



PRESS RELEASE

Lambrecht, 4 May 2021

Jola SpeziSchalter
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 Annual Promotion 2021: The Dirtiest Applications

Jola's very first annual promotion deals with beauty in midst of a dirty reality. With help from designer Désirée Berger and cartoonist and publisher Steffen Boiselle.

Since the end of 2016, **Désirée Berger** has been working for Jola as an external consultant and designer and is currently revisioning its website. She has studied Design at the "Universität der Künste" in Berlin, lives in Neustadt an der Weinstraße and has created "hangzumschönen" – a propensity to beauty (www.hangzumschoenen.com). That is why all things BEAUTIFUL are close to her and she knows of no reason why not to imagine Jola's product portfolio to be beautiful as well. But things are not always as pretty and clean...

Since his earliest adolescence, **Steffen Boiselle** has been working in publishing and became a publisher himself in 1985 (www.agiro.de). He worked in the comic industry and is author and illustrator of the popular cartoon series "100% PFÄLZER!" (100% Palatinate!). If that was not enough he also does readings, speeches and appears in concerts. His work always displays and reveals the true rather than the pretty sides of life.

In addition, Jola is also creating its own YouTube channel "Inside Jola." Its main goal is to report truthfully from the day-to-day life of a medium-sized company and to provide as entertaining information as possible on Jola's products and applications.



The program for **2021** does not stop just there: Jola is having its very first “**Jola Annual Promotion**” ever!!! To demonstrate to Désirée Berger the mean conditions the beautiful devices are often used in, the help of Jola’s clients, partners, and fans is needed to find the **dirtiest application of Jola products** imaginable. If you think that you are digging the dirt, please send photos, videos or whatever you may find. The best photos alongside illustrations by Désirée Berger and together with the most revealing cartoons by Steffen Boiselle will be compiled in a **booklet** to be published in early 2022.

Those interested are very welcome to submit any material here:
promotion@jola-info.de

Updates to this story will be published here:
<https://www.jola-info.de/en/news>.

Photo of Désirée Berger by courtesy of Désirée Berger.

Photo of Steffen Boiselle and cartoon “Die 3 Musketiere” (The 3 Musketeers) by courtesy of Steffen Boiselle.

Press Contact:

**Jola Spezialschalter
GmbH & Co. KG**

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

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