

PRESS RELEASE

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Jola Turns 70 – Celebrations and Events for the Anniversary Year

The small but excellent company *Jola Spezielschalter* was founded on 3 December 1952 by Karl and Liselotte Mattil. In 2022, it will celebrate its 70 year anniversary as a renowned maker of measurement and control technology.

At the start of the anniversary year, Jola supported a special kind of **concert**. On 28 January 2022, the *Kammerchor Stuttgart* (Stuttgart Chamber Choir) presented an “A Cappella” program in the Protestant Church in Lambrecht. The internationally renowned vocal ensemble conducted by Frieder Bernius who has family ties to Lambrecht and is always happy to return to the “old homeland”.

Already the previous year had indicated and given first signs that 2022 would be special. In the middle of 2021, the **door signs of Jola’s predecessor companies** were hung in their old place to represent our company history since 1868: next to the (now historical) entrance of the administration building.

But nothing is without effort, as it is stated in the direction’s old business motto:
**« To create and to strive
is our imperative,
progress is life,
stagnation is death ! »**

On 6 January 2022, a **video** was published on the YouTube channel “Inside Jola” that takes a close look at the beginnings of the Jola Spezielschalter company:

From Cloth-makers to Technicians

<https://youtu.be/6zEp5Nfn7As>

A **video** about the Direction’s old business motto, about Jola’s new compass, and about the company’s other guiding principles followed on 14 March 2022:

Jola’s New Superstructure

<https://youtu.be/lxApWi3wuX4>

In order to honour the past, there will also be some special events throughout the year. On behalf of all those people who have advanced *Jola Spezialschalter*, we want to call to mind **four important persons**. On the anniversary of their respective death, a small **commemoration ceremony** will be held in the inner courtyard shortly before the lunch break, at which the management will celebrate their lives and work. In the months of May, July, November and January corresponding videos will be published on “Inside Jola”.

<https://www.youtube.com/channel/UCJ-Gm4oE2Xp0kBKNGeJwEJQ>

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

Dieter Mattil (11.02.1939-21.03.1995)

– Jola’s second Managing Director 1966-1995

Date of death: Monday, 21 March 2022

Video on “Inside Jola”: Monday, 2 May 2022

Liselotte Mattil (18.10.1916-01.07.2004)

– Jola’s Co-Founder and “good soul”

Date of death: Friday, 1 July 2022

Video on “Inside Jola”: Monday, 4 July 2022

Karl Mattil (12.02.1897-13.09.1982)

– Jola’s Founder and first Managing Director 1952-1982

Date of death: Tuesday, 13 September 2022

Video on “Inside Jola”: Monday, 7 November 2022

Josef Lambrecht (31.12.1906-21.09.1958)

– Electrician of the cloth factory Gebrüder Haas and inventor of the “Jola Switches”

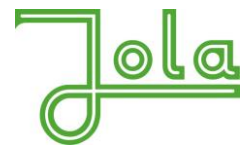
Date of death: Wednesday, 21 September 2022

Video on “Inside Jola”: Monday, 2 January 2023

In order to honour not only the past but also the present, we will shed light on our **customer groups** in **4 videos** starting June, with a new video published every 2 months, and explain which products they prefer to buy from us:

Mondays on “Inside Jola” on 6 June, 1 August, 3 October and 5 December.

We will also address the future in the anniversary year. In addition to the important topics of quality and explosion protection, supplement Jola’s integrated management system (IMS) will be complemented by an **environmental management system (EMS) in accordance with the international standard ISO 14001**. Its first audit and certification is planned for the first half of the year.



The **anniversary celebration** will then take place on Saturday, 16 July 2022. Due to the coronavirus pandemic, the event will take place outdoors and unfortunately only on a smaller scale.

The celebrations include:

- the presentation of Jola's new website
 - with UX Designer and Brand Strategist Désirée Berger (hangzumschoenen) and Web Developer Benjamin Berger
- the presentation of Jola's first image film
 - with Enrico Markx (enrico markx content creation)
- a concert by the German-Turkish duo "Benyonca" which will provide Jola with special film music scores
- the opening of the "Jolaseum" (Jola's company museum), which will make the enterprise's history come alive

A short video about the anniversary year is available here:

Jola SpeziSchalter Celebrates Its 70th Anniversary

<https://youtu.be/awaQU7q4fJs>

More information here:

<https://www.jola-info.de/en/70-years-jola>

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