

Press release

Gebrüder Weiss remains number 1 in Altach

Gebrüder Weiss expands its partnership with the soccer club CASHPOINT SCR Altach and now outfits all of the club's goalkeepers. Everyone from the youth to the professional teams will wear the Gebrüder Weiss orange jersey in the future.

Altach / Lauterach, July 20, 2021. The partnership between Gebrüder Weiss and SCR Altach launched in 2019 when the goalkeepers of the men's professional team started wearing the Gebrüder Weiss logo on their chests for the first time. Now, the cooperation will be extended for at least three more years with additional dimensions. Not only the goalkeepers of the men's Bundesliga team, but also the female goalies of SPG SCR Altach / FFC Vorderland will be wearing orange, along with all of the young players from U7 to the Juniors. This means that Gebrüder Weiss now provides a total of 25 teams with orange jerseys for players wearing the number 1, translating into more than 500 championship games every year and establishing the Gebrüder Weiss jerseys as the trademark of SCRA goalkeepers.

Werner Gunz, Vice President of SCR Altach: "The fact that the excellent cooperation with Gebrüder Weiss has been extended is the perfect recognition of the broad appeal that SCR Altach now has. Our two Bundesliga teams enable us to represent Gebrüder Weiss throughout Austria, and we are also firmly rooted in Vorarlberg due to having the largest popular sports department in the country."

Wolfram Senger-Weiss, CEO of Gebrüder Weiss: "The cooperation over the last two years has been excellent. Altach is a club that has clear goals and is managed sustainably. We can identify well with that. We are looking forward to supporting all teams this time and wish them a successful season."

Frank Haas, Head of Corporate Brand Strategy & Communications at Gebrüder Weiss: "The branding of jerseys at SCR Altach guarantees high visibility for our company throughout Austria. We are proud to sponsor the Number One of Vorarlberg soccer and look forward to celebrating joint successes."



Caption: In the future, the women goalkeepers and the entire junior team will also play in orange Gebrüder Weiss jerseys. From the left: Janine Koretic, goalkeeper of the women's Bundesliga team; and Daris Nakic, junior player (Source: Gebrüder Weiss / Frederick Sams)



Caption: Gebrüder Weiss adds to its partnership with CASHPOINT SCR Altach (from left): Stefan Oberhauser, Branch Manager Gebrüder Weiss Lauterach, Wolfram Senger-Weiss, CEO of Gebrüder Weiss, and Werner Gunz, Vice President of SCR Altach (Source: Gebrüder Weiss / Frederick Sams)



Caption: Frank Haas, Head of Corporate Brand Strategy & Communications at Gebrüder Weiss (Source: Gebrüder Weiss / Gnaudschun)

About Gebrüder Weiss

With more than 7,400 employees, 170 company-owned locations and an annual turnover of 1.77 billion euros (2020), Gebrüder Weiss ranks among Europe's leading transport and logistics companies. In addition to its core business of land transport, air & sea freight, and logistics, the company operates a number of highly specialized industry solutions and subsidiaries under the umbrella of Gebrüder Weiss Holding AG, based in Lauterach (Austria) – including the logistics consultancy firm x|vise, tectraxx (industry specialist for hi-tech businesses), dicall (communications solutions, market research, training), Rail Cargo (railway transports), and the Gebrüder Weiss parcel service GWP, co-shareholder of the Austrian company DPD. This bundling of services allows the corporate group to respond to customer needs quickly and flexibly. Today, having implemented a variety of environmental, economic and social initiatives, the family-run company with a 500-year history is also considered a pioneer in sustainable business practices.

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