PRESS RELEASE

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Strong Together in the North: WISKA extends its partnership with Hamburger SV

Kaltenkirchen/Hamburg, [22.09.2026] – WISKA Hoppmann GmbH will remain the official supplier to Hamburger SV for the 2026/2027 season. The family-run business based in Kaltenkirchen is continuing its successful partnership and will continue to actively support the club.

Regional identity and shared values as a foundation

“Our partnership with HSV generates enthusiasm and positive interactions – for our staff, their families, as well as our customers and partners. That is why we are delighted to continue our involvement with HSV. HSV stands for passion, team spirit and a close connection to Hamburg and the region – values that also characterise WISKA,” says Ronald Hoppmann, Managing Director of WISKA Hoppmann GmbH, which he runs together with his sister Tanja Hoppmann. “The enthusiasm and the many shared experiences at the stadium have confirmed to us that sponsorship brings real added value. We look forward to many more moments like these,” emphasises Ronald Hoppmann.

WISKA was founded in Hamburg in 1919 and now manages its global operations from Kaltenkirchen, Schleswig-Holstein. The extension of its partnership with HSV underlines the company’s long-standing regional ties and shared values.

Planned initiatives for the current season

As part of its ongoing partnership, WISKA continues to rely on proven strategies and maintains a presence at home matches at the Volksparkstadion, alongside its staff, customers and partners. Furthermore, WISKA’s own products are already in use at the stadium: in the HanseMerkur family section, junction boxes, cable protection and LED lighting have been installed to upgrade the infrastructure and ensure better lighting conditions – young fans and their families benefit from this particularly during evening matches. In the players’ tunnel, the latest COMBI® 2516 junction box – the largest in the range to date – has been installed. WISKA is particularly proud to be a visible part of the stadium experience. Joint competitions and posts are planned for the coming season on WISKA’s and HSV’s social media channels.

About the HSV®

As Hamburg’s largest club, HSV is a key economic player and the city’s sporting flagship. With more than 150,000 members and millions of fans, the club enjoys a strong brand identity and high brand recognition. The home ground for the current men’s and women’s Bundesliga teams is the Volkspark-stadion, which has a capacity of over 57,000. Further information: www.hsv.de.

Über WISKA®

Founded in Hamburg in 1919, we are today one of the leading manufacturers of electrical equipment, lighting products and CCTV video surveillance for electrical trade, industry and shipbuilding. We operate our own research and development facilities and production plants next door at our headquarters in Germany. Our global sales network of representatives and subsidiaries ensure a quick and personal on-site customer service for you. The WISKA Group today employs over 340 people worldwide. www.wiska.com

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