



PRESS RELEASE

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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

Centenary of the Administrative Building

Jola is proud of the centenary of its administrative building, which was originally built as a “kontor”, a multifunctional building, as part of several structural expansions in 1920 and 1921 implemented by Albert Haas, the manager of the predecessor company at the time, the Haas Brothers’ cloth factory. The celebrations will be held with a guided special exhibition as part of the “German Sustainability Action Days” and the “European Sustainable Development Week” from 20 to 26 September 2021.

At the end of the 1890s, Albert Haas (born 5 June 1877, died 30 December 1936) joined the Gebrüder Haas (Haas brothers) cloth factory, which was then run by his father and his brothers. After his father’s death in 1913, he became a partner in the company, which he then took over as sole owner in 1918. In his funeral address on 2 January 1937, Pastor Karl Orschiedt described him as follows:

“He was the born cloth-maker and businessman, whose great knowledge, technical skills and special foresight and insight allowed him to make courageous business decisions that a more wavering mind would have refrained from out of hesitation. Mr. Haas went straight through, all the way, and it worked. This is the only way to understand that he successfully navigated the company through the harsh inflationary period after the First World War, ensuring bread and jobs for many employees while adapting the company to modern times.”

Very early on, Albert Haas shaped the future of the company by choosing his nephew Karl Mattil as his successor. He worked with him for years and introduced him to the company.

The new administration building was planned to serve different needs. Located on the left side of the entrance gate directly on the street Klostergartenstrasse, it was intended to serve both practical and representative purposes. It contained reception rooms, several offices, a conference room, a pattern weaving mill, a cloth store and production rooms. The building was erected in the years 1920/1921 in the course of further construction measures, which should ensure the future viability of the company as a large-scale structural extension of the cloth factory.

The builder Albert Haas represents the second and penultimate generation of management of what was then the second largest Lambrecht cloth factory, from which Jola Spezielschalter emerged in the early 1950s through two inventions by a company electrician.

Jola offers the special exhibition “100 Years Administrative Building”. The fourth Jola managing director Lars Mattil – Albert Haas’ great-great-nephew – and his father Volker Mattil – who was born 13 years after the death of his great-uncle – will welcome the registered visitors in small groups as guides. For both of them it is a journey to a closer connection with a family member on the one hand and working through an important part of the company’s history on the other hand.

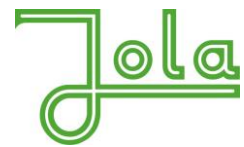
The exhibition not only celebrates the beautiful building itself, but highlights the life’s work of cloth-maker Albert Haas, as well as parts of the history of the family business and the “classical entrepreneurship” itself, which always stayed true to its traditions without ever disguising the view to innovation.

Using selected exhibits, it tells the story of Albert Haas and his life’s work. This includes photos, blueprints, letters, newspaper articles and much more. As a special gem, the guild drawer of the Clothmaker’s Guild of Lambrecht will be shown on loan from the Historical Museum of the Palatinate in the city of Speyer. In the penultimate book of the guild there are annual reports by Albert Haas who served as the guild master in 1912 and 1930. In addition, four rooms, which can be visited, have been restored as closely as possible to the original state of 1921.

All of this fits perfectly with the term “sustainability”, which has become a buzzword in recent years and, in various forms, has become one of the most discussed topics of all. It describes a way of thinking and acting that improves the living situation of today's generations without worsening the future prospects of generations to come. Sustainable development is concerned with how social needs can be met within the ecological limits of the planet without endangering the future.

And that is exactly what the company history of Gebrüder Haas and Jola Spezielschalter has always been about. Therefore, it made sense to contextualize the special exhibition “100 Years Administrative Building“ in two of Germany’s currently most important “sustainability events”, namely the “German Sustainability Action Days” and the “European Sustainable Development Week”, which take place at the same time from 20 to 26 September 2021.

All actions are assigned to the United Nations’ “Sustainable Development Goals” (“SDGs”) as part of the “Agenda 2030”, which are intended to ensure sustainable development on an economic, social and ecological level worldwide. In the case of the special exhibition “100 Years Administrative Building”, these are specifically goals 4 (Quality Education), 11 (Sustainable Cities and Communities), 12 (Responsible Consumption and Production), and 17 (Partnerships for the Goals).



ADVANCED BOOKING REQUIRED:

Tel. +49 6325 188-01

marketing@jola-info.de

More information here:

<https://www.jola-info.de/en/100-years-administrative-building>

The Initiative:

www.tatenfuermorgen.de/aktion/?aktionid=13021

German Sustainability Action Days (DAN):

www.tatenfuermorgen.de

European Sustainable Development Week (ESDW):

www.esdw.eu

United Nations – Strategic Development Goals (SDGs) of the “Agenda 2030”:

sdgs.un.org

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