Faber wrote in a statement that he had been delivering milk for the Milchzentrale Mannheim since 1922 – ten years before the company was "founded". Was it perhaps just a typo or a false memory?

Let's start over

The historians couldn't leave the matter alone. Not least because they were about to embark on a new project: a whole book telling the pfenning story even more thoroughly, from its beginning to the present day. But where exactly is this beginning? In order to get to the bottom of the matter, professional researcher Simon Metz had to start the search again – and go back much further than expected.

For Simon Metz, the first question is always the "where" rather than the "when". Unexpected responsibilities and distributions can sometimes arise over decades in the diverse archive landscape from the Federal Archives down to the municipal ones, from business archives to private collections. Nonetheless, enquiries to the Hessian State Archives, the Karlsruhe General Archives and the municipal archives of Weinheim and Hedesheim remained fruitless. The Viernheim Town Archives has now moved its files to the MARCHIVUM in Mannheim.

This brought new difficulties with it. Parts of the documents cannot be viewed as part of the preservation process, and the entire collection was only available in the Intranet, and not in the archive's public online catalogue. Which made the help provided by the MARCHIVUM archivists all the more important. Metz worked with them to track down about 30 files from five decades that could possibly shed some light on the matter.

No easy answers

The files that he eventually had on the reading room table in front of him were typical of the detailed diligence that lies behind most historical research. Not only one, but countless different pieces of information combined to create a new, clearer picture. "Not every lead goes somewhere. Often a promising file name just finishes in a dead end," Simon explains. "But any new lead could make another file interesting and provide new clues," he adds.

The search for pfenning's beginnings is a slow approach to the past. An address book from the 1920s lists company founder Martin Faber as a full-time milk merchant – the first tangible confirmation of the doubts concerning the date the company was founded. Another document, the "Stammrolle" of Viernheim, lists all able-bodied men in the community in 1896. At the tender age of just 21, Martin Faber is listed here as a bricklayer. The corner pieces of the puzzle are now in place.

Simon Metz can now narrow down his search more precisely. The next visit to the MARCHIVUM turns out to be a big winner: he searches Viernheim's trade directories line by line, delving deeper and deeper into the past. The fluctuations and upheavals of the time are revealed again and again in the bureaucratically brief entries: in 1919, Faber re-registered a business as a milk merchant – after having de-registered it in the middle of World War I in 1917.

Years earlier, in 1904, Faber had registered his business as "milk merchant and hired coachman", after having de-registered it in 1902. The trail is now heating up and the search is on – until he finally has the entry he has been looking for: 16 September 1899. The earliest written evidence of Martin Faber's work as a milk merchant, and the first foundation stone in the long history of the pfenning company – which is much longer than had originally been expected.

“ We have always traced our origins back to my grandfather Martin Faber, whom I never actually met, and his milk transports. So there was never any reason to doubt the oral tradition of the founding date. Learning now just how far back this tradition really does go adds another exciting aspect to our story.

Karl-Martin Pfenning

The early days of pfenning are only a small part of the story. The full chronicle will be published at the turn of the year, and thus to mark the company's 125th anniversary in 2024.



The history agency H&C Stader was founded in 2013 by historian Dr. Ingo Stader. His goal: to help companies trace and tell their stories. After all, a look back at history pays off for many things that are of great relevance in a company's present and future. It illustrates how a company has become what it is today, has an identity-forming effect, and is an important sign of appreciation for the company and the employees themselves. These aspects are documented transparently and, ideally, completely.

Over the years, this idea for a business has grown into one of the leading agencies for historical services in Germany. With 25 permanent members of employees in the History & Communication divisions, H&C Stader works in Mannheim, Berlin and Hamburg for customers all over the German-speaking world.

You can find out more about us and our projects at www.hcstader.de.



Archive research H&C Stader



A WOMAN AS KING LEAR – SHAKESPEARE PREMIERE AT THE BAD HERSFELD FESTIVAL

The opening performance of this Shakespeare drama in the festival town ran for a full three hours, including a half-hour intermission.

Director Tina Lanik cast the actress Charlotte Schwab in the role of King Lear, the prime example of a patriarch who wants to give up his responsibilities but under no circumstances his power. A great actress's view of one of the most dazzling rulers in world literature was a guarantee for new and unusual perspectives on Shakespeare's rousing, moving plea for humanism.

The production in a nutshell:

The world's gone mad! Two families, nightmarishly entangled with each other, struggle to maintain their power. Among them is one of Shakespeare's most sinister villains, someone who could easily take on Richard III: Edmund has no scruples, and would walk over dead bodies to claim the inheritance of his father Gloucester as his own. King Lear's two elder daughters are just as bad: Goneril and Regan do everything they can to tear their father's heart from his body.

But Cordelia, Lear's youngest daughter, and Gloucester's first-born son Edgar, on the other hand, both inspired by the belief that justice, kindness and forgiveness will ultimately turn the story around, seem like two sparkling will-o'-the-wisps in this gloomy world that was inspired by a British legend from the 8th century BC.

Leading actress Charlotte Schwab received the Grand Hersfeld Prize for her magnificent performance. Countless press reviews were full of praise for the staging of this historic classic.

Source: <https://www.bad-hersfelder-festspiele.de>

What the press says:

"Tina Lanik has staged an intensive, yet also depressing evening. One happily follows the consistently excellent performers into the inner convolutions of their characters, into their – mostly self-inflicted – misfortune."
(HNA)

"Afraid of Shakespeare? Absolutely no need to be in Tina Lanik's gripping, precisely structured production of "King Lear", because the way the director tells ... the story of the ageing king and his friend and advisor the Earl of Gloucester is very straightforward and psychologically motivated."
(Die Deutsche Bühne)

"Tina Lanik has shown that a "classic" in theatre literature doesn't have to be dusty, but can be a gripping, up-to-date, modern drama."
(Osthessen News)

"It's worth watching closely and carefully so you don't miss a second, because it's often the minor scenes that reveal a lot about the characters."
(Hersfelder Zeitung)

"The focus is on Charlotte Schwab's outstanding performance, which shows the patriarch Lear and his mental decline in a multi-faceted way."
(dpa)



Award ceremony for the German runners-up of the 1st Bundesliga



ON THE ROAD TO SUCCESS

The Golfclub Mannheim-Viernheim 1930 e.V. is the German runner-up with the first men's team, which we support.

August saw the "Final Four" of the 1st Bundesliga at the Pfalz Neustadt Golf Club. The "Final Four" is the highlight of the German golf season, and has enjoyed great popularity in this form for a decade now. The most successful German women's and men's teams compete here at the end of the season for the title of the German championship.

The first men's team of the Golfclub Mannheim-Viernheim 1930 e.V., which we support, competed successfully against their opponents over five tournament weekends, thereby qualifying again for the "Final Four". The Mannheim-Viernheim men have qualified for the finals every year without interruption. In 2014 and 2018 they even brought the championship trophy home to Viernheim with them.

This year, 11 players from each of the four qualifying clubs competed in the "Final Four" on Saturday. In total, they played two tournament rounds and up to 40 holes against each other. The Mannheim-Viernheim team managed to relegate the co-favourites from Berlin Wannsee to third place in a nerve-wracking playoff.

So the next day, they competed against the team from St. Leon Rot. Although the young team under the guidance of trainer Florian Fritsch was full of motivation, sadly the big triumph rather eluded them this time. Nevertheless, the men's team of the Golfclub Mannheim-Viernheim 1930 e.V. was delighted with the title of runner-up.

STAPLER-CUP 2023

THE UNBEATABLE DRIVE OF MASTER FORKLIFTER DANNY EILERS

An energy stands out in the midst of the pulsating halls of our warehouse in Hockenheim that inevitably attracts attention. This dynamic belongs to Daniela “Danny” Eilers, our forklifting expert. With an impressive history in the world of forklift championships and a deep-rooted competitive spirit, Danny’s passion is pure inspiration.

For Danny, driving a forklift is more than just part of her daily work, but is a genuine passion that she first discovered more than a decade ago. Inspired by her predecessor’s unparalleled career and the trophy-adorned walls of her office, Danny developed a burning ambition to perfect her own forklifting skills.

2017 was the year Danny shone for the first time at national level when she won the runner-up title at the Forklift Championships in the Single Women category. She cemented her status as one

of the best forklift drivers in the country by winning silver in 2018 and bronze in 2019.

Despite the challenges and setbacks of recent years, including the pandemic and an unfortunate period of illness that prevented her from participating in 2021, Danny has lost nothing of her determination or fighting spirit. She took over the baton from her mentor, and has been writing her own success story ever since.

This year, on 28 October 2023, Danny once again demonstrated her skills at the prestigious StaplerCup.

With her experience, she was able to approach the upcoming championships with a mixture of composure and the burning desire to compete. The clear goal with which she travelled to Aschaffenburg this year was, of course, to defend her title.



Danny on her way to the winner’s podium, where she takes third place



After the first two runs of the preliminary round, she was already well on her way to actually completing her mission. With a total time of 9:32 minutes, she was only a few seconds behind her supposedly strongest competitor. The unchallenged entry to the semi-finals was perfect.

In the next round, the supreme discipline was already on the agenda. The approximately four-metre-high “Foam trophy”, as it is affectionately known by Stapler Cup fans, had to be moved over the Hero Ramp (a see-saw for forklifts). Absolute precision work that requires a tremendous amount of dexterity.

But then Danny failed, almost simultaneously with her semi-final opponent, at the dreaded Hero Ramp. A shock for all her fans, after she mastered the ramp so impressively last year. After the ladies’ final semi-final run, centimetres decided on who would make it into the grand finale. Sadly it wasn’t quite enough for our Danny, who instead settled for a very strong third place.

Once again, our warmest congratulations on your third place, and we already wish you every success for next year. Get your title back!

More at staplercup.com



The venue is ready for the competition



Danny in action

MIDEA

INNOVATIVE AND STRONG PARTNERSHIP

In the dynamic environment of global trade, and especially in the multi-faceted requirements of the e-commerce business, it is essential to cultivate partnerships that are based on trust, performance and a shared vision for the future. Our collaboration with MIDEA, a prominent Chinese manufacturer of electronic goods, is a powerful illustration of how transcontinental collaboration is bearing fruit and evolving in the inventory business.

Relocation to Waldlaubersheim and doubling of stock

At the beginning of 2023, we took a decisive step towards optimising our warehousing strategy for the relocation of our inventory business to Waldlaubersheim. On 25,000 m² of shelf space and with a block area for bulky goods, our dedicated 30-strong team serves the requirements of MIDEA.

Why not all the logistics?

That's what we eventually asked our customer, and explained the advantages of the one-stop shopping strategy. This was particularly true of the e-commerce business, which was originally dealt with differently. At Waldlaubersheim we are now able to provide seamless logistics with services such as returns handling and package preparation. The flow of orders is efficiently controlled by EDI via the Warehouse Management System, while we are able to guarantee on-time deliveries by running full and part-full truck loads, which are dispatched from Heddesheim. The Amazon Vendor Platform will also soon be working from Waldlaubersheim, and additional space is reserved for future expansions.

“Simply easy” – working with us

“Working with us is simply easy,” is the great feedback we received from MIDEA as part of our partnership. After a productive meeting in August and a positive management review, which was quickly followed by a commitment to the e-commerce business, we have continued to work to maintain this ease and effectiveness in every aspect of our collaboration.

Advantages of the one-stop-shop strategy

The added value for our customers is paramount in everything we do. With our “one-stop-shop” concept, we offer MIDEA an enormous advantage: uniform and consistent logistics services that are reliably provided by just one partner. With Dominik Metzger as Logistics Manager South, Site Manager Daniel Mause – a close contact for MIDEA – and the outstanding project team in Waldlaubersheim, we can ensure that communications and processes are always customer-orientated and efficient.



The 194-cm-high fridge/freezer combination has a class A energy efficiency rating, is particularly quiet, and is certified by TÜV Rheinland.



The XXL built-in dishwasher offers plenty of space, is energy-saving, and is so quiet that it fits perfectly in open kitchens.

About Midea Group & Midea Europe

The Midea Group is a leading global high-tech company, and in 2023 ranked 278th on Global Fortune 500. In 2022, the company generated annual sales of more than USD 51.39 billion with 40 production centres worldwide and approximately 166,000 employees in more than 200 countries and regions. The business areas include Home Appliances; Heating, Ventilation and Air Conditioning; Smart Home and IoT, and Smart Logistics and Components.

As one of the 10 brands in the Household Appliances division, Midea has one of the world's most comprehensive production ranges in the home appliance industry. Midea specialises in air conditioning (commercial and residential solutions), refrigerators, washing machines, large kitchen and cooking appliances, small kitchen appliances, water appliances, and floor care.

As the perfect partner for both business customers and end users, Midea follows a single creed: #HumanizingTechnology. Accordingly, the company always develops products with a consumer-centric and results-orientated approach. R&D focuses on the future in order to meet the ever-changing demands of the consumer.

Midea Europe GmbH, based in Eschborn, is a 100% subsidiary of the Midea Group. The dedicated employees are there for customers in the DACH regional and Northern Europe, and look after the important topics of sales, customer service, sales processing, and marketing for the various areas.

This way to the TikTok channel!



OUR JOURNEY INTO THE TIKTOK UNIVERSE TO SUCCESS WITH FUN AND AUTHENTICITY!

Dear Readers,

Not so long ago, we – the social media team at “pfenning logistics” – embarked on a journey. A journey into the unknown world of TikTok. In a world where digital presence is crucial, we asked ourselves: how can we, as a traditional medium-sized logistics company, reach the hearts of the younger generation?

A bold step into the new: The early days were marked by scepticism and challenges: “Is it the right place for us?”, “What if we embarrass ourselves?”. But we saw the opportunities that lie in this lively and dynamic medium, and dared to take the step.

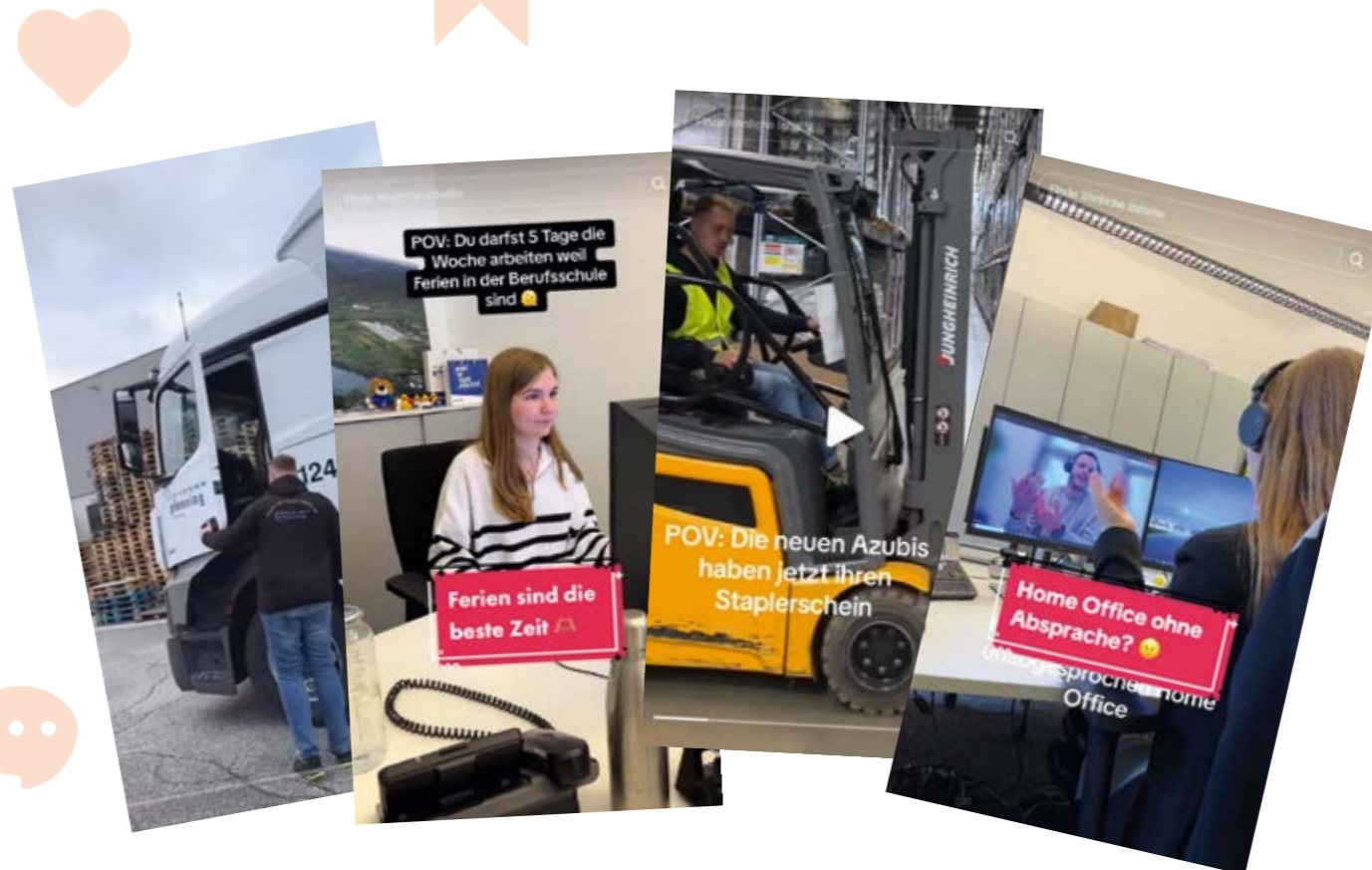
From scepticism to a viral hit: Our very first video, playful use of the “Maxwell the Cat” filter, was an unexpected hit! Still without followers, but with a huge amount of courage, we immediately reached 7,000 views and 150 likes. An exciting moment that told us we were definitely on the right way!

Stronger together: This success could never have happened without our terrific team. Two people from the MarCom department are responsible for selecting and creating the videos. We’ve now had 22 of our colleagues in front of the camera, and they’ve enjoyed themselves tremendously doing so. Their authenticity and the fun they had have made our videos what they are: honest insights into our daily working life. Time to say a very big THANK YOU. You’re the best! ❤️

Authenticity meets humour: We soon realised that we didn’t just want to be seen, but we also wanted to offer authentic insights into our company. So we focused on real, entertaining stories from our daily working life that make our audience smile. It’s always important to us that the videos also fit us thematically as a company.



The TikTok team, back row left to right: Lea Alimi, Karla Reissler, Yannick Cezane, Alisa Wimmer, Nathalie Schuler front: Jessica Zindler, Carmen Baatz



Winning streak: We’ve now got more than 300 followers and almost 40,000 likes, and we’ve been overwhelmed by the positive response and feel entirely motivated to continue to be creative and active on TikTok. Our most successful video has now been watched more than 170,000 times, and the number is still rapidly going up. Impressive when you consider that it only takes a few minutes to shoot the raw material for almost all the videos.

Looking to the future: For us, the focus is on sharing the pfenning work spirit with the world and inspiring young, talented professionals to become part of our success story. In the midst of the prevailing shortage of skilled workers, we see this as an excellent opportunity to present ourselves as an agile, modern employer.

We hope you will continue to stay with us on our exciting TikTok journey! We promise it’s going to be entertaining, authentic and always a little bit surprising.

Your Social Media Team
Yannick and Karla

MARKETING & COMMUNICATION AT THE PFENNING GROUP: INTEGRATION OF THE SUBSIDIARIES

Merging companies can sometimes be something of an adventure and bring a variety of challenges as well as a wide range of opportunities. The pfenning group has embarked on such an adventure in recent years, and successfully acquired seven companies whose brand identities are being successively integrated.

For a marketer, of course, this is a total challenge. The marketing department sought to close ranks early on and develop personal relationships with the subsidiaries. With the clear goal of ensuring a smooth integration in our processes.

It was and still is important to us to design the brands and external communication in line with the pfenning group's corporate brand.

From brand to strategy

One of the first visual examples of our collaboration is the redesign of the logo of our subsidiary oelrich logistics. The new oelrich brand uses the strength of our own brand and fits perfectly with the identity of the same. This dynamic and modern realignment is the basis for the creation of a new homepage to sharpen the digital presence of the services and so respond even more specifically to the needs of potential customers.



part of
pfenning



More than marketing communication

However, our commitment goes beyond the creation of marketing materials: we deal with the preparation and execution of tailor-made sales strategies. These are designed to intensify the brand presence and also to open up potential target markets and thus stabilise sales in the long term. Through market analyses and close cooperation with the management teams of the subsidiaries, we design concepts that are precisely tailored to the respective target groups and market requirements. We always try to increase the competitiveness of our subsidiaries and ensure a sustainable market penetration.



Jubiläumszins Knapp kalkuliert!

Eff. Jahreszins bis 48 Monate

0,99%

Auf Wunsch mit oder ohne Anzahlung!

Für neue Puma, Focus, Kuga:



mtl. Leasing-Rate
€ 199,-
Ohne Sonderzahlung!

Ford Puma „TITANIUM“

5-türig, 1,0 l EcoBoost HYBRID, 92 kW (125 PS), 6-Gang Schaltgetriebe, Frontantrieb

Unser Leasingangebot:

Gesamtlaufzeit 48 Monate, Transportkosten € 1.290,- (in Rate enthalten), Netto-Darlehensbetrag € 23.690,-, Gesamtfahrleistung 20.000 km, **ohne Leasingsonderzahlung**, monatliche Leasingrate € 199,- Summe aus Leasingsonderzahlung und mtl. Leasingraten= € 9.552,-, Für Mehrkilometer werden € 0,061/km berechnet, für Minderkilometer werden € 0,037/km vergütet (inkl. MwSt.).



mtl. Leasing-Rate
€ 249,-
Ohne Sonderzahlung!

Ford Focus „TITANIUM“

5-türig, 1,0 l EcoBoost HYBRID, 92 kW (125 PS), 6-Gang Schaltgetriebe, Frontantrieb

Unser Leasingangebot:

Gesamtlaufzeit 48 Monate, Transportkosten € 1.055,- (in Rate enthalten), Netto-Darlehensbetrag € 26.890,-, Gesamtfahrleistung 20.000 km, **ohne Leasingsonderzahlung**, monatliche Leasingrate € 249,- Summe aus Leasingsonderzahlung und mtl. Leasingraten= € 11.952,-, Für Mehrkilometer werden € 0,070/km berechnet, für Minderkilometer werden € 0,042/km vergütet (inkl. MwSt.).



mtl. Leasing-Rate
€ 259,-
Ohne Sonderzahlung!

Ford Kuga „Cool & Connect“

5-türig, 2,5 l Duratec HYBRID (FHEV), 140 kW (190 PS), CVT - Automatikgetriebe, Frontantrieb

Unser Leasingangebot:

Gesamtlaufzeit 48 Monate, Transportkosten € 1.425,- (in Rate enthalten), Netto-Darlehensbetrag € 33.690,-, Gesamtfahrleistung 20.000 km, **ohne Leasingsonderzahlung**, monatliche Leasingrate € 259,- Summe aus Leasingsonderzahlung und mtl. Leasingraten= € 12.432,-, Für Mehrkilometer werden € 0,088/km berechnet, für Minderkilometer werden € 0,053/km vergütet (inkl. MwSt.).

Maßgebend sind die Preise und Konditionen bei Vertragsabschluss. Ein Angebot der FORD-Bank GmbH, Henry Ford Straße 1, 50735 Köln, für Privatkunden. Unsere Angebote stellen das repräsentative Beispiel nach §17 Preisangabenverordnung dar. Ist der Leasingnehmer Verbraucher, besteht nach Vertragsabschluss ein Widerrufsrecht. Weitere Details erfragen Sie bei uns im Autohaus.

Ford PUMA WLTP Verbrauchswerte: Kraftstoff: Benzin E10, (kombiniert/innerstädtisch/Stadtrand/Landstraße/Autobahn in ltr./100 km): 5,4 / 6,3 / 4,9 / 4,6 / 5,9. CO2 Emissionen (kombiniert) 121g/km.

Ford Focus WLTP Verbrauchswerte: Kraftstoff: Benzin E10, (kombiniert/innerstädtisch/Stadtrand/Landstraße/Autobahn in ltr./100 km): 6,1 / 6,9 / 5,8 / 5,4 / 6,6. CO2 Emissionen (kombiniert) 138g/km.

Ford KUGA WLTP Verbrauchswerte: Kraftstoff: Benzin E10, (kombiniert/innerstädtisch/Stadtrand/Landstraße/Autobahn in ltr./100 km): 5,4 / 8,2 / 4,6 / 4,5 / 5,6. CO2 Emissionen (kombiniert) 124g/km.

Weitere Informationen zum offiziellen Kraftstoffverbrauch und den offiziellen spezifischen CO2-Emissionen neuer PKW können dem „Leitfaden über den Kraftstoffverbrauch, die CO2-Emissionen und den Stromverbrauch neuer Personenkraftwagen“ entnommen werden, der bei der (www.dat.de), Helmut-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen unentgeltlich erhältlich ist. Beispielfotos von Fahrzeugen der jeweiligen Baureihe. UPE = unverbindliche Preisempfehlung. Weitere Details zu Fahrzeug und Ausstattung erfragen Sie bei uns im Autohaus. Abbildungen zeigen zum Teil Sonderausstattung gegen Mehrpreis.

Änderung und Irrtum vorbehalten. * Außerhalb der gesetzlichen Öffnungszeiten keine Beratung, kein Verkauf, keine Probefahrten



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AUTO KNAPP**

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Automeile Weinheim
69469 Weinheim
Telefon: (06201) 9941-0



Größte Auswahl an PKW und Nfz im Rhein-Neckar-Raum und an der Bergstraße!

NEWS FROM AUTOWELT.EBERT

Brand strategy further developed



The Weinheim-based retail group is still focused on expanding its brand portfolio, and continued its diversification strategy in 2023. Which saw the takeover of the neighbouring Ford car dealership Auto Knapp with around 40 members of staff. “For us, this is an important investment in our strategy of offering our customers a wide range of brands and models,” says Bernd Baldus, Spokesman of the Management Board.

Ford Trucks brands and models by Dodge, RAM, Ssangyong and Maxus were added to the range in 2022. The retailer wants the Asian brands to interest price-sensitive customers in particular. At the same time, they appeal for their electromobility expertise and stable delivery capability.

The family-owned company Knapp was integrated in the group as the third company under the existing name – alongside the Ebert car dealership (Mercedes-Benz, AMG, Brabus and Fuso) and Ebert Automobile (Skoda, Ssangyong, Dodge, RAM, Maxus and Ford).

“With these companies, we now have our own car mile at the entrance to Weinheim – right at the very busy motorway junction,” Bernd Baldus continues. To date, the Ford dealership has been run by the second and third generations of Thomas and Volker Knapp. Volker Knapp will continue to be active in the management of the company, which he shares with Uwe Reinhard, the commercial director of Autowelt Ebert.



Handing over the keys to Autohaus Knapp: from left to right Knapp family, Pfenning family, Rana Matthias Nag and Uwe Reinhard

The car dealership of the future

Autowelt Ebert is setting new standards in the Rhein-Neckar metropolitan region, because with MAR2020 – which stands for “Brand Identity Retail 2020”, Mercedes-Benz’s new marketing and sales strategy has also found its way to Bensheim.

With the construction of a new CO₂-neutral building, the retailer is setting a new sales standard for discerning customers. The symbiosis of personal contact, efficiency, flexibility and digital elements in advice and sales turns the dealership from a “point of sale” into a “point of experience”, and offers precise, holistic support for interested parties. The centre has a 1,500 square metre world of experience that allows the transformation of the globally uniform and forward-looking brand identity to arrive in the here and now.

The design language of the new brand architecture is clear and elegant. Design elements are reduced to a minimum in the predominantly black showroom and reflect a modern lifestyle and luxury. In addition to the visual modernisation, it is above all the innovative world of experience that optimally combines the advantages of the digital and real worlds for customers. Media spaces and mobile devices are the new work tools used by employees, and present the range of products and services for customers on media areas. More clarity, versatility and a stronger experience are key features of the portfolio.

Come on in and experience Mercedes-Benz at its best:



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Robert-Bosch-Str. 36
64625 Bensheim
Phone: +49 6251 1304-0
Fax: +49 6251 1304-44
Email: info@autohaus-ebert.de



Inauguration of the Mercedes Benz Center Bensheim, from left to right Annika Pfenning, Dr. Achim Sauer, Karl-Martin Pfenning, Dominik Bessler, Elizabeth Benois, Bernd Baldus, Rafael Pfenning, Janina Pfenning

DIE ZUKUNFT KOMMT NACH HAUSE.



Profitieren Sie von 24 % Nachlass.

Fahrzeuggabingung enthält aufpreispflichtige Sonderausstattungen.

Der Korando e-Motion. Das erste vollelektrische SUV von SsangYong.

Unverbindliches Finanzierungsbeispiel der Bank11 für Privatkunden und Handel GmbH

Kaufpreis:	35.400,00 €
Anzahlung:	0,00 €
Gesamtkreditbetrag:	40.841,01 € ¹
Nettodarlehensbetrag:	37.788,79 €
Laufleistung p. a.:	50.000 km
Laufzeit:	61 Monate
Sollzinssatz p. a.*:	1,97 %
Effektiver Jahreszins:	1,99 %
Bei Option der Fahrzeugübernahme:	
Schlussrate als 61. Rate in Höhe von:	22.901,01 €

Exklusiv nur für pfenning logistics Mitarbeiter/-innen
Monatliche Finanzierungsrate
299 €



Ihr Ansprechpartner
Michael Strietzel

Korando e-Motion Stromverbrauch in kWh/100km, kombiniert: 12,0 (Stadtverkehr). Elektrische Reichweite (WLTP) in km: 339 (kombiniert), 474 (Stadtverkehr). CO₂-Emission kombiniert: 0 g/km. Effizienzklasse A+++ (WLTP-Werte).

* gebunden an die gesamte Vertragslaufzeit. Alle Preise inkl. 19% MwSt. und inkl. Überführungskosten in Höhe von 795,00 €. Ein Angebot für Privatkunden. Hierbei handelt es sich um ein repräsentatives Beispiel gemäß § 17 Abs. 4 PAnGV. Dies ist ein unverbindliches, freibleibendes Finanzierungsbeispiel Ihrer Bank11 für Privatkunden und Handel GmbH, Hammer Landstraße 91, 41460 Neuss, für die das Autohaus als unabhängiger Vermittler tätig ist. Bonität vorausgesetzt. Angebot gültig bis 30.12.2023. Die Vertragslaufzeit ergibt sich aus der Anzahl der monatlichen Raten zzgl. einer etwaigen Vorlaufzeit bis zur Fälligkeit der ersten Rate. Nach Vertragsabschluss steht dem Darlehensnehmer ein gesetzliches Widerrufsrecht zu. Druckfehler und Irrtümer vorbehalten.

¹ Unser Angebot für einen zugelassenen Korando e-Motion Platinum mit Elektroantrieb 140 kW (190 PS), Tagezulassung, 100 km, inkl. Überführungskosten in Höhe von 795,00 €. Unverbindliche Preisempfehlung des Herstellers: 46.885 €.

Ebert Automobile GmbH
SsangYong Vertragshändler

Ihr Ansprechpartner: Herr Michael Strietzel
06251 82694-27, michael.strietzel@ebert-automobile.de
www.ebert-automobile.de



SSANGYONG

SHORTAGE OF SKILLED PROFESSIONAL DRIVERS – WHAT WAS THAT AGAIN?

Many years ago, the acute shortage of skilled workers prompted our subsidiary, Spedition Gräfen, to expand its recruitment to include employees from Kosovo – with tremendous success. Together, we have now launched a groundbreaking recruitment project to meet the growing demand for young talents, creating a win-win situation for everyone involved. The pfenning group is looking locally for young people in Kosovo who would like to work in Germany in the future.

To this end, a pfenning branch was opened there, where people who are interested are trained for the German labour market. A team of employees organises the German and driving school courses with in-house instructors, which means that as well as getting a driving licence, they can also acquire language levels A2 to B1.

After successful training, the pfenning group supports drivers with their integration in Germany, offering a broad range of tasks from finding accommodation to visiting the authorities and reunification with families. This gives them the chance to find a permanent job in Germany.



Gräfen Logistik offices in Kosovo

We have been able to find and retain a total of 20 new drivers for the pfenning group this year. Of course, it does also occasionally happen that we have to say goodbye to people if they have been hit particularly hard by homesickness. But overall, though, the cooperation is working out extremely well.

A warm welcome to the pfenning group – it's lovely to have you with us!



Advertising for the pfenning group on vehicles at the driving school in Kosovo



PFENNING ACADEMY: IN-HOUSE COURSES FOR EMPLOYEES OF THE PFENNING GROUP

The continuous training of specialist and managerial employees is extremely important at the pfenning group. As a full-service provider with a focus on logistics, the company recognises the importance of up-to-date and in-depth knowledge in a rapidly changing industry. This year, for instance, the group offered 18 seminars that addressed both the commercial and the industrial sectors.

The contents of these seminars were practical and extremely diverse - here is a small excerpt:

- Appreciative communication within the company
- Generation Z – leading young people
- Conflict management
- Social media made easy
- Business administration for non-BAs

The offer underlines our efforts to create a broad understanding of the various aspects of day-to-day business life.

The positive response from employees, especially from our subsidiaries, confirms the success of the training programme. We shall use this as the basis for planning the seminars next year.

Why don't you take the opportunity and complete one of the courses. Lena Magin, our training manager, will take care of your registration. Overnight accommodation can also be arranged for you if required. Just let us know if you are interested, and we'll take care of the rest.

**Interested in the programme?
Would you like to register?**

**Contact Lena Magin:
lena.magin@pfenning-logistics.com**



Which social network did pfenning start using this year?

- TicTac
- TikTok
- TipTop



How old is the company really?

- 95 years
- 100 years
- 125 years



What is the name of the car dealership that is now a part of Autowelt.Ebert?

You could win:
Two VIP tickets for the Adler Mannheim match on 23.02.2024 in the exclusive pfenning box (SAP Arena Mannheim).

Last year's prize was an Adler Mannheim jersey!

Entries close on 31/01/2024
– the judges' decision is final.



Good luck!



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