

PRESS RELEASE

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Goals, team spirit, football fever: WISKA kicks off its first Business Cup

Kaltenkirchen, 4 July 2018 – Football connects, as the supplier for the electrical trade, industry and shipbuilding, WISKA from Kaltenkirchen, found when it invited customers and partners to attend the first WISKA Business Cup. A total of eight companies from the electrical trades and wholesalers as well as international sales partners from England, Ireland and the Netherlands kicked a ball around in style in front of the Volksparkstadion in Hamburg to win their very own trophy. Teams applied in advance to take part via the WISKA lottery.

‘Achieving good figures with customers and partners is important, but it is even more important to know each other well. This not only makes our work more successful, but also simply makes it more fun to spend time together’, says WISKA Managing Director Ronald Hoppmann, who is the third generation of the family to manage the company together with his sister Tanja Hoppmann.

The joy of playing and the fun that was had also inspired former HSV professional, current DFB sports director and coach of the women's national team Horst Hrubesch. The former international came as a surprise guest and was enthusiastic about the mood of everyone involved.

It was also Hrubesch who presented the Cup to the winners of the tournament, the team from electrical wholesaler Hillmann & Ploog. Second and third places went to the two teams from WISKA Germany. The top scorer of the day was Callum Wilson from Team WISKA UK.

Even after the award ceremony, the atmosphere remained relaxed. ‘We do it like the pros. On the pitch, we’re united by our enthusiasm for sporting competition and off the pitch, we’re inspired by working together’, summarises Hoppmann, adding: ‘We’re delighted that many young players have also taken part in the guest teams – because the promotion of young talent is particularly important to us as a family company. Not only at WISKA itself, but also in our home region at Hamburger SV, which enabled us to host this event at the stadium.

And because football fever works up an appetite, the teams went on to a Hamburg beach club after the tournament, where the eventful day ended with a relaxed barbecue by the Elbe. The following day, all the guests got the opportunity to get to know WISKA on site in Kaltenkirchen – from development and production to the laboratory. The new edition of the popular “WISKA box” presented this March, one of the latest WISKA highlights, was essential viewing, not least as a result of the direct cooperation with craftspeople who were hugely enthusiastic and already flirting with the idea of registering early for the next WISKA Business Cup.

About WISKA

WISKA is a manufacturer of electrical installation material, maritime lighting products and CCTV video surveillance for trade, industry and shipbuilding. Founded in Hamburg in 1919, the family-owned company now employs over 260 people across the world. The product portfolio includes cable entries, junction boxes, spotlights, floodlights, reefer container sockets and is rounded off by digital CCTV technology. In addition to its own research and development department, WISKA has a production facility directly attached to its headquarters in Kaltenkirchen, Germany, as well as a worldwide sales network of dealerships and subsidiaries that ensure fast and direct customer service on site.

www.wiska.com

Image captions

Image “(WISKA_Business_Cup_1.jpg)”: “This is what winners look like: the team from Hillmann & Ploog celebrates its victory in the first WISKA Business Cup.”

Image “(WISKA_Business_Cup_2.jpg)”: “Former HSV professional and current DFB sports director Horst Hrubesch with WISKA Managing Director Ronald Hoppmann .”

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