



Interroll takes new sponsorship path

Sant'Antonino, Switzerland, January 8, 2021. Interroll announces that its successful collaboration as promotional partner with the Alfa Romeo Racing ORLEN team has come to its scheduled end. In the future, the Swiss conveyor technology specialist will focus more on university collaborations and digital knowledge exchange.

The successful collaboration with the partner then known as the Sauber F1 Team was established in 2012 to present Interroll's customer promise in terms of quality and speed and its claim to create a Climate of Excellence in a way that is as broadly effective as it is fascinating.

"We wish the Alfa Romeo Racing ORLEN team the best for the future and thank them for the always-professional partnership and many unique moments that ensured enthusiastic customers, motivated employees, and lively media interest," said Interroll Senior Vice President Corporate Marketing & People Development Jens Karyoli. "This trusting cooperation between two Swiss thought leaders has been instrumental in supporting our globalization strategy over the past few years. In the future, Interroll will focus more on partnerships with universities and colleges and on our international customer program Rolling on Interroll when it comes to sponsoring activities under the motto of 'Knowledge and Inspiration.' We will also continue to significantly expand our communication activities in the digital area."

In the more than eight years of cooperation, events, workshops, and a variety of other activities were launched that intensified the customer relationship and motivated the company's own employees. The partnership also played an important role in emotionalizing the Interroll brand: For example, show cars from the Sauber F1 team were used at trade fair appearances, such as LogiMAT. Joint press activities, such as international product launches, the presentation of the Best of Business Award at the headquarters of the Sauber Group in Hinwil, and a visit by Formula 1 driver Heinz-Harald Frenzen at an in-house exhibition in Wermelskirchen provided special experiences. In addition, management workshops on innovation topics and exclusive interviews with Beat Zehnder (sporting director), Alex Sauber (marketing), team boss Axel Kruse and Yan Lefort (commercial director) provided new perspectives on topics that link Formula 1 and logistics.

PRESS RELEASE



Captions:

Top left: Formula 1 driver Heinz Harald Frentzen with Interroll CEO Paul Zumbühl in 2013.

Top right and bottom left: The successful product launch of the Interroll DC platform in December 2018 at the Sauber Group's headquarter in Hinwil

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About Interroll

The Interroll Group is the leading global provider of material handling solutions. The company was founded in 1959 and has been listed on the SIX Swiss Exchange since 1997. Interroll provides system integrators and OEMs with a wide range of platform-based products and services in these categories: Rollers (conveyor rollers), Drives (motors and drives for conveyor systems), Conveyors & Sorters as well as Pallet & Carton Flow (flow storage systems). Interroll solutions are in operation in express and postal services, e-commerce, airports, the food and beverage industry, fashion, automotive sectors, and many other manufacturing industries. Among the company's end users are leading brands such as Amazon, Bosch, Coca-Cola, DHL, Nestlé, Procter & Gamble, Siemens, Walmart and Zalando. Headquartered in Switzerland, Interroll has a global network of 34 companies with turnover of around CHF 559.7 million and 2,400 employees (2019).