



*Die Handschrift der Werbung*

A low-angle photograph of several large trees with dense canopies of bright orange and yellow autumn leaves. The sun is shining from the upper left, creating a strong lens flare and illuminating the scene. The background shows a hazy landscape with distant hills or mountains.

umaSECRETS

Putting sustainability into practice.



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## FOREWORD



People generally like to feel safe and secure. So although we may all have different aims and aspirations in life, it's generally agreed that an orderly and harmonious environment is worth striving for. So from the point of view of the consumer, purchasing decisions are being increasingly driven by questions of sustainability and environmental protection. It's no longer just about price and quality. Today's customer wants to know what and above all who is behind a product. Where does it come from, how safe is it, and what standards were adhered to for its manufacture? And it doesn't stop there. Consumers want to know about a product's entire value creation chain and how the customer treats its staff and suppliers. A product needs to create a feeling not just of sustainability, but of trust.

The company of uma Schreibgeräte Ullmann is firmly committed to sustainability and to treating both people and the environment with respect. We aim to produce our writing implements to the most exacting of social and environmental standards. In doing so, we are supported by our long-established network of global supply partners. These are relationships based on mutual trust and respect that often go back many years. Thanks to rigorous monitoring, these relationships are continually being revised in the light of changing circumstances and challenges.

For uma, sustainability is more than just a label. With our recycled PET PEN, we have shown that it's possible to make a high-quality recycled promotional writing instrument. Winner of a 2017 sustainability award, the PET PEN shows how investing in research and development can help the planet. And our PEFC-certified wooden pens come from sustainable Black Forest sources.

But for us here at uma, sustainability and environmental awareness are about more than just our products. Based in the heart of the Black Forest, we understand that a natural and rural environment makes for happy and motivated staff. We recognise that our people are our greatest asset and take great care to create a working environment that reflects this. In the area of childcare, for example, the Fischerbach kindergarten and the Fritz Ullmann Grundschule elementary school help parents meet their children's needs. Our local supermarket in the centre of the village provides more than just fresh food. It creates a vital social hub where people can meet and interact. And the Fritz Ullmann Foundation supports a busy sports club that has plenty of family activities. For this work too we recently won a sustainability award in the community category.

With this publication of umaSecrets, we aim to show how, for us, sustainability and social responsibility are more than just empty words. They are values we live every day. We invite you to live them with us.

Alexander Ullmann  
(CEO)



## ABOUT UMA

The company of uma Schreibgeräte Ullmann is one of the world's leading manufacturers of writing instruments for the promotional items industry. As one of Germany's most innovative producers of writing products, we place a premium on quality.

Thanks to continual investment, we have optimised every stage of our production

processes and helped make our home in Fischerbach, in Germany's Black Forest, a wonderful place to live and work.

In 1949, our founder, Fritz Ullmann, had a great idea. He turned simple, everyday ballpoint pens into effective advertising media. Today in Fischerbach we employ over 250 staff.



*„A ballpoint pen is more than just something to write with.“*

Fritz Ullmann  
Founder





Our site in the picturesque village of Fischerbach

With annual sales of over 80 million promotional writing instruments, we have satisfied clients worldwide.

uma places great value on healthy, internationally focussed development that takes into account not just the sale of products but also the wellbeing of the people who work here.



*„We are proud of being a third-generation family company with fresh and innovative ideas for the future.“*

The Ullmann family

## UMA IN FIGURES

successful company since **1949**

around **80 million promotional writing implements** sold worldwide from our base in Fischerbach, southern Germany

**81%**  
of sales comes from Germany

range of around **400** products

Annual sales of over  
**€ 35m**

over **250**  
people work at our site in Fischerbach in the Black Forest

around **170**  
regional homemaker families

over **500.000**  
promotional messages printed or engraved daily





### **COMPANY**

- Third-generation family company
- Innovative market leader
- Largest employer in Fischerbach



### **STAFF**

- Comprehensive training
- Flexible hours
- Workplace pension scheme



### **ENVIRONMENT**

- Responsible use of resources
- Environmentally responsible production methods
- Support for climate protection projects
- CO<sub>2</sub>-neutral production and product lines



### **CSR**

- Fitz Ullmann Foundation supports community facilities and clubs
- Funder of the Fritz Ullmann School and kindergarten in Fischerbach
- Contributor to local economy via own village shop

# OUR COMMITMENT TO OUR COMMUNITIES



## UMA RECOGNISED AS A TOP 100 INNOVATION LEADER



## TRADITION BASED ON CONSTANT INNOVATION

Creativity, imagination, sensitivity and inventiveness are highly valued, and they constantly generate innovative ideas at uma. By involving our employees in strategic planning and responding to frequent customer inquiries, we are able to identify market needs at an early stage and are often able to react faster than the competition.

The TOP 100 innovation competition recognised us as being among the best. Its independent selection process rated us highly for our innovative processes and management. Our uma recycled PET PEN series clearly demonstrated that forward-looking action results in innovative products. Our use of alternative materials and our investment in new production processes have made uma one of the TOP 100 innovative companies in the German SME sector.



The recycled PET PEN series

# MANUFACTURING

## Manufacturing process

Our task is to give the ink cartridge of a pen a fresh, contemporary casing. This is the cartridge's 'cloak'. It has to both look good and feel good while holding, because companies using ballpoint pens for promotional purposes want to make a positive impression. We therefore aim to develop models that stand out from the mass of writing implements on the market today. The look and feel of our products are designed to provide our customers with an optimal promotional tool.

Starting at the development phase, we aim not just to meet the customer's brief but to lay the foundations for a cost-effective and environmentally responsible production process. We analyse the conditions required to ensure the optimal imprint or engraving of promotional messages and the optimal use of materials in accordance with customer requirements.

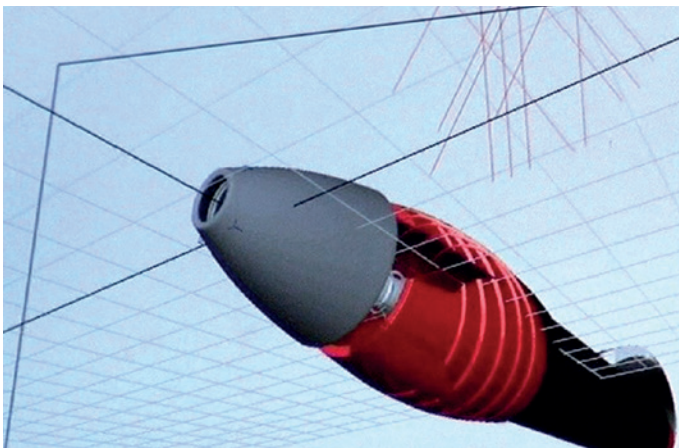
This is no small challenge when you consider that, as the provider of a wide range of writing instruments, we use not just plastic but metal, biodegradable materials, and wood. Our customers can choose from a unique range of around 400 models. And our commitment to quality and to meeting customers' requirements results in a product you can trust.

## Injection moulding

For our injection moulding operations we work with a variety of external providers both in Germany and elsewhere. This enables us to offer our customers a wide product range made of a diversity of materials across all price categories. Together with our home site at Fischerbach, additional manufacturing sites and a worldwide supplier network enable us to provide the flexibility and adaptability that the market requires.

Here at uma, the increasing demand for sustainable, environmentally responsible and cost-effective products is something we welcome. That is why we've invested so much in developing our German site. But regardless of which production site we use, the quality we are famous for is non-negotiable. And our promise includes our commitment to the community and to the wellbeing of all our staff.

For us, corporate social responsibility means more than empty phrases and form-filling. Some of our partners in the Far East have been working with us for over forty years. We are deeply familiar with their factories and we have considerable influence on their manufacturing processes. This means we can be sure that the standards we require regarding quality, safety, working conditions, and environmental impact are adhered to. All our products conform to REACH requirements. One example of our commitment to quality is our



Design study for a new model





*„Sustainable production means that, at every stage of the manufacturing process, social and community considerations are taken into account as well.“*

Jochen Ullmann  
CEO

LIQEO range, which uses a new inkflow system. Compared to other highlighters, this offers greater ease of writing, increased brightness and longer pen life. The highlighters also comply with EN-17 and ASTM D-4236.

Being a socially responsible employer means more than just being environmentally responsible. It also means creating a fair and equitable working environment. To that end, uma is fully signed up to the code of conduct issued by GWW, the German trade body for promotional items. And as parts of our range are manufactured in India and China, we are also a member of the SEDEX scheme (Supplier Ethical Data Exchange) and BSCI (Business Social Compliance Initiative). With annual re-auditing and training, these schemes monitor and improve working conditions and workplace health and safety, thereby guaranteeing adherence to at least minimum standards.

## Assembly

In order to ensure the highest quality standards, practically all our components are assembled at our Fischerbach site. A reliable homemaker team and numerous assembly sites ensure the utmost flexibility of supply when it comes to order volumes and assembly options. With around 170 homemaker families in the immediate Fischerbach area, we can ensure speedy processing of orders and short supply lines.

## State-of-the-art facilities

Alongside product development, one of uma's greatest strengths is undoubtedly the technology that allows bespoke solutions to be created. Our production site at Fischerbach is at the heart of our operations, where highly trained staff ensure our products bear the unique stamp of each individual customer. Because what makes the perfect promotional writing implement is the way it stands out from the competition. Here at our Fischerbach plant, we have Europe's largest and most modern processing facilities for promotional writing implements. Thanks to continual investment in new technology, this is yet another area where we can count ourselves a world



Fully automated conveyor belt running between warehouse and manufacturing site

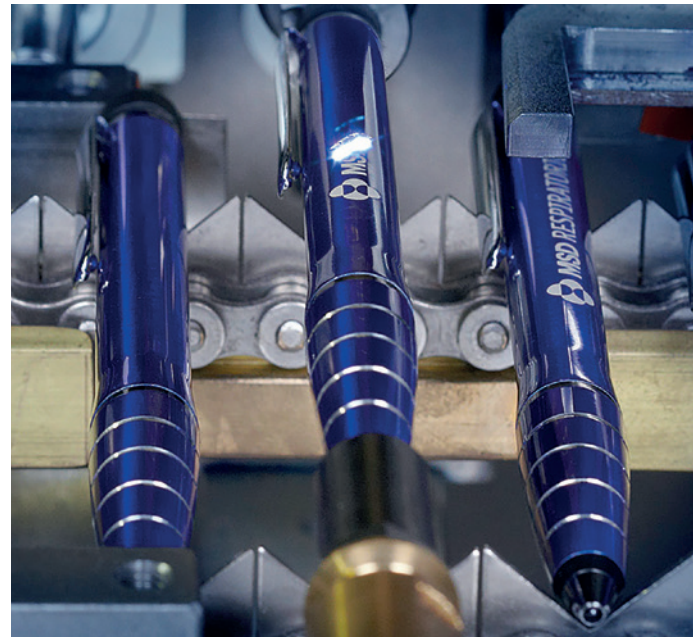


Partial view of our machine park

leader in our field. Complex and demanding production processes are a challenge we relish. The latest silkscreen and pad printing technology ensures outstanding results in multicolour and UV colour printing as well as brilliant colour gradients and innovative digital printing. Chic metal ball point pens are finished with innovative laser technology and etching or advanced engraving techniques. For our customers, this all adds up to one distinct advantage. There is almost no limit to the number of ways that a promotional message can be applied to a writing implement.

### Warehousing

‘Currently unavailable’ is not an excuse you’ll hear from us. Our 10,000 m<sup>2</sup> manufacturing and storage facilities enable us to ensure extremely fast reaction times and to meet our customers’ requirements quickly and reliably. Thanks to this strategy we can not only secure the future of our German site but also continue to enhance it. All this means we can meet another of our sustainability principles: offering our staff a long-term future.



Laser engraving



### Quality management

Continual development and the rigorous enforcement of the highest quality standards mean that our promotional writing implements can continue to compete in the market. A ballpoint pen that doesn't work properly not only fails to fulfil its practical purpose, but can even create a negative impression. We therefore rely on the uncompromising quality of all our components so that we can provide writing implements that provide many years of service as promotional items. Because only a durable promotional ballpoint pen can claim to be a truly sustainable product.



Digital printing machine



High-bay warehouse





## WHAT DOES SUSTAINABILITY REALLY MEAN?

Sustainability is becoming increasingly important in the public consciousness and ever more decisive in driving purchasing decisions. Here at uma, this means that, for everything that we do today, we think about how it impacts on the future. It means that we recyc-

le plastic bottles into ballpoint pens and that we don't cut down more trees than can be planted. So we're particularly proud to have received a sustainability award for our PET PEN product. It's just one example of our commitment to environmental responsibility.

## INVESTMENT IN ENVIRONMENTALLY RESPONSIBLE PRODUCTS



### Cellulose

This naturally occurring biodegradable material can be used in cellulose acetate, which conforms to DIN EN 13432:2000-12/certification programme for products made from compostable material. The cellulose comes from European softwood.



### rABS - recycled plastic

Recycled ABS is obtained from injection moulding waste from the company's own injection moulding plant or from other consumer plastic waste. For this purpose, plastics are collected from mostly technical (household) appliances and recycled according to type. The so-called Post Consumer or Industry plastics can be recycled into a new product after processing. In general, the recycling of plastics consumes less crude oil and energy.



### Cardboard

Recycled cardboard offers a stable and at the same time environmentally compatible material for the manufacture of writing implements. The material can be recycled again, thus making it an even more environmentally sensible choice.

# recycled PET Pen

## The recycled PET PEN

Sustainable, elegant, durable and guaranteed to have been produced in Europe, uma's recycled PET PEN embodies sustainability in several ways, unlike conventional biodegradable models. It is made from rPET, which is produced by recycling PET bottles. This robust and durable material is suitable for long-lasting and sustainable use in advertising. The uma recycled PET PEN is produced entirely within Europe and, with its long lasting uma jumbo refills, makes an additional sustainable contribution to protecting the environment. That is how a 0.5 l PET plastic bottle is turned into a writing instrument.

## The recycled PET PEN switch

The new uma PET PEN switch is now providing a sequel to the uma recycled PET PEN idea. This writing instrument also requires the material from exactly one 0.5 litre PET bottle to produce its barrel. The typical bottle neck shape also features in the PET PEN switch's design language.



RECYCLED PET PEN  
0-2260



RECYCLED PET PEN switch  
0-2240





# UMA SCHREIBGERÄTE WINS A SUSTAINABILITY AWARD

With the recycled PET PEN, we showed that a plastic bottle's fate does not have to be the incinerator. Our company clearly demonstrated its innovative strength by achieving this form of upcycling, and at the same time provided a valuable example of sustainability.

We were awarded the Sustainability Award for the Sustainable Writing Instruments category in recognition of our achievement. Our nomination for the German Sustainability Award 2019 also provided external industry confirmation that we had put our faith in the right idea and concept.

The citation read: „A successful concept, especially considering the joint communication plan with Bionade and the product's regional identity. A success story!”

We also ensure that production of our recycled PET PEN product series is climate-neutral. Working with ClimatePartner, we calculate the emissions of both product series and then offset them using regional climate protection projects.



Presentation of the PSI award



recycled PET PEN BOX





## DEDICATED TO NATURE

The peaceful village of Fischerbach lies in the heart of the Black Forest and is affectionately called the Kinzig Valley's sun terrace, due to its high average hours of sunshine. You can see the spectacular woods of the Black Forest next to rolling meadows if you look out the window

from any workstation in our factory. There is no doubt in our minds that we should maintain this view and reflect it in our production processes and products.

# THINKING SUSTAINABLY MEANS LIVING SUSTAINABLY

## PEFC certification

Wood is a very special material, full of warmth and naturally grown uniqueness: every ballpoint pen barrel is unique and has its own history. As a leading manufacturer of promotional pens, we at uma attach great importance to individuality. Our wooden writing instruments are as unique as the trees they came from.



As a producer from the Black Forest, we are pleased to guarantee that our wooden writing instruments are PEFC-certified, and to contribute to the protection of sustainable raw materials in this way. It is natural for us to want to participate in this scheme for sustainable forest management and the protection of an important raw material.

PEFC certification guarantees that wood and paper products come from sustainably managed forests. With over 265 million hectares (655 million acres) of certified forests, PEFC is the world's largest forest certification system and guarantees sufficient quantities of raw materials. Thanks to this certification, we at uma assume social responsibility by supporting responsible use of resources and being committed to making an active contribution to preserving forests.







# ECO PASSPORT

## OUR VOLUNTARY CONTRIBUTION TO CLIMATE PROTECTION

As a company in the advertising and media industry, uma Schreibgeräte has a special responsibility with regard to climate protection. We therefore do everything we can to save energy and reduce our greenhouse gas emissions, and it is natural for us to print in a climate-neutral way.

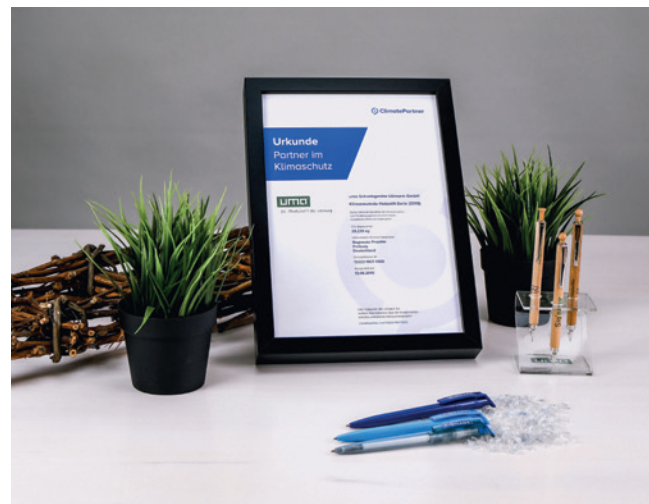
We measure the greenhouse gas emissions which result from our printing and offset them by purchasing carbon credits. These investments support well-known climate protection projects in developing countries and emerging markets, as well as right here in the Black Forest, and make a real contribution to climate and environmental protection.

## ClimatePartner

We have been working with ClimatePartner, which supports us in terms of carbon-neutral production and developing carbon-neutral product lines, since 2019. ClimatePartner develops cross-industry climate protection solutions for companies. The companies' greenhouse gas emissions are calculated and reduced as much as possible. However, since they cannot completely eliminate their greenhouse gas emissions, any remaining emissions are offset by financial support for climate protection projects.

We work with ClimatePartner to support regional projects in the Black Forest and the Alps, as well as internationally recognised climate protection projects.

The forest protection project in Freiburg is ideal, as it offers an opportunity for us to invest in our local area and in preserving our precious countryside.



Some climate protection projects which we support





## FISCHERBACH CITIZEN ENERGY

Here at uma, we support a pioneering local project called Fischerbach Citizen Energy. Designed to help combat climate change, this involves a bidirectional heating and cooling grid with an integrated ice storage unit and wind turbine.

This system interacts synergistically with itself for energy procurement and energy feed-in. This type of closed-loop energy system, which makes use of previously unusable environmental heat, is one of the most advanced solutions available for reaching climate

change targets. For us here at uma, ending our reliance on increasingly expensive fossil fuels while at the same time creating future energy autonomy for communities is one of the principal aims of our investment strategy.

By using renewable energy in our daily manufacturing operations, we are already helping to lessen our impact on the environment. And thanks to financial support from us, the project will also provide





Aerial image of Fischerbach

long-term benefit for private households. The technology is currently being used in Fischerbach's new housing developments, where thirty test houses have been connected to the system.



*„Using renewable energy means having the courage to invest in new technologies.“*

Peter Ullmann  
CEO

## ORGANISATIONS WE BELONG TO

uma takes responsibility for people and the environment. The basic principles of our manufacturing processes are to ensure that people working for us are treated with respect and dignity and to reduce our environmental impact as much as possible. This means complying with workers' rights, not using child or slave labour and using natural resources responsibly. That is why we work only with carefully selected and regularly audited manufacturing facilities.

Our customers can be sure that when they use our products, they'll be sending a clear message of corporate responsibility.

### SEDEX (Supplier Ethical Data Exchange)

Since April 2014, we have been a member of SEDEX, an organisation for companies looking to improve ethical accountability in their supplier chain. SEDEX aims to create greater transparency and security across the entire supplier chain. Using the SMETA audit system (SEDEX Members' Ethical Trade Audit), qualified specialists audit suppliers for their performance in areas such as working conditions, health and safety, hygiene, and environmental management.



### BSCI (Business Social Compliance Initiative)

Since January 2014, we have been a member of the BSCI. The standards, tools, and training offered by BSCI help to monitor working conditions, health, safety, and other community issues at all our suppliers worldwide and, where necessary, to work with our partners to achieve improvements.

BSCI is a charitable association of companies founded to create a common platform for the various European codes of conduct and monitoring systems and to create the basis for a joint system for overseeing community standards. The principal aim of BSCI is to ensure compliance with its code of conduct, which establishes the values and principles that members (uma amongst them) have undertaken to implement in their supply chain.





## SECURITY AND FREEDOM OF COMMERCE

The Foreign Trade Association (FTA) is an organ of European and international commerce that is committed to freedom of trade and responsible foreign trade. This charitable association represents over 200 members of the international trade community and was the first organisation in the world set up to promote international commerce. The FTA brings together retailers, importers, brand manufacturers, and national associations to improve the legal and political environment for trade.

In light of the FTA's international relationships with suppliers and customers, uma's membership of this organisation is a perfect fit.



## INTERNATIONAL PROMOTIONAL ITEMS

uma is also a member of PSI, the international network for the promotional items industry. The focus here is particularly on increasing sales of uma's high-quality products on the international market.

With over 6,000 members, the PSI Institute is the largest corporate network for the promotional items industry in Europe.



## SOCIAL RESPONSIBILITY

uma is a member of the GWW, the German trade body for promotional items, which aims to encourage the use of promotional items in the communications mix and to improve the legal and political environment in which the industry operates. It acts as a point of contact for a range of industry issues and coordinates supplier affairs in the European context. The aims of the GWW are particularly close to our heart, as are their fresh ideas and commitment to quality and professionalism. The GWW has grown to over 350 members and has become one of the most powerful organisations in Germany for the promotional items industry. It organises GWW NEWSWEEK and the TREND trade fair, where uma is represented every year. Providing a forum for suppliers and specialists, these events have firmly established themselves on the industry calendar.

uma is committed to the GWW code of conduct for the German promotional items industry, which includes:

- equality of opportunity and ending workplace discrimination
- upholding ethical commercial conduct
- providing specialist advice
- respecting the right to competition and copyright over designs
- doing business without corruption or preferment
- avoiding hazardous substances
- adherence to European social standards when doing business internationally
- minimising environmental impact and using resources responsibly
- using high-quality promotional items and ensuring data protection



## COMMITTED TO A MORE EQUITABLE SOCIETY

„If I am doing well, I don't see why others shouldn't.“ The Ullmann family has been living by this motto for generations. For the Ullmanns, when it comes to acting in a socially responsible way, actions speak louder than words. They are interested not just in short-term reputational enhancement, but in creating values than the next generation can continue.

As uma's founder (and an honorary citizen of Fischerbach), Fritz Ullmann often showed that he was not just a great entrepreneur but also a great philanthropist. As well as donating large sums to the community every year on his birthday, he also founded the Fritz Ullmann Foundation.

The Foundation exists to provide long-term support in the village for young people as well as for art, culture, and sport. But Mr. Ullmann expressed a special interest in helping the elderly, especially in the area of assisted living. To this end, he gave the relatively small village of Fischerbach a donation of one million euros.

„The Foundation is intended to be sustainable,“ says Peter Ullmann, the current chairman of the advisory board. Two sons Jochen and Alexander are also directors of the Foundation and are responsible for managing its finances together with Peter. The Foundation's capital remains untouched, as projects are financed solely from profits.

### Assisted living

The planning and execution of the assisted living project in Fischerbach is just one of many community milestones that uma and the Ullmanns have committed to over the years. This concept of young and old living together in an intergenerational community is somet-



Founding of the Fritz Ullmann Foundation

hing the company hopes to develop further in the future.

### Support for education

The street on which the company is situated is not the only part of Fischerbach to bear the name of the village's biggest benefactor. The Fritz Ullmann Grundschule school is a project close to the company's heart. In supporting both this and the Wunderfitz creche, the company aims to provide Fischerbach's smallest citizens with the best possible start in life.

Apprenticeships are another area the company is committed to. Every year uma takes on between six and eight trainees and we have close links with local education institutes.



The Fritz Ullmann Grundschule school in Fischerbach

We are also a mentor company for the Hausach business schools. To give students a real taste of commercial life, we conduct regular tours of our site and are on hand to offer support and advice. Students can also undertake placements at uma, where they can get insights into the various departments.

### Keeping it local

The Ullmanns have said that „for us and our staff, the opportunity to work where we live constitutes an important part of our quality of life. It makes us feel even more responsible for the success of the company and of the community.“ When the village shop closed, Traudel Ullmann organised a local food shop in conjunction with the local council. Together with a cash machine, a small village shop, a package drop-off point, and even a small bistro, it not only provides local amenities but helps keep the community together.

### Support for local sports clubs

uma is equally supportive of local sports initiatives. Together with FC Fischerbach we helped found the uma JuniorCup. 2018 saw the third JuniorCup take place over three days with the participation of 450 kids from a range of age groups. Amid all the goals, medals, and trophies, the biggest prize of all was naturally the sheer enjoyment and exuberance of all those who took part.



Fritz Ullmann statue



Impression of the uma Junior Cup



uma JuniorCup winners



## UMA-CERTIFIABLY SUSTAINABLE

Customers are increasingly basing their purchasing decisions not just on quality and price but on how products are manufactured and who is responsible for this process. Unfortunately, responsible corporate behaviour cannot always be taken for granted. That is why we have submitted ourselves to external audit.

EcoVadis is a programme that assesses companies against 21 sustainability criteria. Under the programme, we were compared to 40,000 companies in 110 countries and we are proud to have been

awarded a silver medal for 2018. Our CSR performance score came out as above average. Using a scorecard available on the EcoVadis online platform, we can now share our result with our customers and show how we are complying with our CSR obligations. The resulting transparency and credibility help to maintain long-term sustainable behaviour.

Because for a third-generation, family-run company, thinking about the next generation is something we do every day.





## UMA AS AN ATTRACTIVE EMPLOYER

### Our people are our greatest asset

Our attractiveness as an employer is based not just on our idyllic location but on the value we place on every single employee and their wellbeing. Our highly trained and adaptable workforce is the bedrock of our success. Our spacious, light-filled premises offer uninterrupted views of the Black Forest that surrounds us. Despite increasing staff numbers, we aim to run the company like a small family concern. Small gestures help to create a positive working environment. We organise annual company outings and celebrate special occasions. Holiday money and Christmas bonus, in addition to our workplace pension scheme, all help to make Fischerbach's largest employer a great place to work.

### Flexible working hours

To ensure an optimal working environment we also offer flexible working hours to help our staff achieve a good work-life balance. The Fischerbach kindergarten and the Fritz Ullmann Grundschule school are just a couple of minutes' walk away from company premises, and employees with children can come to work later or leave earlier.

Our commitment to building both the school and kindergarten in the heart of the community has reduced the school run to a minimum, giving parents more free time with their kids.

### Infrastructure for a vibrant community

Living in the countryside is of course wonderful. But it requires a certain amount of infrastructure and employment opportunities. Here at uma, we are proud to provide both. We support public facilities and help to provide local amenities. Our own village food shop – affectionately known as the Lädle („little shop“) – is not just a convenient local amenity. It helps to keep money in the local economy and provides a hub for community life.



Own village food shop „Lädle“



*„The wellbeing of our staff is our highest priority.“*

Traudel Ullmann





**WE are uma!**



## FROM SHIFTWORKER TO DEPARTMENT HEAD

### Training/dual study programmes

Here at uma, we are constantly on the lookout for new employees and apprentices who can think for themselves and act on their own initiative, because we want the diversity of our product range to be reflected in the diversity of our people.

We offer the following apprenticeships:

- Wholesale and international trade executive
- Commercial executive

Our trainees gain experience across a range of departments, from materials procurement to marketing, and thus gain an overview of the business as a whole. For the theoretical underpinning of their practical experience, they combine their work with study at a business college. They can then come back to work and put what they've learned into practice.

We also offer the following dual study programme:

- Bachelor of Arts – Industry

Combined work-study programmes provide an academic education embedded in practical commercial experience. As part of their study, students undertake work-related projects and, as part of their individual training plan, rotate across a range of departments.

For graduates and school-leavers, we are an ideal first employer offering exciting career development.

And thanks to our close cooperation with local schools, we are able to achieve an optimal balance between young up-and-coming talent and older, more experienced workers.

We take on three or four apprentices annually. We support a training company associated with the Hausach business schools. And we sit on the board of the business schools supporters' association. So all in all, we are ideally placed to actively shape the future of the region's young people.

And training doesn't end with the apprenticeship. For committed and motivated people, uma offers specialist further training opportunities.



*„Being a student at uma means lots of diversity. As a student you get an insight into all the departments, from production to despatch. You can work on your own initiative and you pick up lots of useful experience for your future career. Teamwork is really important here.“*

Anne Duffner  
Student



## STRONGER TOGETHER – TRAINING AT UMA

Completing an apprenticeship or dual study programme at uma means being part of a close-knit, friendly team.

Every year we offer our apprentices and dual study students a special apprentices' day during which they can get to know one another better and strengthen their working relationships. Joint activities during lunch hour, such as cooking and eating together or going on a walk through picturesque Fischerbach, are equally designed to promote cooperation and respect.

But we also place great value on independence and initiative. Right from the start of their apprenticeships, trainees learn how to take on responsibility. Special apprentice tasks, such as franking and collecting post or managing office stores, are divided up by trainees amongst themselves. These tasks are intended to help apprentices to organise themselves and work together as a team to overcome any problems.

Every year we take at least two apprentices to the industry's largest trade fair, PSI in Dusseldorf. We think it's important that apprentices get to know our customers, products, and processes and gain experience outside of the company. At the trade fair they can meet and talk to customers and gain valuable industry insights.



Apprentices and students at uma





*„True happiness comes from doing good.“*

Socrates



*Die Handschrift der Werbung*

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