

PRESS RELEASE

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**Jola Spezialschalter
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

Special 2023 Opening of the Jolaseum

Designed as a training and exhibition space, the “Jolaseum”, opened in the 70th anniversary year of *Jola Spezialschalter*, serves to tell the story of the development of the company and its products from 1952 to the present day and to bring its history to life. A guided visit within the context of the “German Sustainability Action Days” and the “European Sustainable Development Week” from 20 to 26 September 2023 is offered to an interested public.

The electrotechnical company *Jola Spezialschalter* emerged in the early 1950s from the *Gebrüder Haas (Haas Brothers)* cloth factory in the German town of Lambrecht (Palatinate) – at that time an important industrial location. It had to stop production in 1961 due to the economic decline of the German textile industry. The Jolaseum tells the story of innovation, resilience and entrepreneurship in a small German family business – and of course of its products and the development of the industry over the past decades. From 20 to 26 September 2023, it invites visitors for a guided visit on weekdays at 9am-4pm.

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 Spezialschalter* has always been about. Therefore, it made sense to contextualize the special opening of the Jolaseum 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 2023.

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 opening of the Jolaseum, these are specifically goals 4 (Quality Education), 6 (Clean Water and Sanitation), 8 (Decent Work and Economic Growth), 11 (Sustainable Cities and Communities), 12 (Responsible Consumption and Production), and 17 (Partnerships for the Goals).

NO ADVANCED BOOKING REQUIRED.

More information here:

www.jola-info.de/en/jolaseum-special-opening-2023

The Initiative:

gemeinschaftswerk-nachhaltigkeit.de/app/organisations/0/642

German Sustainability Action Days (DAN):

gemeinschaftswerk-nachhaltigkeit.de/aktionen-tage

European Sustainable Development Week (ESDW):

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