

PRESS INFORMATION

Neureichenau, July 2016

Flying high with PARAT

PARAT IS COMMITTED TO SUPPORTING THE DSV SKI JUMPING YOUTH TEAM

Offer young talent a challenge – this is the maxim of the plastics expert PARAT in both professional and sporting terms. PARAT is now actively engaged in supporting young athletes of the German Ski Federation: the company has sponsored about 21 young ski jumpers and provided new and high class tracksuits with PARAT logo print.

„Sport sponsorship of the DSV youth team is a point of honor for us“, said Florian Limmer, Head of Sales ‘Cases/Light’. As a brand manufacturer of high-class and durable products, this was in accord with the company’s claim to be committed to sustainability. „This also involves encouraging ‚new blood‘. Top class sport and top class brand – that’s the perfect match“, Florian Limmer puts it in a nutshell. And there’s also another very special reason – or better two – for PARAT’s sporting commitment. Because the region around the company’s headquarters has already produced two excellent exceptional athletes: Michael Uhrmann (Breitenberg) and Severin Freund (Waldkirchen), both Olympic champions in ski jumping, have begun their outstanding sports careers in the Bavarian Forest as members of the DSV youth team.

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The DSV ski jumping youth team visits PARAT in Neureichenau.

from left: Florian Limmer, Head of Sales ‚Cases/Light‘, Martin Kremsreiter, COO PARAT GmbH + Co.KG, the coach and the youth team of DSV e.V.

About PARAT:

WE DO NOT COMPROMISE. WE CUSTOMIZE.

PARAT is a globally active partner in the field of highly functional plastic trim parts and structural components and leads the market in the tool cases & bags segment. At PARAT Group, providing **expert** and objective advice has always been its trademark: we constantly strive to deliver the best solution for our customers.

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