



PRESS RELEASE

Lambrecht, 23 April 2020

**Jola Spezi schalter
GmbH & Co. KG**

Klostergartenstr. 11
67466 Lambrecht
Germany

Tel +49 6325 188-01
Fax +49 6325 188-11

contact@jola-info.de
www.jola-info.de

Jola – Voice for Small German Companies on the Coronavirus Crisis

In particular during difficult times, it is important to comment constructively on current events. Right now, during the biggest crisis since its foundation in 1952, Jola Spezi schalter GmbH & Co. KG is happy to offer its perspective.

On 11 March 2020, the World Health Organisation declared the spread of the infectious disease COVID-19, caused by the newly discovered coronavirus SARS-CoV-2, a pandemic. Almost instantly, the crisis brought our day-to-day life to a standstill and poses a challenge to healthcare systems, economies and, ultimately, whole societies. Individuals from all ways of life and organisations of all kinds look for ways to gain control over the crisis to resolve this situation. Yet still, it is difficult to find the right words.

Yet, Jola Spezi schalter GmbH & Co. KG is just trying to do that. Its motivation: now more than ever small companies must voice their concerns to avoid severe economic consequences.

On the one hand, in light of the crisis, companies worldwide are forced to take difficult decisions and measures to react to the often breathtakingly fast developments. On the other hand, small companies see themselves confronted with decisions and measures taken by others – states, public authorities, other institutions and individuals. The very big and the very small companies take up most attention.



Yet, the special position of small medium sized companies is often not taken into consideration by politicians and the media. “Amongst other reasons, this is caused by the fact that small companies – and by that I mean those with about 50 to 100 employees – are often not really visible”, says Jola’s managing director Lars Mattil. Their relentless focus on “getting the work done”, concentrating on keeping the business up and running, leaves almost no time for networking, public relations and the like. Jola seeks to balance its focus on business with the right amount of external representation.

As a family company founded in 1952, Jola looks back on decades of business experience that informs its perspective on economic developments and change. Now it would like to take advantage of its experience and use it to comment on economic developments from its perspective.

Jola SpeziSchalter & Co. KG is happy to be a “voice for small German companies”. “It is a part of our social responsibility to portray as detailed as possible the situation of our company and our employees to the press, decision-makers and an interested public. We seek to facilitate solution-oriented thinking that allows identifying and deriving precise and swift measures”, explains Lars Mattil.

A selection of comments will be published on the website:

<https://www.jola-info.de/en/news/>

<https://www.jola-info.de/en/press-releases/>

Press Contact:

**Jola SpeziSchalter
GmbH & Co. KG**

Elmar Friderichs
Head of Marketing
Klostergartenstr. 11
67466 Lambrecht (Germany)

Tel +49 6325 188-208
Mail marketing@jola-info.de